
**ROAD SAFETY COUNCIL
REPORT ON ACTIVITIES
2010-11**

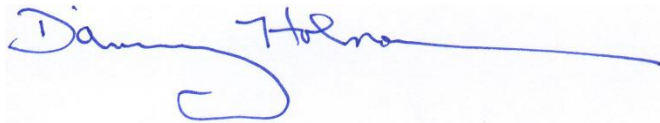
**as required by Section 13 of the
*Road Safety Council Act 2002***

The Honourable R Johnson, MLA
Minister for Police; Road Safety

STATUTORY REPORT – ROAD SAFETY COUNCIL ANNUAL REPORT ON ACTIVITIES 2010-2011

Pursuant to section 13 of the *Road Safety Council Act 2002* the Road Safety Council submits its report on the activities of the Council for the financial year ending 30 June 2011.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'D'Arcy Holman', with a long horizontal flourish extending to the right.

Professor C. D'Arcy J. Holman
Independent Chair
ROAD SAFETY COUNCIL

6 February 2012

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1. INTRODUCTION

The Road Safety Council is established as a body under section 4 of the *Road Safety Council Act 2002* ('the Act').

Section 5 of the Act, as it applied in 2010-2011, specified the Council's functions as to:

- identify measures to improve the safety of roads in the state, and to reduce the deaths of people, the injuries to people, and the damage to property, resulting from incidents occurring on roads in the State;
- recommend to relevant bodies and persons the action that should be taken to implement those measures;
- co-ordinate the implementation of those measures by relevant bodies and persons;
- evaluate and monitor the effectiveness of those measures;
- evaluate and monitor the safety of roads in the State; and
- recommend to the Minister how money standing to the credit of the Account should be spent to implement those measures and to facilitate the performance of the Council's functions.

This document summarises the Road Safety Council's activities in relation to its functions for the financial year 2010-2011.

2. MEMBERSHIP OF THE ROAD SAFETY COUNCIL DURING 2010-2011

Under section 6 of the Act, the Road Safety Council is to consist of 12 members appointed by the Minister, those being —

- (a) a person to be the chairman of the Council;
- (b) a person to represent users of roads;
- (c) a person to represent local government, nominated by the Western Australian Local Government Association;
- (d) a person employed in the department of the Public Service principally assisting the Minister in the administration of the *Road Safety Council Act 2002* whose duties relate to road safety;
- (e) a person nominated by the Minister administering the provisions of the *Road Traffic Act 1974* that relate to licensing provisions;
- (f) a person nominated by the Minister administering the *Police Act 1892*;
- (g) a person nominated by the Minister administering the *School Education Act 1999*;
- (h) a person nominated by the Minister administering the *Health Act 1911*;
- (i) a person nominated by the Minister administering the *Main Roads Act 1930*;
- (j) a person nominated by the Minister administering the *Transport Co-ordination Act 1966*;
- (k) a person nominated by the Minister administering the *Planning and Development Act 2005*; and
- (l) a person nominated by the Minister administering the *Insurance Commission of Western Australia Act 1986*.

There were a number of changes to the membership of the Road Safety Council during 2010-11, namely:

- Department of Education – Ms Rose Moroz was replaced by Mr Lindsay Hale, Director of Planning and Delivery
- Western Australian Local Government Association – Mayor Troy Pickard was replaced by Cr Steve Martin, President of the Shire of Wickepin
- Department of Planning – Mr Bruce Macdonnell was replaced by Mr John Chortis, Director of Infrastructure and Planning
- Department of Transport – Mr Alistair Bryant was replaced by Ms Nina Lyhne, Acting Managing Director of Transport Services
- Western Australia Police – Assistant Commissioner Shayne Maines was replaced by Acting Assistant Commissioner Michelle Fyfe

Table 1 overleaf lists Road Safety Council members as at 30 June 2011.

**Table 1: Road Safety Council members 2010-2011
As at 30 June 2011**

MEMBER	REPRESENTING	POSITION
D'Arcy Holman	Chair	Chair in Public Health The University of Western Australia
Matthew Brown	Road Users	Head of Member Advocacy Services, RAC
Steve Martin	Local Government	President of the Shire of Wickpin WALGA Deputy President
Iain Cameron	Office of Road Safety	Executive Director
Nina Lyhne	Department of Transport	Managing Director, Transport Services
John Chortis	Department of Planning	Director of Infrastructure and Planning
Michelle Fyfe	WA Police Service	Acting Assistant Commissioner
Lindsay Hale	Department of Education	Director, Statewide Planning and Delivery
Andrew Robertson	Department of Health	Deputy Chief Health Officer
Des Snook	Main Roads WA	Executive Director, Road Network Services
Lew Watts	Insurance Commission	General Manager Insurance

3. IDENTIFYING AND RECOMMENDING MEASURES TO IMPROVE ROAD SAFETY AND REDUCE DEATH AND SERIOUS INJURY

In March 2009, the Western Australian Parliament adopted the State's Road Safety Strategy for 2008-2020, *Towards Zero*. The Strategy is based upon a 'Safe System' framework which recognises two key limits of people using the road transport system – that is, people make mistakes as well as take risks and that there are physical limits to the amount of force the body can take before injury occurs. The four key cornerstones of the recommended strategy are safe road use, safe roads and roadsides, safe speeds and safe vehicles. A fifth cornerstone involves a range of research, data, administration and other projects that support the road safety effort in Western Australia.

During 2010-2011, the Road Safety Council identified and implemented a range of measures to improve road safety in Western Australia, in line with *Towards Zero*. Many of these activities are carried out by the individual Road Safety Council agency that has direct responsibility and accountability for the delivery of functions as described in their governing legislation.

Table 2 details the areas of responsibility for road safety of each Road Safety Council member agency.

Table 2: Road Safety Council Member Agencies - Areas of Responsibility

ROAD SAFETY COUNCIL MEMBER	AREAS OF RESPONSIBILITY FOR ROAD SAFETY
Chairman	<ul style="list-style-type: none"> • Presides at Road Safety Council meetings
RAC WA Inc	<ul style="list-style-type: none"> • Represents all road users on the Road Safety Council • Educates the community (particularly in relation to safe roads and safe vehicles) • Advocates for road safety improvement
Western Australian Local Government Association	<ul style="list-style-type: none"> • Represents local Government on the Road Safety Council • Provides leadership to and advocacy for local Government (which designs, builds and maintains the local road network) • Educates the community • Advocates for road safety improvement
Department for Transport	<ul style="list-style-type: none"> • Set standards for the licensing of drivers and vehicles • Licenses drivers and vehicles • Supports and encourages the use of alternative forms of transport
Department for Planning	<ul style="list-style-type: none"> • Encourages urban design and planning that enhances road safety
Western Australia Police	<ul style="list-style-type: none"> • Enforces road user behaviour • Collects and analyses information about road crashes

Table 2 continued

ROAD SAFETY COUNCIL MEMBER	AREAS OF RESPONSIBILITY FOR ROAD SAFETY
Department of Education (on behalf of the Catholic Education Office and the Association of Independent Schools WA)	<ul style="list-style-type: none"> • Educates young road users through early childhood centres, school and TAFE systems via Road Aware programs • Provides road safety information to parents and carers for infants, children and young people via Road Aware programs • Provides professional learning about road safety to teachers and community based professionals via Road Aware programs
Department of Health	<ul style="list-style-type: none"> • Treats those injured in road crashes • Collects and analyses road crash injury data
Main Roads Western Australia	<ul style="list-style-type: none"> • Designs, builds, operates and maintains the state road network • Manages Black Spot and Safer Roads and Bridges program • Sets speed limits • Collects and analyses road crash injury data
Main Roads Western Australia (Office of Road Safety)	<ul style="list-style-type: none"> • Provides secretariat support to the Road Safety Council and the chairman • Provides leadership among key agencies in the co-ordination of road safety activities • Undertakes community education, research, policy development and data analysis • Monitors and reports on progress
Insurance Commission of Western Australia	<ul style="list-style-type: none"> • Manages motor vehicle injury claims • Collects and analyses road crash injury data • Provides supplementary funding to support agreed road safety initiatives
Office of Road Safety	<ul style="list-style-type: none"> • Supports Road Safety Council • Administers Road Trauma Trust Account • Develops policy on road safety • Supports the Minister for Road Safety • Delivery of road safety education campaigns

In addition to agency core areas of responsibility, Road Safety Council agencies identify priority road safety initiatives that are over and above core functions and that meet the requirements of section 5 (f) of the Act, and apply for specific project funding from the Road Trauma Trust Account (RTTA). (See section 7 – Managing the RTTA for further details on the application and allocation of RTTA moneys).

An overview of the significant RTTA funded projects that were progressed in 2010-2011, grouped by lead agency, is given below. A breakdown of RTTA funds allocated to these and other RTTA projects are given in Section 8 – RTTA Budget and Expenditure.

3.1.1 ROAD SAFETY COUNCIL'S COMMUNITY EDUCATION PROGRAM

Community Education Campaigns

During 2010-11, the Office of Road Safety, on behalf of the Road Safety Council, conducted six major state-wide community education programs. The campaigns are summarised below with results achieved reported in Section 5.

Speed – The *Enjoy the Ride* campaign was a new and innovative approach to addressing community education on speed in Western Australia. The campaign presented the benefits of slowing down instead of threatening the public about the consequences of speed. Based on the key insight that the way we drive is a symptom of the way we live, the campaign took a holistic approach to the speeding issue and our day to day life.

The campaign was launched with a three-minute television advertisement, followed by two 30-second advertisements which encouraged people to recognise that there is a better way to go about driving. A dedicated website was also created to question society's cultural obsession with speed. Covering the areas of driving, health, planning and the environment, diet and lifestyle, the site promotes the 'slow' philosophy, highlighting the benefits of doing all the things in a more deliberate, considered manner including, most importantly, driving.

Safer Vehicles – The *Know What You Are Getting Yourself Into* safer vehicles campaign aired between April to June 2010, September 2010 and February 2011. Campaign elements comprised outdoor, online, press, radio and television advertising. The evaluation results found that 67% of the general public recalled the campaign. The main message take out was 'check or be aware of safety ratings'.

The *Stars on Cars* campaign focused on generating awareness of the safety ratings on new light vehicles available to consumers. The *Stars on Cars* program – which aims to provide purchasers of new light vehicles information on the potential vehicle's safety rating at the point of sale – continued to be rolled out with 18 active dealers participating in the Perth metropolitan area. The W.A *Stars on Cars* program was the first of its kind in Australia.

Restraints – In 2010-11 a new collaboration with WIN Television was established, resulting in a media program that delivered the *Belt Up* message to young males (17-39 year olds) in remote and regional communities. With football continuing to be a key focus of regional communities, advertisements during the *Off the Boot* weekly television show featured a strong restraints message.

Additionally, a mobile rural cinema was utilised to screen restraint messages at local ovals throughout the north of the State. Prior to each feature film, the *Belt up* message was promoted with television advertisements (Embrace Life), static signage, together with distribution of collateral material.

Drink Driving – In November 2010 the drink driving enforcement campaign *You Deserve It* was launched. Campaign elements comprised of outdoor, radio and television advertising, ran in the lead up to Christmas and over the Christmas period. *You Deserve It* ran again from February 2011 to May 2011.

Driver Distraction – The 2010-2011 driver distraction campaign *Behind Closed Doors* aimed to raise public awareness of the dangers of in-car distractions while driving. The new commercial showed a series of distracting situations and the repercussions of not paying full attention to the driving task and surroundings.

The mass media campaign ran from May to October 2010, with the television commercial supported by radio and outdoor advertising.

Serious Injury – The *Tree of Life* campaign aimed to raise awareness of the wide reaching effects of serious injury crashes on Western Australian roads and the destructive impact on the whole community. The campaign aimed to show that all Western Australians need to realise how driving actions can have a serious impact on others and the wider community.

Each injury not only places an enormous burden on friends and family, often lasting a lifetime, but also places a heavy cost on our community, including the State health system, community services and workforce. The campaign reminded road users to drive carefully, and remember that road injuries cannot be accepted as inevitable.

The serious injury campaign *Tree of Life* ran from July 2010 through to October 2010. The campaign elements were comprised of television advertising supported by press and radio advertising.

3.1.2 WESTERN AUSTRALIA POLICE

Strategic Traffic Enforcement Project

The Strategic Traffic Enforcement Project provides funding for WA Police to undertake traffic enforcement above baseline levels to increase actual and perceived levels of enforcement and ultimately to change driver behaviour. The WA Police allocates program funds across police districts on a crash priority basis to ensure that funded enforcement operations are intelligence led, address key contributing behaviours and target locations where crashes are occurring.

In 2010-11 around 12,000 additional traffic patrol hours were conducted across the State.

Operation Octopus

In January 2011 WA Police were funded to run a dedicated enforcement campaign targeting drink and drug affected drivers who use secondary and minor roads to avoid Police detection. The Operation was highly successful with 15,000 breath and drug tests administered, 60 vehicles seized and almost 600 drink, drug and licensing offences recorded.

After Hours Enforcement Project

This was a new project in 2010-2011 and involved lockdowns using two booze buses and a drug bus, and after-hours speed camera operations in early mornings or late evenings. Over 30,000 vehicles were checked for speeding during the after hours enforcement periods, with a further 8000 preliminary breath tests conducted in the nine lockdown drug and alcohol operations.

Traffic Intelligence Model

The development of a Traffic Intelligence Model was finalised in 2010-2011. This model captures all data relating to road user complaints and other traffic related information from a variety of sources and uses it to effectively target and apprehend errant road users. Using the Traffic Intelligence Model, packages of profiles of interest are disseminated to Police districts and the Traffic Enforcement Group. In the first six months of operation, over 8,000 traffic complaints were processed resulting in a number of arrests and charges.

Traffic Officer Capacity Building

The expansion of road policing skills within the WA Police is a key component of providing an effective traffic enforcement presence on Western Australian roads. In 2010-2011, WA Police developed a framework for specialised training of road policing enforcement officers and delivered that training to a number of groups within their ranks.

3.1.3 MAIN ROADS WA

Motorcycle Crashes into Roadside and Median Crash Barriers

Roadside and median barriers are an effective means of preventing vehicles from leaving or crossing the road and potentially colliding with roadside objects or other vehicles and for absorbing some of the crash energy involved in collisions. Western Australia is contributing to a significant study being funded by a number of sources across Australia into the nature of motorcycle crashes involving these barriers and possible areas for improvement in design.

In 2010-2011, stage 1 of the study, which sought to develop the necessary protocols for motorcycle barrier testing, was completed. A report outlining the characteristics of 50 selected motorcycle fatality crashes involving barrier impacts and/or cross over median crashes was also finalised.

State Speed Monitoring

Main Roads WA has been conducting state-wide speed monitoring surveys on an annual or biennial basis since 2000, measuring vehicle speeds and compliance with speed limits at a range of sites on regional and metropolitan roads. The survey of regional roads was conducted in 2009 and the metropolitan survey in 2010.

The key findings of the latest speed monitoring surveys are given in Section 5 – Evaluating and Monitoring the Effectiveness of Measures.

Redevelopment of Crash Tool software

Crash Tool is a software package that was developed to assist Main Roads and local governments to accurately identify Blackspots on the road network and provide innovative solutions to alleviating problems at these locations. Since its introduction as a prototype it has been used extensively by the engineering fraternity.

In 2010-2011, the re-development of Crash Tool onto an appropriate software platform, with enhanced functionality and improved integration with other Main Roads systems, was completed. User satisfaction with the new system has been high.

3.1.4 DEPARTMENT OF EDUCATION

School Drug Education and Road Aware Program

Road Aware provides a continuum of service in road safety education for young people from birth to age 18 years with the aim of influencing road user behaviour. The program is delivered by the School Drug Education and Road Aware (SDERA) section of the Department of Education, which has a dedicated consultant in the major regional centres of Western Australia and in the metropolitan area.

During 2010-2011, the Road Aware program of SDERA:

- Provided state-wide access to facilitator training and parent information workshops on road safety for children up to the age of four years. Over 70 parent workshops were held, involving around 700 parents and over 150 children.
- Delivered almost 20 professional learning workshops to teachers and other school staff on the 'Challenges and Choices' road safety education materials for school children aged between four and 14 years. Over 200 workshop participants from around 25 schools received training in the use of the materials.
- Supported and strengthened the Keys For Life in-school novice driver program. As part of Keys For Life, 15 parent workshops and 19 professional development sessions for school staff on delivery of the program were conducted. Around 50 per cent of the schools who received professional development in the Keys For Life program implemented the program in the 2010 school year, with over 9,000 students participating.

3.1.5 WESTERN AUSTRALIAN LOCAL GOVERNMENT ASSOCIATION

The Western Australian Local Government Association (WALGA) is funded by the RTTA to deliver a number of road safety services. The primary vehicle for this activity is WALGA's specialist road safety program, RoadWise.

RoadWise Community Road Safety Network

The RoadWise community road safety network, which extends across 11 metropolitan, regional and remote regions of Western Australia, aims to increase stakeholder and community participation in the delivery of local road safety activities. In 2010-2011 there were 74 active local road safety committees, around half of which have action plans which are directly aligned to the State's road safety strategy, *Towards Zero*.

A key activity for the RoadWise network is the promotion and conduct of educational activities in support of the *Towards Zero* priorities. Over 1300 separate educational opportunities were conducted in 2010-2011. During the year there was also an increase in the number of presentations and approaches to workplaces that were made encouraging the development of workplace and fleet safety policies.

Community Road Safety Grants Program

The Road Safety Council's Community Road Safety Grants Program is managed by the WALGA RoadWise program. The Program encourages collaborative efforts to improve road safety at regional and local levels.

In 2010-2011, over \$375,000 worth of road safety project and sponsorship grants were allocated to local community and stakeholder groups across the State.

Type 1 Child Car Restraints Fitting Service

The state-wide Type 1 Child Car Restraints Fitting Service is coordinated by RoadWise. The Service involves the training of Type 1 child restraints fitters, plus administration of a help line for members of the public and other stakeholders. In 2010-11, there were 12 training courses conducted with over 50 new child restraint fitters trained in Perth and regional areas. These trained fitters provide regular opportunities for members of the community to have the installation of their child restraint checked to ensure maximum safety.

Local Government Safe System Project

The Local Government Safe System Project aims to increase the uptake of safe system principles by Local Government. Activity in 2010-2011 raised awareness among Local Government of the *Towards Zero* strategy and sought to establish a baseline for the level of safe system practices currently adopted within Local Government.

3.1.6 DEPARTMENT OF TRANSPORT

Motorcycle Graduated Rider Training and Licensing

An independent review of best practice licensing systems for motorcycle riders made a number of recommendations for change to the way riders of powered two wheelers (motorcycles and mopeds) are licensed in WA. The Department of Transport is managing the policy development and implementation of a Motorcycle Graduated Rider Training and Licensing system. During 2010-2011, the phased approach to the graduated regime was agreed by relevant stakeholders and a computerised theory test for motorcycle riders was implemented. A rider specific licensing, road craft and road safety handbook was also finalised and launched, as was a *Good Gear Guide* to appropriate motorcycle apparel.

3.1.7 ROYAL AUTOMOBILE CLUB OF WESTERN AUSTRALIA

Road User Consultation Support

The RAC as the road user representative on the Road Safety Council is supported in this role through additional funding from the RTTA. The additional support improves the ability of the RAC to engage with all road user stakeholders, particularly vulnerable road user such as motorcyclists, pedestrians and cyclists.

Motorcycle and Scooter Action Group

To address the increasing trend in motorcycle and scooter involvement in serious crashes, the RAC, in conjunction with the Office of Road Safety, hosted a series of Motorcycle and Scooter Safety Action Group (MSSAG) forums. The final forum was held in September 2010, with a range of actions agreed and implemented by agencies and motorcycling stakeholders. The current status of the actions can be found at <http://www.ors.wa.gov.au/Demographic-Pages/I-am-a-Motorcyclist/MSSAG.aspx>

3.1.8 DEPARTMENT OF HEALTH

Drug Driving Community Education

On behalf of the Road Safety Council, the Department of Health's Drug and Alcohol Office runs an annual campaign raising awareness of the risks of drug driving and the associated laws and penalties. The 2010-2011 drug driving campaign, which ran from October to December 2010, used press, radio, outdoor and online media to reinforce the drugs and driving don't mix message.

State Trauma Registries

Hospital trauma and injury data is vital for research, education and strategic planning purposes as well as for monitoring the Western Australian Trauma System from the time of injury to rehabilitation. The Department of Health is funded to collect and analyse data on trauma patient admissions and to make this data available to road safety agency stakeholders.

3.1.9 OFFICE OF ROAD SAFETY

Policy Development

The Office of Road Safety co-ordinates the development and implementation of a range of policy initiatives on behalf of the Minister for Road Safety and the Road Safety Council. During 2010-11, significant policy initiatives funded by the RTTA included:

Safer Vehicles – Fleet vehicles are considered an extension of the workplace and therefore should be as safe as is reasonable and practical. During 2010-2011 the Safe Driving Policy Framework, developed by the Office of Road Safety in conjunction with State Fleet, was refined and adopted by the then Western Australian Department of Treasury and Finance. The policy made it mandatory, from 1 October 2011 onwards, for Western Australian State government agencies to purchase 5-star ANCAP (Australasian New Car Assessment Program) rated passenger vehicles, unless

otherwise approved by State Fleet. WA is the second jurisdiction to implement such a policy following the Australian Government.

Novice Drivers – Research clearly indicates that young, novice drivers are over-represented in road crashes, compared to more experienced drivers. During 2010-2011, the Office of Road Safety, in conjunction with the RSC's Novice Driver Review Implementation Working Group, progressed a number of initiatives to improve the safety of young drivers. Policy development and the necessary drafting instructions for restricting driving instructors of novice drivers to a specified Blood Alcohol Concentration (BAC) were compiled. In September 2010, the Road Safety Council also considered and approved a recommendation to restrict novice drivers from carrying passengers between 9.00 p.m. and 5.00 a.m. unless accompanied by a supervisor. A recommendation paper seeking to ban the use of mobile phones by novice drivers was also finalised and endorsed by the Road Safety Council in August 2011.

These RSC endorsed initiatives are to be presented to Government in early 2012 as part of an overall package to improve the safety of novice drivers.

Intelligent Speed Adaptation Demonstration Trial – Western Australia's Intelligent Speed Adaptation (ISA) demonstration project was designed to trial an advisory ISA system in a sample of the Western Australian vehicle fleet. During 2010-2011, Phase 2 of the project, which involved the trial of a communications technology that would automatically transmit speed zone changes to the ISA units in each of the participants' vehicles, was planned. Extensive field testing of the hardware and software adopted to implement Phase 2 revealed, however, that the communications technology selected for this part of the trial was insufficient to create the digital speed limit information network required.

While Phase 2 of the trial could not be completed as planned, the trial achieved many of its stated objectives and, in particular, demonstrated the utility and benefits of ISA to the participating opinion leaders and representatives of major stakeholder groups and that the provision of static, hardwired speed zone information within vehicles is feasible on a large geographical scale.

Western Australia is now contributing to a national project to advance ISA and will continue to promote the use of commercially available GPS units with intelligent speed warnings to help reduce in advertent speeding by motorists.

Indigenous Drink Driving and Licensing – Drink driving and access to licensing is a significant concern to indigenous communities. During 2010-2011 work progressed on three components of the Indigenous Drink Driving and Licensing project:

- A contract was awarded to a community organisation to coordinate the Alcohol Interlock trial in Roebourne. A separate contract for the interlock provider was also progressed and is to be finalised and awarded in 2011-2012. The Indigenous Alcohol Interlock trial is an integral part of the Road Safety Council's Repeat Drink Driver Strategy.

- The Indigenous Drink Driving and Licensing Education Resource Kit was developed and prepared for release in November 2011.
- Stage One of the National Safe System Demonstration project was completed. This project applies safe system principles and practice within a remote community to improve road trauma outcomes for Indigenous Western Australians.

International Road Safety Management System Standard – In 2008 the Office of Road Safety was nominated by Austroads to jointly participate with South Australia in a road safety Project Committee established by the International Standards Organisation.

During 2010-2011, the ORS significantly contributed, as the nominated Project Editor, towards the development of the International Road Safety Management System Standard, which is now at draft stage. The publication of a road safety management system standard will ensure better integration of road safety into the decision-making of commercial and non-commercial organisations world-wide.

The Final Draft International Standard is expected in September 2012.

National Road Safety Strategy – During 2010-2011, Western Australian road safety authorities made a significant contribution to the development of a new ten year National Road Safety Strategy for 2011-2020, which was released by the then Australian Transport Council on 20 May 2011.

Legislation

The Office of Road Safety co-ordinates the legislative amendments required to give effect to road safety policy and programs recommended by the Road Safety Council and approved by Government. During 2010-11 progress was made with the following legislation:

- On 1 October 2010, in line with national amendments to the Australian Road Rules, amendments to the *Road Traffic Code 2000* came into effect which required children under seven years to be restrained in specific restraint types according to their age in the first instance and to sit in the rear of vehicles preferably. In conjunction with this change, the Code was amended to limit the number of passengers (of any age) to the number of seat belts. A comprehensive communications and public relations campaign in support of the changes was promoted in the three months prior to implementation of the new laws.
- Legislation to change drink and drug driving penalties including fines and disqualification periods and to extend the zero BAC to various drivers was introduced and passed by Parliament and was due to come into effect on 1 October 2011. This legislative amendment increased fines and disqualification periods for drink and drug drivers and extended a zero BAC to include a range of drivers such as drivers of heavy vehicles, buses, taxis and vehicles carrying dangerous goods.
- In the 2010-2011 year substantial progress was made towards amending the *Road Safety Council Act (2002)*. On 16 August 2011 amendments to the Act were assented to which increased the proportion of all speed and red light camera fines dedicated to the Road Trauma Trust Account.

Research

The Office of Road Safety co-ordinates a range of research activities on behalf of the Road Safety Council. During 2010-11, the research activities funded from the Road Trauma Trust Account included:

Power to Weight Vehicle Restrictions for Novice Drivers – The objective of this project is to research the impact of power to weight ratios of vehicles driven by young novice drivers involved in fatal or serious injury crashes. Previous research indicates that there is very little correlation between high powered vehicles and crash risk of novice drivers. However, recent public concerns have warranted further research to be undertaken. Access to the necessary licensing data was provided to the independent researchers in mid 2011. A recommendation to Government is expected in February 2012.

Curtin-Monash Accident Research Centre - Baseline Research Program – The Curtin-Monash Accident Research Centre (C-MARC) receives funding from the Road Trauma Trust Account to undertake world-class research and provide advocacy for improved road safety in Western Australia.

The 2010-2011 C-MARC baseline workplan saw the following research projects progressed during the financial year:

- understanding and documenting the long term consequences of road trauma;
- identifying measures to promote the benefits of safer speeds;
- quantifying and explain the association between the Western Australian economy and serious casualty crash levels;
- understanding the high occurrence of serious casualty crashes in WA, by location;
- assessing the frequency and severity of run-off road crashes in urban areas and to identify possible engineering and other countermeasures;
- identifying traffic enforcement practices and opportunities; and
- development of road safety fact sheets on a range of topics.

During the year C-MARC also advocated for road safety with governments, professionals and the wider community through the mass media and direct engagement.

Capacity Review of Road Safety Management in Western Australia – The Road Safety Council commissioned a Road Safety Management Capacity Review to identify potential measures that may assist in implementing *Towards Zero*, the State's 12 year road safety strategy, which was endorsed by this Government in March 2009. The international experts involved in the Capacity Review analysed Western Australia's road safety management system to take stock of the current situation and to assess what needs to be done to achieve *Towards Zero's* ambitious road safety goal. This project commenced in 2009-10 and was finalised in 2010-11. Recommendations were presented to Government and are under consideration.

Partnerships

Strategic partnerships with corporate, stakeholder and community organisations have been identified as an effective means of extending the reach of road safety. The Road Safety Council's Partnership Program, administered by the Office of Road Safety, supports partners in the development of road safety policies and educational programs and the attainment of safer vehicle fleets.

During 2010-2011, the relationship with the South West Industry Road Safety Alliance was formalised, creating a cooperative partnership with major road users in Collie and Boddington. The Alliance has pledged to work towards achieving Western Australia's road safety strategy *Towards Zero* and implementing the road safety safe system model within each member organization. Also during the year, the Pilbara Alliance was formed and a 10 year partnership agreement was signed with the Dampier Bunbury Pipeline.

4. CO-ORDINATING IMPLEMENTATION OF ROAD SAFETY ACTIVITY

4.1 Road Safety Council

The Road Safety Council's primary mechanism for coordinated implementation of its recommended measures is its regular monthly meeting. During 2010-11 the Road Safety Council met on the following dates:

- 22 July 2010
- 26/27 August 2010
- 23 September 2010
- 28/29 October 2010 (regional visit - Albany)
- 25 November 2010
- 20 January 2011
- 23 February 2011
- 31 March/1 April 2011 (regional visit - Narrogin)
- 28 April 2011
- 19 May 2011
- 30 June/1 July 2011 (regional visit - Karratha)

At these meetings, the Road Safety Council monitored:

- Police enforcement and crash statistics, together with the findings of emerging research, to re-confirm its directions and identify effective countermeasures to reduce deaths and serious injuries on Western Australian roads;
- the progress of agencies in implementing the measures the Council had identified as priorities; and
- revenue into and expenditure from the Road Trauma Trust Account.

In accordance with section 11 of the Act, the Council has maintained accurate minutes of each of these meetings.

The regional meetings provide an opportunity to liaise with local stakeholders in the development and implementation of initiatives to reduce the high rate of trauma occurring on WA's regional roads.

4.2 Road Safety Council Finance Sub-Committee

The Road Safety Council's Finance Sub-committee was formed in 2009 to provide financial advice to Council on the RTTA budget and expenditure. Its purpose is to:

- recommend the annual Road Trauma Trust Account budget to Council;
- ensure that projects put forward for funding address established criteria and contribute to the outcomes of the State's road safety strategy;
- consider strategic financial matters relating to the RTTA and the implementation of road safety in Western Australia;
- analyse and report on the results of RTTA projects; and
- identify funding for road safety in WA.

The Road Safety Council Finance Sub-Committee met twice during 2010-2011 to consider how best to allocate the funds standing to the credit of the RTTA in 2010-11. Those meetings were held on 12 January and 12 February 2010, prior to the Council submitting its recommended budget to the Minister for Road Safety for approval.

The sub-committee used project assessment scores awarded by Project Assessment Groups, along with other factors such as total funding available and past performance, to recommend, not recommend or defer projects, to ensure the expenditure budget was aligned to the expected inflows.

Members of the Road Safety Council Finance Sub-Committee in 2010-2011 are listed in Table 3.

Table 3: Finance Sub-Committee Members 2010-11

MEMBER	REPRESENTING	POSITION
Lew Watts (Chair)	Insurance Commission	General Manager Insurance
Matthew Brown	Road Users	Head Member Advocacy Services, RAC
Troy Pickard	Local Government	WA Local Government Association
Roger Farley	Office of Road Safety	Director, Strategic Communications
Andrew Robertson	Department of Health	Deputy Chief Health Officer
Michelle Fyfe	WA Police	A/Assistant Commissioner
Paul Gregson	Office of Road Safety	Principal Financial Officer

4.3 Safer Roads Advisory Committee

The Safer Roads Advisory Committee is a sub-committee of the Road Safety Council managed by Main Roads WA. The Committee aims to ensure that the policies and strategies guiding the implementation of road safety initiatives undertaken by MRWA and Local Government on the existing road network and associated road environment maximise safety outcomes for all road users. To achieve this aim, the committee performs a number of roles:

- Information sharing
- Coordination of agencies involved in safer roads initiatives under the Towards Zero Strategy
- Monitoring and reviewing the impact of current and planned policy and programs
- Provision of advice to MRWA, Local Government and Road Safety Council
- Communication with key stakeholders.

Membership of the Committee comprises of representatives from:

- Main Roads WA
- Royal Automobile Club of WA (representing road users)
- WA Local Government Association and
- Office of Road Safety

The Committee met on 1 July 2010 and 3 June 2011. Committee reports were provided to the following corresponding meeting of the Road Safety Council.

4.4 Towards Zero Outcomes Review Group

The *Towards Zero* Outcomes Review Group, which was formerly known as the Measuring Progress Advisory Group, was established as a committee of the Road Safety Council in 2006. Its purpose, as set out in its Terms of Reference, is to ensure that the combined knowledge, information and data gathering resources of all Road Safety Council agencies are enhanced, applied and shared to enable more accurate and timely measurement, analysis, monitoring and reporting of the progress of the implementation of *Towards Zero*, and to better inform future road safety policy development and implementation across all agencies.

This group met in September 2010, January 2011 and April 2011.

Members of the Road Safety Council's *Towards Zero* Outcomes Review Group are listed in Table 4 overleaf.

Table 4: Towards Zero Outcomes Review Group Members 2010-11

MEMBER	REPRESENTING	POSITION
Andrew Robertson (Chair)	Department of Health	Director, Disaster Management, Regulation and Planning Directorate
Di Rosman	Department of Health	Program Manager, Data Linkage Branch
Iqbal Samnakay	Department of Transport	Director, Strategy and Policy
Fab Zanuttigh	Insurance Commission	Manager, Motor Vehicle Personal Injury Division
Maurice Cammack	Main Roads Western Australia	Manager Road Safety
Brett Hughes	Curtin-Monash Accident Research Centre	Director
Kristine Leo Ron Randall Andy Greatwood Michelle Fyfe Mike Sparkman Paul Zanetti	Western Australia Police	Acting Commander Superintendent Acting Commander Acting Assistant Commissioner Senior Sergeant Commander
Jon Gibson	Office of Road Safety	Director, Policy and Strategy
Claire Thompson	Office of Road Safety	Senior Policy Officer
Richard Kay	Office of Road Safety	Senior Policy Officer

4.5 Ministerial Council on Road Safety

The Ministerial Council on Road Safety was established in December 1995 to provide a mechanism for coordination of road safety at the Ministerial level. The purpose of the Ministerial Council, which is chaired by the Minister for Road Safety, is to facilitate high level co-ordination of road safety issues and to provide a significant understanding and voice for road safety issues in Cabinet.

The Ministerial Council on Road Safety met in June, August and October during 2010-2011. Members in 2010-2011 are listed in Table 5.

Table 5: Ministerial Council on Road Safety Members 2010-2011

MEMBER	RELEVANT PORTFOLIO
Hon. Rob Johnson MLA (Chair)	Minister for Police; Road Safety
Hon. Dr Kim Hames MLA	Minister for Health
Hon. Dr Elizabeth Constable MLA	Minister for Education
Hon. Troy Buswell MLA	Minister for Transport (including Main Roads and Licensing matters)
Hon. John Day MLA	Minister for Planning
Hon. John Castrilli MLA	Minister for Local Government
Hon. Terry Waldron MLA	Assisting the Minister for Health

5. EVALUATING AND MONITORING THE EFFECTIVENESS OF MEASURES

At the end of each financial year, the Road Safety Council notes the progress of each project funded from the Road Trauma Trust Account. A Score Card report details the objectives of each project and the extent to which the associated performance indicators, budgets and estimated timelines have been met.

Table 6 summarises the number of Road Trauma Trust Account funded projects completed on budget and time during 2010-11.

Table 6: Number of Road Trauma Trust Account Projects completed on Budget and Time~

RESULT	ON BUDGET		ON TIME	
	NUMBER	%	NUMBER	%
Yes	49	86.0	49	90.7
No	8	14.0	5	9.3
TOTAL#	86		86	
Exempt	29		32	

~ Data: ORS.

Totals have been calculated without including exempt projects, which are largely of an ongoing or administrative nature.

In addition to the standard review of the extent to which each project has met its performance indicators and timelines, the following interventions were specifically evaluated during 2010-11:

Monitoring Road Safety Council community education campaigns

The Office of Road Safety, on behalf of the Road Safety Council, monitors community attitudes enabling it to both predict and demonstrate the results achieved by community education campaigns.

Notable community perceptions for 2010-11 include the fact that the community still see driver behaviour as the main road safety issue of concern, followed by road design, conditions in country areas, policing and enforcement of road rules. From a personal accountability for road safety point of view, the number of people who believe they can make a difference to road safety has been growing since 2008, though the same community also believe that it is a shared responsibility.

Drink Driving

- The proportion of the community members who believe it is likely that someone driving over the legal blood alcohol limit will be involved in a crash remains high at 94%.
- Unacceptability of drink driving remains consistently high (personally=92%, friends=82%, community=80%).

Speed

- Self-reported speeding behaviour has deteriorated significantly since 2008 and is being driven by an increase in low-level speeding, i.e. 1-5kph over the limit. In August 2008, 30% of Western Australian drivers admitted to complying with the speed limit at all times; This figure now stands at 21%.
- There is a significant increase in the perceived effectiveness of improved enforcement to ensure compliance with speed limits.

Restraints

- The vast majority (in excess of 90%) of people continue to do the right thing when it comes to wearing seatbelts. This positive behaviour is driven by widespread acceptance of the effectiveness of seatbelts at preventing death and serious injury.

Fatigue and Driver Distraction

- There has been a steady decline in the number of drivers who claim they stop to take a break when feeling tired from 77% in 2008 to 66% in 2011.
- Four in five people rate driver distraction as a problem behavior on Western Australian roads.

Safe Vehicles

- Community support has increased for the promotion of vehicle safety features and advertising and education.

Serious Injury

- The serious injury campaign *Tree of Life* ran from July 2010 through to October 2010. Prompted recognition of the campaign was 73%, with the key message takeout from the campaign being that the way we drive has the potential to impact upon family and friends.
- Three quarters of the community were reminded of the impact their driving can have on family and friends.

Network travel speeds

There are strong empirical relationships between mean travel speeds and crashes which show that for every one per cent reduction on roads zoned at various speeds there is a corresponding reduction of four per cent in fatal and three per cent in serious injury crashes. Measures of mean speed and compliance with speed limits are therefore a key indicator of the progress being made in relation to speeding related trauma.

Main Roads Western Australia conducts regular surveys of on-road compliance with speed limits, and these show an increase in compliance with speed limits in metropolitan Perth and regional Western Australia. The number of speeding drivers has also gradually decreased in metropolitan Perth and regional Western Australia.

Table 7: Percentage of Vehicles Exceeding the Speed Limit by Speed Zone~

Speed zone	2005	2006	2007	2008	2009	2010
Metropolitan						
60 km/h	46.5	-	51.0	46.7	-	46.6
70 km/h	42.1	-	41.4	42.1	-	37.4
80 km/h	39.3	-	37.3	43.1	-	39.9
90 km/h	26.0	-	24.6	27.5	-	26.6
100 km/h	31.0	-	33.8	26.3	-	20.2
Non-metropolitan						
60 km/h	43.5	-	42.7	41.2	38	-
70 km/h	33.1	-	27.4	26.0	21	-
80 km/h	27.6	-	33.1	29.2	24	-
90 km/h	30.6	-	37.8	34.5	34	-
100 km/h	35.5	-	40.4	35.0	43	-
110 km/h	34.3	-	32.1	28.1	30	-

~ Data: MRWA.

On-road survey data collected by Main Roads Western Australia shows that, in general case, mean vehicle travel speed has reduced over the period 2005 to 2010 in metropolitan Perth and regional Western Australia. As indicated in Table 8, in the metropolitan area all speed limits, apart from 80 km/h, demonstrated a downward trend in the mean speed distributions by survey years. In regional Western Australia there have been reductions in mean speeds in 60km/hr, 70km/hr and 80km/hr zones, though not in zones with higher speed limits.

Table 8: Mean Speed by Speed Limit and Survey Year, Perth Metropolitan Area and Regional Western Australia~

Speed Zone	2005	2006	2007	2008	2009	2010
Metropolitan						
60km/h	58.4	-	59.6	57.7	-	58.4
70km/h	68.3	-	68.2	67.9	-	67.0
80km/h	78.4	-	77.3	78.4	-	77.9
90km/h	83.9	-	83.1	84.7	-	83.9
100km/h	95.7	-	96.1	95.1	-	88.6
Non-Metropolitan						
60km/h	58.2	-	58.3	58.5	57.2	-
70km/h	66.6	-	65.8	65.6	64.8	-
80km/h	74.5	-	76.5	72.8	71.1	-
90km/h	84.6	-	86.5	86.3	85.0	-
100km/h	95.4	-	97.3	96.4	98.2	-
110km/h	102.7	-	102.7	101.6	102.3	-

~ Data: MRWA.

6. EVALUATING AND MONITORING THE SAFETY OF THE STATE'S ROADS

There are still around 200 deaths on the roads each year in Western Australia, and a further 2,800 people are seriously injured every year.

As part of the development of *Towards Zero*, problem areas were prioritised on their estimated contribution to the number of deaths and serious injuries, either because of their frequency or because the associated risks were high. On this basis, three crash types were identified as having the highest priority and are reported on in various sections of this text. Two crash types, intersection and run-off-road crashes, were identified as a priority since each resulted in a third of the people killed and seriously injured between 2005 and 2007, and the third crash type, head-on crashes, was chosen because the risk associated with a person being killed or seriously injured is high.

Data for 2010 shows that:

- 36.5% of people killed or seriously injured in run off road crashes were in regional Western Australia;
- 60.5% of people killed or seriously injured in run off road crashes were in remote areas;
- 43.3% of people killed and seriously injured in intersection crashes were in Perth; and
- 19.9% of those killed and seriously injured in Western Australia were in head on crashes.

Towards Zero also continues with the traditional focus on changing behaviours, particularly drink driving (associated with 11.7% of people killed or seriously injured in 2010) and speed (associated with 33.4% of people killed or seriously injured in 2010). The following tables provide a general overview of the current safety performance of the State road network.

Table 9: Crash Related Key Performance Indicators~

Key performance indicators	2005-2007 average		2010		
	N	%#	N	%#	% change from 2005-7
SERIOUS CRASHES BY ARIA* AREA					
Metropolitan	595	41.3	460	37.5	-22.7
Regional	607	42.2	578	47.1	-4.8
Remote	237	16.4	189	15.4	-20.1
ALL WA	1,439		1,227		
TOTAL NUMBER OF PEOPLE KILLED AND SERIOUSLY INJURED	3,075		2,646		-14.0
RATE OF PEOPLE KILLED AND SERIOUSLY INJURED					
per 100,000 population	149		115		-22.6
per 10,000 registered vehicles	19		14		-26.3
per 100 million kilometres driven	13		11		-19.1
SPEED A FACTOR^	490	33.9	339	33.4	-30.9
ALCOHOL RELATED^	334	12.6	278	11.7	-16.8
NON-USE OF SEATBELTS^	204	9.8	128	7.3	-37.2
HELMET NOT WORN, MOTORCYCLISTS^	33	10.5	35	9.9	6.1
HELMET NOT WORN, BICYCLISTS^	27	35.1	19	22.6	-28.8

~ Data: ORS, based on Police-reported data.

Percentages of the total number of people killed and seriously injured between 2005 and 2007 unless otherwise indicated.

* This is the Australian Bureau of Statistics 'Accessibility/Remoteness Index of Australia'. The ARIA index is derived from measures of road distance between populated localities and service centres. These road distance measures are then used to generate a remoteness score for any location in Australia.

^ People killed or seriously injured in Police-attended crashes.

In March 2010, the Road Safety Council of WA endorsed the adoption of the willingness to pay approach to estimating the cost of crashes in economic evaluations. The willingness to pay approach is based on subjective preferences and is usually defined as the amount of money that individuals are willing to pay to reduce their risk of premature death or injury, while performing certain risky activities, in this case, using the road network. Table 10 outlines the cost of crashes within the willingness to pay rubric.

Table 10: Estimated willingness to pay valuation for crashes by year, region and severity

Region	Crash Severity	WTP Evaluation – Individual Crashes \$	Number of Crashes	Valuation of Crashes \$	Valuation of Crashes – Billions\$
Regional	Fatal	7793326.17	113	880,645,857	0.9
	Hospitalisation	458193.36	607	278,123,370	0.3
	Medical Attention	100034.8	900	90,031,320	0.1
	PDO Major	10875.43	4,405	47,906,269	0.0
Subtotal			6,025	1,296,706,816	1.3
Metropolitan	Fatal	6504692.08	63	409,795,601	0.4
	Hospitalisation	292945.96	1,357	397,527,668	0.4
	Medical Attention	72959.37	6,203	452,566,972	0.5
	PDO Major	10875.43	24,960	271,450,733	0.3
Subtotal			32,583	1,531,340,974	1.5
Western Australia	Fatal	7250485.44	176	1,276,085,437	1.3
	Hospitalisation	342188.16	1,964	672,057,546	0.7
	Medical Attention	77235.97	7,103	548,607,095	0.5
	PDO Major	10875.43	29,365	319,357,002	0.3
Grand Total			38,608	2,816,107,081	2.8

* The willingness to pay valuations were obtained from the New South Wales Road Traffic Authority publication Economic Valuation of Safety Benefits: Serious injuries - Final Report. These figures are adjusted for inflation using the Perth specific CPI for the end of the June quarter 2010.

Table 11 outlines the crash types defined as high priority areas in *Towards Zero*.

Table 11: High Priority Crash Types~

High priority category	2005-2007 average		2010		
	N	% [#]	N	% [#]	% change from 2005-7
INTERSECTION CRASHES					
Metropolitan	628	44.0	499	43.3	-20.5
Regional	340	28.8	306	27.8	-9.9
Remote	35	7.4	21	5.4	-39.4
ALL WA	1,002		826		
RUN-OFF-ROAD CRASHES					
Metropolitan	262	18.3	178	15.4	-32.1
Regional	462	39.2	402	36.5	-13.0
Remote	288	61.7	237	60.5	-17.8
ALL WA	1,012		817		
HEAD ON CRASHES ¹					
Metropolitan	48	3.3	39	3.4	-18.2
Regional	98	8.3	91	8.3	-6.8
Remote	23	4.8	32	8.2	41.2
ALL WA	168		162		
OTHER CRASHES					
Metropolitan	491	34.4	437	37.9	-11.0
Regional	279	23.7	302	27.4	8.4
Remote	122	26.1	102	26.0	-16.4
ALL WA	892		841		

~ Data: ORS based on Police-reported data.

Percentages of the total number of people killed and seriously injured between 2005 and 2007 unless otherwise indicated.

1. While only 5 per cent of total deaths and serious injuries, head-on collisions still account for 14 per cent of all fatalities on Western Australian roads.

Table 12 Crashes with High Risk Behaviours as a Factor~

High priority category	2005-2007 average		2010		
	N	% [#]	N	% [#]	% change from 2005-7
SPEED A FACTOR ²					
Metropolitan	196	33.7	111	29.7	-43.5
Regional	187	31.1	172	37.5	-7.9
Remote	107	40.0	56	30.4	-47.8
ALL WA	490		389		
FATIGUE ^{3a}					
Metropolitan	23	1.6	35	3.0	50.0
Regional	49	4.1	81	7.4	66.4
Remote	37	7.8	30	7.7	-18.2
ALL WA	109		146		
INATTENTION ^{3b}					
Metropolitan	202	14.1	314	27.2	55.4
Regional	202	17.2	322	29.2	59.1
Remote	63	13.4	112	28.6	78.7
ALL WA	467		748		
DRUG DRIVING ⁴					
ALL WA	42	21.0	na	na	na
ALCOHOL A FACTOR ⁵					
Metropolitan	141	9.9	91	7.9	-35.5
Regional	118	10.0	126	11.4	6.8
Remote	76	16.3	62	15.8	-18.4
ALL WA	335		279		
NON-USE OF SEATBELTS ⁶					
Metropolitan	74	5.2	58	5.0	-21.6
Regional	100	8.5	62	5.6	-38.0
Remote	107	23.0	76	19.4	-29.2
ALL WA	281		196		

~ Data: ORS.

Percentages of the total number of people killed and seriously injured between 2005 and 2007 unless otherwise indicated.

2. While this data identifies death and serious injury crashes in which speed was considered to be a contributing factor, MUARC contends that speed is a factor in all fatal and serious injury crashes. Speed is at the core of the road safety problem. The number of crashes where speed has been identified as a contributing factor is also likely to be underestimated due to the difficulty of assessing the contribution of low level speeding in crashes. Percentages are based on the total number of people killed and seriously injured in a crash in which a determination of whether speed was a factor was made.
- 3a. The estimate of the contribution of fatigue is based on composite indicator based on the IRIS crash data. It is a definite under estimate of the actual contribution.
- 3b. The estimate of the contribution of inattention is based on composite indicator based on the IRIS crash data. It is a definite under estimate of the actual contribution.
4. Percentage of drivers killed in 2006 that had illegal drugs detected in their system.
5. Percentage of people killed or seriously in crashes where the highest driver or motorcycle rider blood alcohol concentration was over 0.05 g/100mL.
6. Percentage of people killed or seriously injured in Police attended crashes where the vehicle was likely to have seatbelts fitted.

Table 13: Crashes involving Specific Road User Types~

High priority category	2005-2007 average		2010		
	N	%#	N	%#	% change from 2005-7
YOUNG DRIVERS ⁷					
Metropolitan	262	18.3	194	16.8	-25.9
Regional	230	19.6	165	15.0	-28.4
Remote	69	14.8	46	11.7	-33.3
ALL WA	561		405		
MOTORCYCLIST					
Metropolitan	179	13	191	17	21
Regional	152	13	172	16	29
Remote	36	8	43	11	53
ALL WA	366		406		
BICYCLIST					
Metropolitan	68	4.7	68	5.9	0.5
Regional	29	2.4	34	3.1	18.6
Remote	4	0.8	4	1.0	9.1
ALL WA	100		106		
PEDESTRIAN					
Metropolitan	135	9.4	117	10.1	-13.3
Regional	51	4.3	65	5.9	28.3
Remote	21	4.4	15	3.8	-27.4
ALL WA	206		197		
OLDER ROAD USERS ⁹					
Metropolitan	174	12.2	147	12.7	-15.4
Regional	135	11.5	172	15.6	27.4
Remote	31	6.6	28	7.1	-8.7
ALL WA	339		347		
HEAVY VEHICLE OCCUPANTS ¹⁰					
Metropolitan	6	0.4	12	1.0	89.5
Regional	19	1.6	20	1.8	5.3
Remote	24	5.1	18	4.6	-23.9
ALL WA	49		50		
CASUALTIES OF HEAVY VEHICLE CRASHES ¹¹					
Metropolitan	57	4.0	52	4.5	-8.2
Regional	90	7.7	91	8.3	0.7
Remote	44	9.3	40	10.2	-8.4
ALL WA	191		183		

~ Data: ORS.

3c. Estimates based on RSC factsheets.

7. Percentage of all drivers killed or seriously injured, does not include passengers or other road users.

8. Nine per cent of deaths and serious injuries involve Indigenous people although they are only three per cent of the Western Australian population.

9. Percentage of people killed or seriously injured age 60 years or older.

10. Percentage of drivers and passengers of heavy vehicles - trucks and prime movers with and without trailers, including road trains.

11. Includes heavy vehicle occupants.

i. MANAGING THE ROAD TRAUMA TRUST ACCOUNT

During 2010-11, stakeholders were invited to apply for 2010-11 Road Trauma Trust Account grant funding by providing detailed project plans that demonstrated how the proposed project contributed to the priority outcomes of the *Towards Zero* Road Safety Strategy.

In accordance with section 5(a) of the *Road Safety Council Act 2002*, moneys standing to the credit of the Account can only be expended on measures that fit within the ambit described, namely measures:

- to improve the safety of roads in the state; and
- to reduce the deaths of people, the injuries to people, and the damage to property, resulting from incidents occurring on roads in the state.

To this end, the Road Safety Council recommended that Trust Account moneys should not be used to fund the core business of agencies, unless they are used to fund:

- developmental projects or initiatives;
- research;
- evaluation of current projects;
- development of road safety business cases to Government;
- building road safety capacity within an agency; and/or
- enhancements to Road Safety Council or agency processes.

All project proposals were assessed by a Project Assessment Group (which included representatives of each Road Safety Council member) according to their alignment to the priorities of *Towards Zero*.

The Road Safety Council recommended budget for 2010-2011 was approved by the Minister for Road Safety on 3 May 2010.

As part of the funding process for 2010-11, 96 proposals totaling \$35.1 million were received and assessed. Funding worth \$23.5 million was allocated to 67 approved projects. In addition, the Insurance Commission provided \$3.7 million funding for a further eight projects through the Road Trauma Trust Account.

ii. ROAD TRAUMA TRUST ACCOUNT REVENUE AND EXPENDITURE 2010-11

Table 14 shows the projected budget and the actual income for the Road Trauma Trust Account.

Table 14: Sources of Road Trauma Trust Account Revenue~

SOURCE OF FUNDS	PROJECTED BUDGET	ACTUAL REVENUE
ICWA Funding	3,756,624	2,584,440
ATSI		43,183
Infringement Inflows	13,000,000	18,191,579
Other Revenue	100,000	42,214
Unspent Grant Funds Returned to the RTTA		506,265
Interest	300,000	175,237
Funds from Balance of Account Fund	8,914,760	1,999,285
TOTAL REVENUE	26,071,384	23,542,203

~ Data: ORS.

Funding from the Road Trauma Trust Account reflects the four cornerstones of safe speeds, safe roads and roadsides, safe vehicles, safe road use and the fifth element of safe system foundations. Relatively more is expended by the Road Safety Council in the cornerstones of safe system foundations and safe road use.

Table 15 shows the amounts the Road Safety Council dedicated to individual projects and initiatives in the 2010-2011 financial year, and also lists the actual expenditure in these areas over the year.

Table 15: Project Funding recommended by the Road Safety Council and Actual Project Expenditure^{1~}

Project	Agency	Total Funding 2010/11	Actual Expenditure
		\$	\$
Safe Speeds	4	1,820,000	1,780,174
Speeding Community Education	ORS	1,500,000	1,544,039
Intelligent Speed Adaptation	ORS	70,000	68,712
Best Practice in Speed Enforcement Project	ORS	100,000	17,423
Speed Monitoring Project	MRWA	150,000	150,000
Safe Roads and Roadsides	3	165,000	65,000
Motorcycle Crashes into Roadside & Median Crash Barriers	MRWA	25,000	25,000
Safer Roads and Roadsides Community Education	ORS	100,000	0
City of Joondalup Safe Systems Demonstration	WALGA	40,000	40,000
Safe Vehicles	3	1,305,000	1,164,551
Safer Vehicles Publicity	ORS	900,000	782,220
Safer Vehicles Program	ORS	290,000	262,102

¹ Most overspends on project budgets are due to previous year invoices being processed in the current year. This has the effect of inflating current year costs.

Project	Agency	Total Funding 2010/11	Actual Expenditure
Workplace Road Safety Project	ORS	115,000	120,229
Safe Road Use	17	7,295,170	7,079,860
Restraints Community Education	ORS	900,000	884,165
Drink Driving Community Education	ORS	1,400,000	1,443,362
Fatigue Community Education	ORS	100,000	83,533
Drug Driving Education Campaign	DAO	345,000	344,291
Repeat Drink Driving Strategy Implementation	ORS	20,000	7,809
Indigenous Drink Driving and Licensing Project	ORS	440,000	455,454
Novice Driver Program	ORS	310,000	155,809
Road Sense Community Education	ORS	165,000	161,397
Aboriginal Road Safety Community Education	ORS	210,000	205,886
Double Demerits Community Education	ORS	67,000	76,625
Motorcycle Graduated Rider Training and Licensing	DOT	200,000	200,000
Improving the Use of Child Car Restraints	ORS	15,000	11,441
Distraction Community Education	ORS	1,100,000	1,063,993
Road Aware Parents	DOE	671,770	671,770
Road Aware Kids	DOE	501,000	501,000
Road Aware Drivers	DOE	550,400	550,400
Operation Octopus 2010	WAPOL	300,000	262,925

Safe System Foundations	40	11,202,378	9,864,119
Road Safety Management Systems - Development of International Standard (ISO)	ORS	6,000	6,697
Power to Weight Vehicles for Novice Drivers Research	ORS	51,000	39,011
Legislative Changes – Policy and Communication	ORS	200,000	164,372
Website development and maintenance	ORS	400,000	434,556
Events	ORS	245,000	193,074
Australian Road Rules	ORS	60,000	32,302
Road User Consultation Support	RACWA	190,000	175,164
Road Safety Strategy 2008-2020	ORS	210,000	3,889
Roadwise	WALGA	2,750,000	2,754,867
Road Safety Research Centre	ORS	510,000	513,492
Office of Road Safety Business Support Services	ORS	400,000	232,082
Road Safety Research and Analysis Project	ORS	295,000	84,189
Legal Services (External Support)	DOP	110,000	85,453
Tracking and Community Attitude Monitoring	ORS	600,000	540,354
Road Safety Council Business Support Services	ORS	130,000	46,517
Data Linkage and Road Safety Analysis Project	DOH	268,669	268,668
Stakeholder Communications	ORS	290,000	205,464
Annual Crash Stats Book	ORS	70,000	34,380
Partnership Program	ORS	400,000	352,517
Promoting RS Through Public Health Advocacy	Curtin Uni	317,467	317,467
National ATSI Road Safety Website	ORS	116,798	46,512
Procurement Savings Reduction	GOVT	358,000	358,000
Emerging Research Projects	ORS	55,000	11,618
Community Education Coordination	ORS	320,000	357,287
Strategy Components Community Education	ORS	200,000	364,238
WA Contribution to National Road Safety	ORS	125,000	129,217
Capacity Review of Road Safety Implem. for WA	RSC/ORS	55,000	56,852

Project	Agency	Total Funding 2010/11	Actual Expenditure
Safety Performance Report and Mapping	MRWA	120,000	118,459
Crash Tool Redevelopment Project	MRWA	300,000	299,399
Collection of Roadside Hazard Rating Data	MRWA	190,000	189,190
Business Case for a Safer Roads Program	WALGA	70,000	70,000
Media Strategy and Planning	ORS	400,000	402,202
Road Trauma Support Business Evaluation	DOH	35,000	35,000
Road User Coordination and Communication Project	ORS	129,244	44,938
Road Aware Evaluation – Parents and Kids	ORS	90,000	86,520
Australasian RS Res., Policing and Educ. Conf. '11	ORS	50,000	52,909
Community Engagement Development and Coord.	ORS	215,000	169,610
ORS Support for Business Services	ORS	550,000	587,653
Penalty Review	ORS	70,000	0
ORS Capacity Review to Deliver Towards Zero	ORS	50,000	0
Projects that had 2009/10 funding that were finalised	9	63,242	75,241
Assessing and Responding to Community Attitudes to Speed Limits	ORS		2,289
Supervised Driving Trial	ORS		3,200
Mobile Phone Study	ORS		1,000
Major Crash Training and Technology Enhancements	WAPOL		5,165
Unlicensed Driving Program	ORS	3,063	668
2010 State Traffic Policing Conference	WAPOL	22,000	22,000
Enforcement Analysis and Business Management	WAPOL	33,803	33,811
Supervised Driving Benefits – Community Education	ORS	167	259
Motorcycle and Scooter Safety Action Group	ORS	4,209	6,849
TOTAL RTTA-FUNDED PROJECTS	76	21,650,790	20,028,945

ICWA-Funded Projects		4,420,774	3,512,389
Strategic Traffic Enforcement Project	WAPOL	1,975,150	1,540,354
After Hours Enforcement Project	WAPOL	300,000	63,172
Belt Up Sports Sponsorship	ORS	242,500	242,500
Regional and Statewide Restraint Promotion	ORS	500,000	476,059
Traffic Intelligence Model	WAPOL	459,124	422,269
Traffic Officer Capacity Bldg & Career Pathway Dev.	WAPOL	546,000	388,921
Insurance Commission of WA Conf. and Awards	ORS	105,000	133,757
ICWA Funded Projects - Program Management	ORS	213,000	222,604
Road Safety Council Regional Visits	ORS	80,000	22,753
TOTAL ALL PROJECTS	85	26,071,364	23,541,334

~ Data: ORS.