

From: roadsafetystrategy@infrastructure.gov.au on behalf of [Office of Road Safety](#)
To: [RoadSafetyStrategy](#)
Subject: National Road Safety Strategy 2021-30 - have your say submission - Russell White [SEC=OFFICIAL]
Date: Monday, 22 March 2021 1:06:59 PM

Submitted on Mon, 2021-03-22 13:06

Submitted values are:

Name

Russell White

Organisation

Australian Road Safety Foundation

Email

[REDACTED]

State

Qld

Which area/s of the draft Strategy are you commenting on (select all that apply):

Targets for reducing deaths and serious injuries , The themes – safe roads, safe road use, safe vehicles and speed management , The social model , Regional roads , Workplace road safety, Vulnerable road users , Risky road use

What is your primary area of interest in road safety?

The Australian Road Safety Foundation (ARSF) is a not-for-profit organisation dedicated to increasing awareness on the health impacts of road trauma, reducing road fatalities and injuries. It achieves this through innovative road safety awareness programs, road user education, advocacy and research.

The ARSF's vision is to drive the safety of every road user, every day, to achieve significant year-on-year reduction in road deaths and injuries nationally.

The Foundation's key focus of work is to promote road safety in the community by reducing the physical and mental illnesses which arise from death or injury occurring on our roads.

The ARSF operates across a number of key channels, including:

- Increasing awareness on the long-term health impacts of road crashes;
- Expansion of our road safety advocacy position via media operations;
- Implementation of the RoadSet program - national road safety education program for school students
- Provision of additional support for various community road safety activities;
- Provision of training resources for both school students and parents;
- Identification for new road safety research opportunities, both nationally and internationally;
- Further development of the Australian Road Safety Awards Program;
- Further expansion of the Rural Road Safety Month initiative;
- Further expansion of the Fatality Free Friday national road safety initiative.

Our main interests focus on road safety issues such as community ownership, human factors and road user behavior.

What road safety issues are the most important to address?

The Australian Road Safety Foundation (ARSF) is supportive of all current road safety activities listed in the proposed strategy. These activities, such as better vehicle safety standards, improved roads and infrastructure, improved medical response and increased policing ect must all continue to reduce the road toll and the impact of road trauma.

However, in order to keep improving, additional activities and programs need to be implemented to work cohesively and collaboratively with the current systems. Whilst the engineering and infrastructure focus is critical, we also need to explore opportunities to foster greater community engagement and road user cultural change.

What do you believe are the strengths of this draft Strategy?

The ASRF supports all the various aspects outlined in the draft strategy. We are particularly encouraged to see the increased focus on cultural change, data and embedding the social model approach into the other aspects of the strategy.

The one additional area that we are especially pleased to see is the increased focus on the issue of work related road safety.

Work related road safety impacts on a large cross section of the community.. It is well established that driving a motor vehicle represents the greatest area of risk for organisations. Vehicle incidents are the highest single contributor to work related deaths and injuries. It is estimated that it costs business more than \$1 billion dollars per annum. (ATSB 2003) The payout figures for workers compensation are also considerable.

There are legal requirements governing work related driving. But despite being clearly identified as a legal obligation and a growing level of corporate awareness, it appears that the level of commitment and action to work related road safety remains relatively low at this point in time. This position is even more pronounced when compared to other occupational health and safety issues.

We feel that this area offers a significant opportunity to change a number of current cultural paradigms and reduce road trauma.

Significant benefits are possible by reducing work-related road crashes. These can include improved productivity, enhanced work quality, improved employee relations and reduced operational costs. This also benefits the community by reducing injury and hospitalisations resulting from road crashes.

Improving fleet safety does represent a significant opportunity to reduce road trauma across the community and a strong platform for future research studies. If effective countermeasures can be found it would clearly offer huge financial savings to industry, government and the community.

By using legislative OHS mechanisms already in place, in addition to a commitment to nationwide workplace driver safety we can achieve the target reduction nationally.

Addressing road safety as a workplace health and safety issue in the first instance will create a standard of better driver behaviour, personal responsibility and improved driver ability. As we have seen with other areas of work safety, this will filter down to the general public as a whole..

Is there anything important that you think is missing from this draft Strategy?

We feel its essential that we strive for a new cultural paradigm and continue to expand the national approach towards the road safety issue. Potentially, there could be an opportunity to explore a federal marketing and advertising campaign to promote road safety awareness across the nation. This campaign could be undertaken by the Federal Government in partnership with organisations like the Australian Road Safety Foundation and would complement any programs being run or operated by the various State Governments.

The other aspect that will need to be considered is the ongoing impact of the Covid-19 situation. It is likely that we will continue to see changes in vehicle and road use over the short to medium term of this new strategy period. These changes could include significant alterations to traffic flow, longer peak traffic periods, increases in poor road user behaviour, increasing numbers of motor bikes, cyclists and other vulnerable road user groups.

Do you give permission for your submission to be published on this website following the end of the consultation period?

Yes