

# Stronger road safety performance monitoring in South Australia

Presented by Tamra Fedojuk  
Senior Statistician  
Road Safety Policy



**Government of South Australia**

Department for Transport,  
Energy and Infrastructure

# Outline

- Introduction
- Challenges for road safety in South Australia
- Current progress
- Key Performance Indicators
- Road Safety Progress Report
- Conclusion



# Introduction

- South Australia has experienced the greatest road safety improvement of all jurisdictions in Australasia in the last 5 years
- The reduction in road trauma has been achieved through implementing a range of initiatives
- In consolidating recent progress and preparing for further improvements, attention has been given to improving South Australia's road safety performance monitoring systems



# Challenges for Road Safety in South Australia

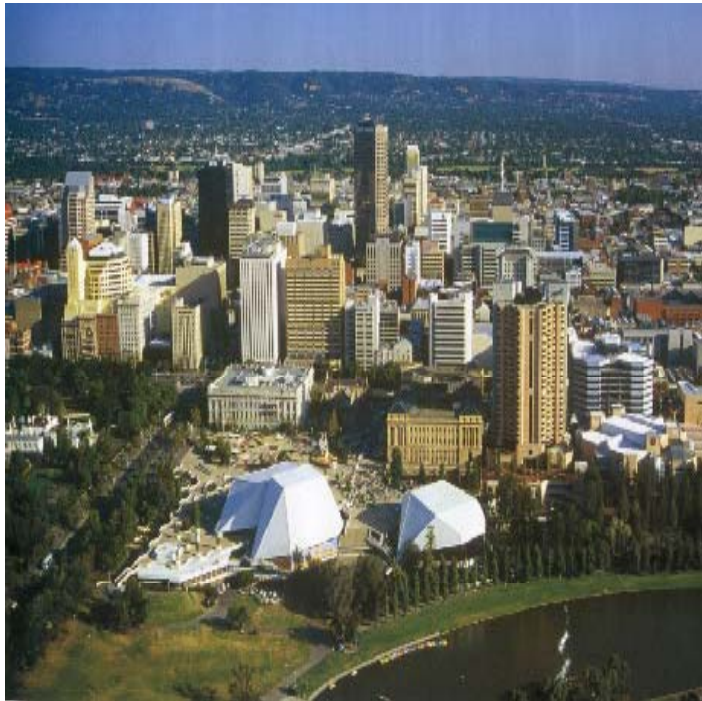


South Australia has a total population of around 1.6 million people



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# Challenges for Road Safety in South Australia



South Australia has a total population of around 1.6 million people

- Two thirds live in the capital city of Adelaide



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# Challenges for Road Safety in South Australia



South Australia has a total population of around 1.6 million people

- Two thirds live in the capital city of Adelaide
- One third lives in rural and remote areas of the State



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# Challenges for Road Safety in South Australia

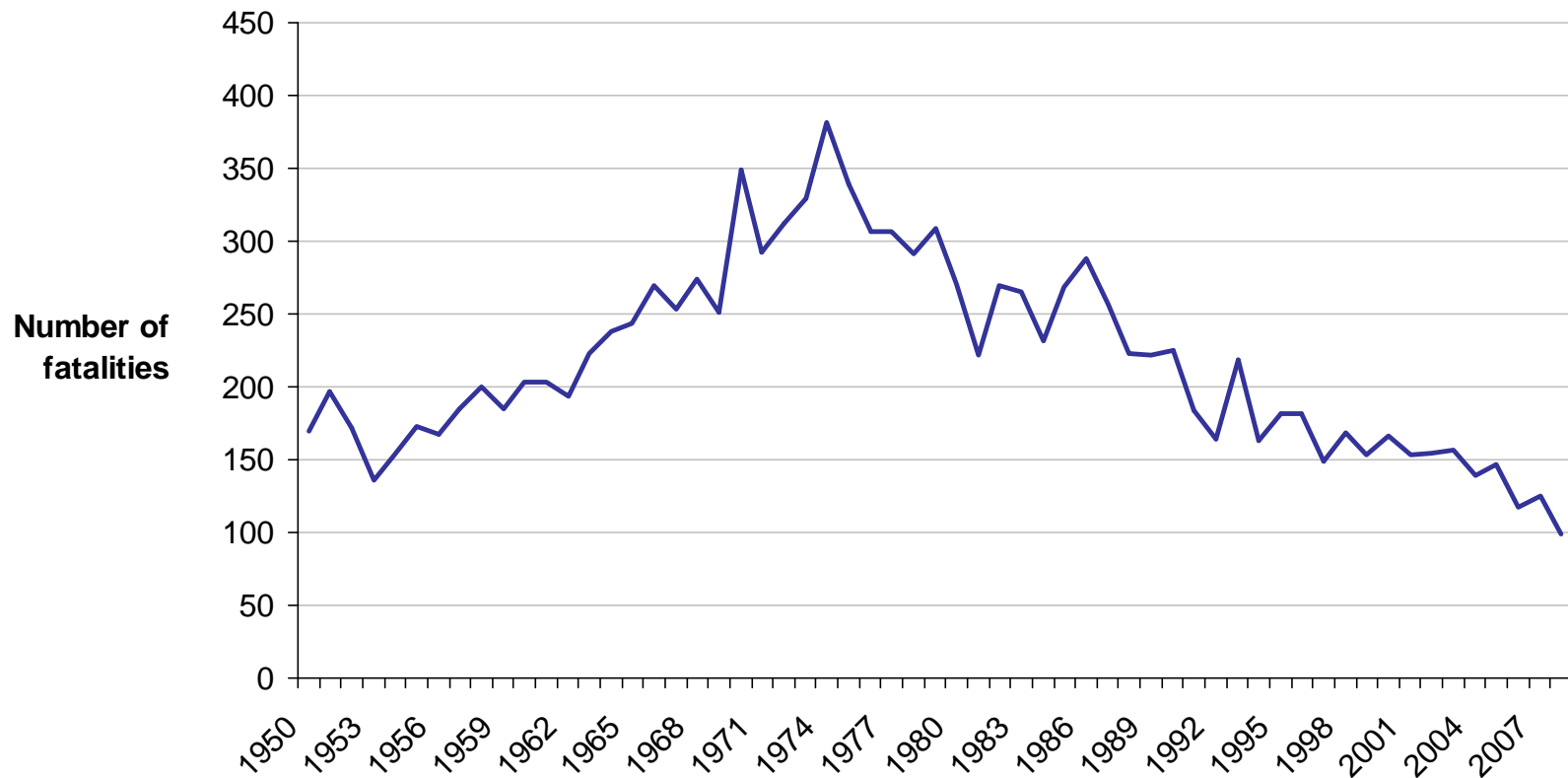
South Australia has approximately 125 fatalities and 1300 serious injuries per year

Our current fatality rate is 6.2 fatalities per 100,000 population. This compares to:

- Australia – 7.3
- Sweden – 5.2 (2007)
- Great Britain – 5.0 (2007)
- USA – 13.6 (2007)
- South Korea – 12.7 (2007)



# Challenges for Road Safety in South Australia



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# Challenges for Road Safety in South Australia

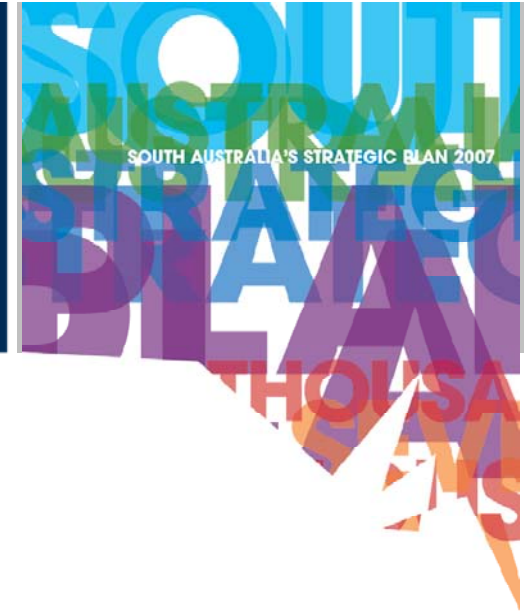
Main contributors to the road toll in South Australia:

- Speed
- Drink and drug driving
- Non wearing of seatbelts
- Fatigue
- Inattention



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# South Australia's Targets



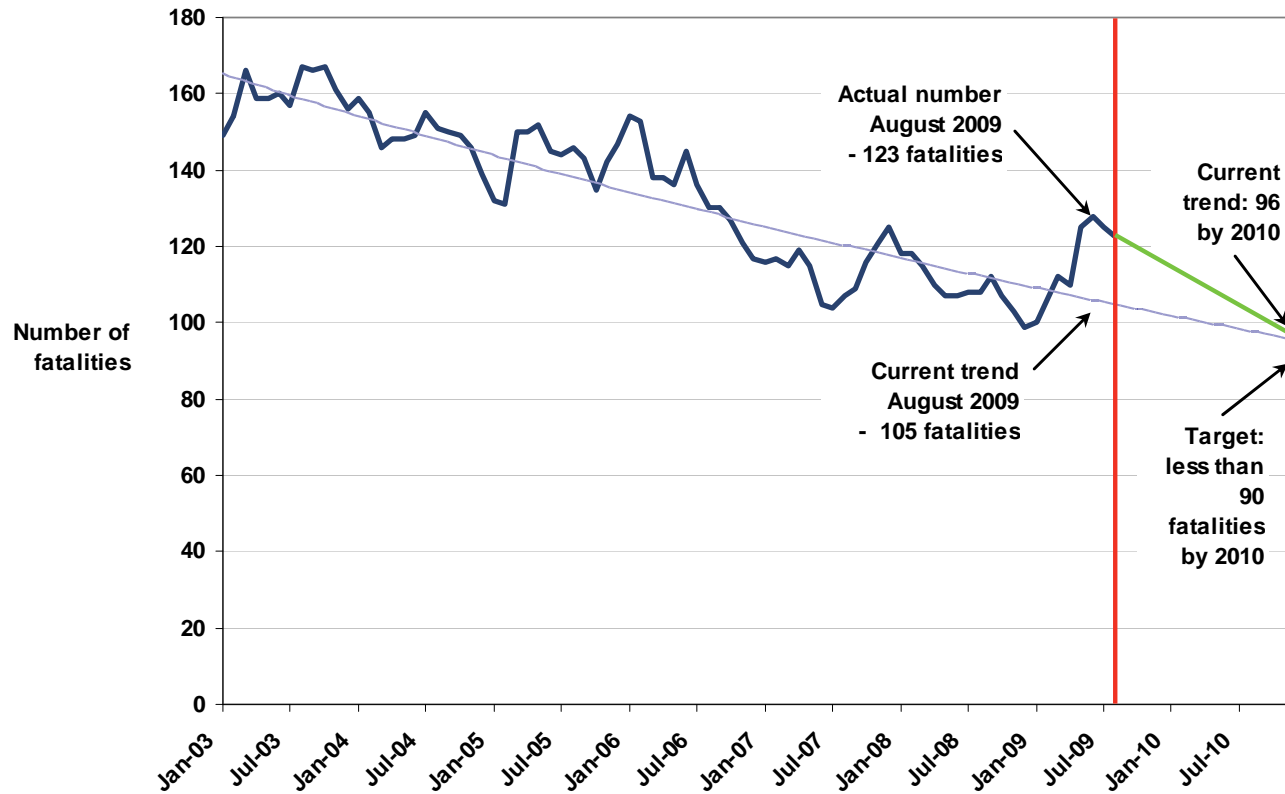
South Australia has set two main road safety targets as part of the 'South Australia's Strategic Plan 2007':

- To reduce road fatalities to less than 90 persons per year by 2010
- To reduce serious injuries to less than 1000 per year by 2010.

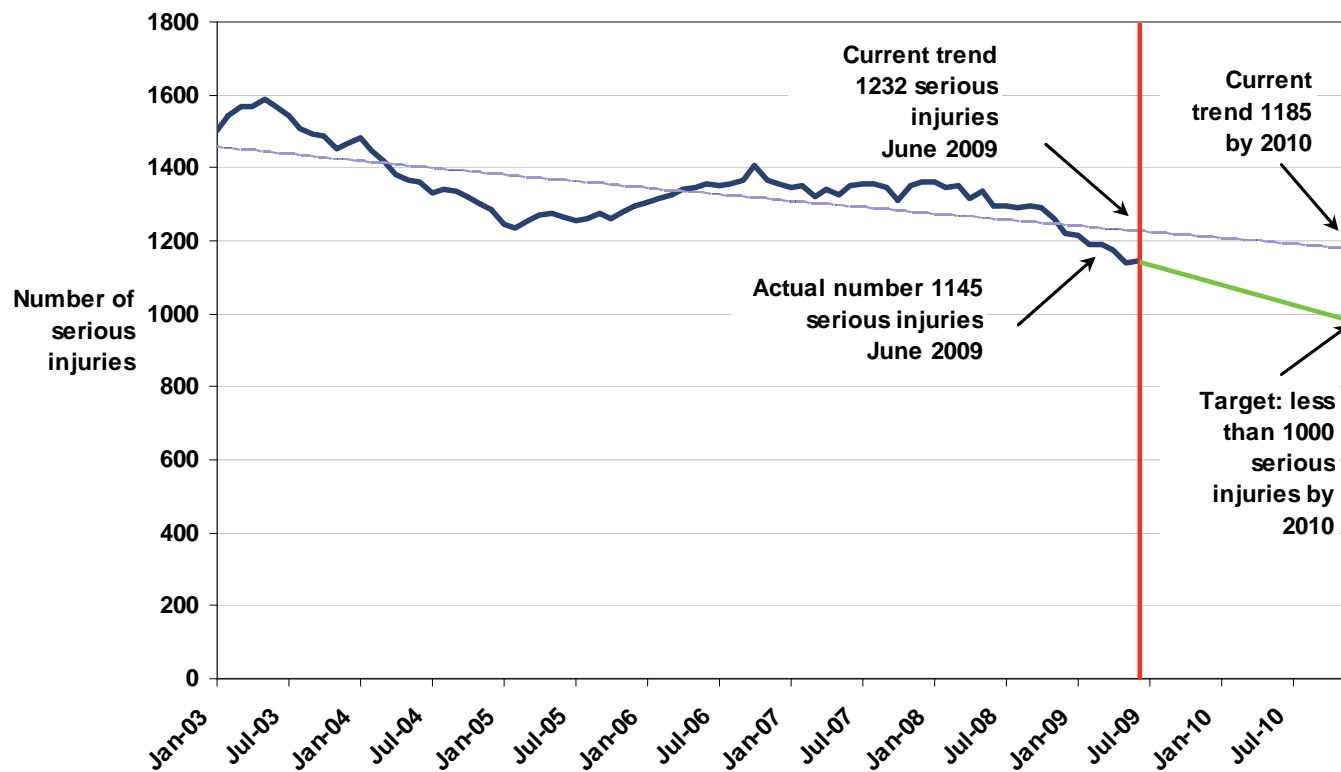


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# South Australia's Progress & Target - Fatalities



# South Australia's Progress & Target - Serious injuries



# South Australia's Progress & Target - Serious injuries

South Australian Road Safety Action Plan  
2008-2010



Safer Roads. Safer Speeds. Safer Road Users. Safer Vehicles.



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The South Australian Road Safety Action Plan 2008-2010 was released by the Government of South Australia in July 2008.

The Action Plan outlines four key areas containing priority road safety actions based on the Safe System approach, they include:

- Safer Roads
- Safer Speeds
- Safer Road Users
- Safer Vehicles



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# Performance Indicators

OECD recommends developing safety performance indicators that include:

- Levels of mean traffic speeds
- Levels of drink driving
- Vehicle safety ratings

# Performance Indicators

Performance indicators are essential in determining road safety performance

Outcome measures clearly indicate current road trauma trends and opportunities for intervention.

Safety performance indicators should contain data that is:

- Clearly defined
- reliable
- readily available and within a reasonable timeframe

# South Australia's Key Performance Indicators (KPIs)

South Australia has two headline KPIs:

1. **Number of fatalities in a 12 month period**
2. **Number of serious injuries in a 12 month period**



# South Australia's Key Performance Indicators (KPIs)

A further set of KPIs were developed that sit under the four main areas in the Action Plan.

These KPIs monitor the implementation of new and ongoing initiatives and the progress towards the 2010 target.

# KPI – Safer Roads

Strategy 1: To create safer roads and more forgiving roadsides to minimise the impact of human error on road trauma

KPI:  
Single vehicle run off  
road casualty  
crashes



Photograph courtesy of RARU Research Report 'Severe and Fatal Crashes due to Roadside Hazards'

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# Safer roads

## KPI – Single vehicle run off road crashes

Large proportion of crashes occur in rural and remote areas:

- 60% of fatal crashes
  - 50% of serious crashes
- The majority of these are single vehicle crashes



# Safer roads

## KPI – Single vehicle run off road crashes

- This KPI measures the scale of programs and safety improvement in maintaining and upgrading safer roadsides in South Australia.
- Safer roads includes general improvements, maintenance and targeted investments in road infrastructure e.g.
  - Shoulder sealing
  - Median wire rope barriers
  - Black spot treatments



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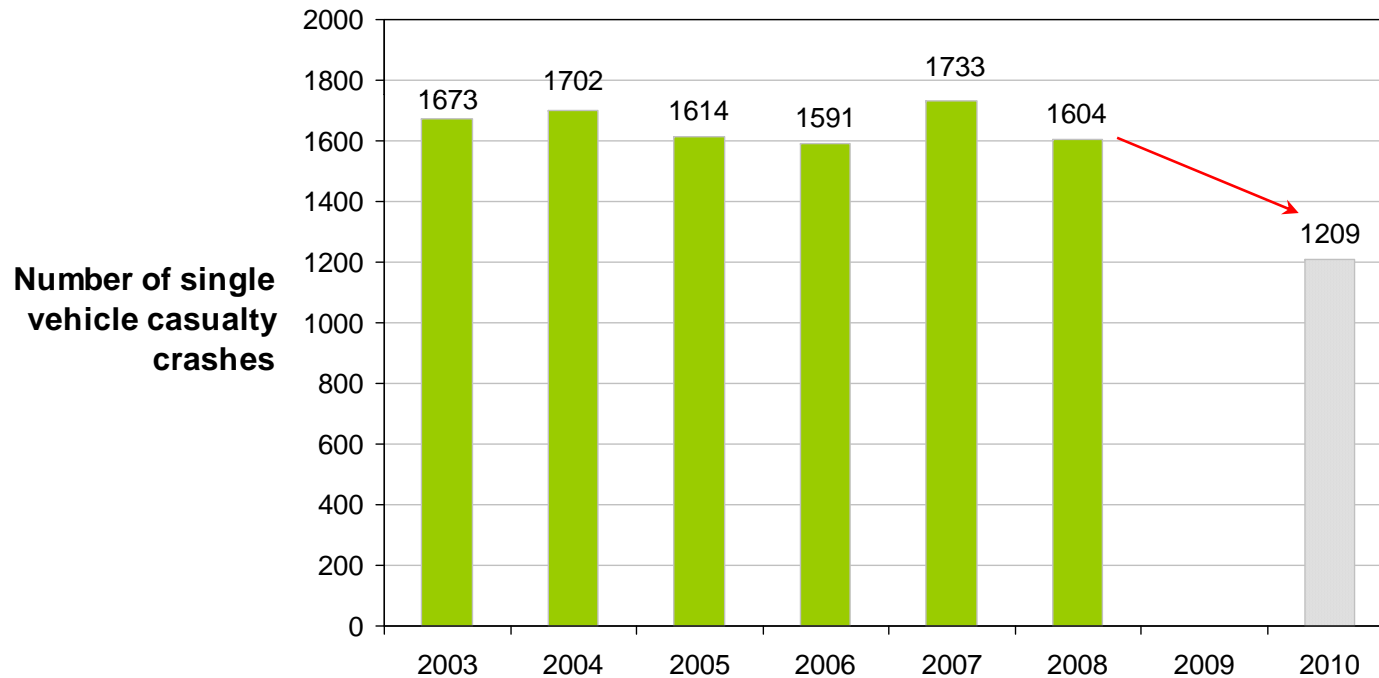


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# Safer roads

## KPI – Single vehicle run off road crashes

Progress to date



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# KPI – Safer Speeds

Strategy 2: Lower traffic speeds for the benefit and protection of all road users

KPIs:

- Average traffic speed in urban areas (km/h)
- Average traffic speed in rural areas (km/h)



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## Safer speeds

KPI – Average traffic speeds in both urban and rural areas

Lower travel speeds = fewer crashes.

Decreasing travel speeds chosen by drivers and riders is essential in gaining a safer road system.



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# Safer speeds

KPI – Average traffic speeds in both urban and rural areas

This KPI measures the effect of introducing countermeasures such as:

- Fixed speed cameras
- Automatic enforcement
  - e.g. point to point cameras
- Specific policing operations for rural highways
- Lower speed limits

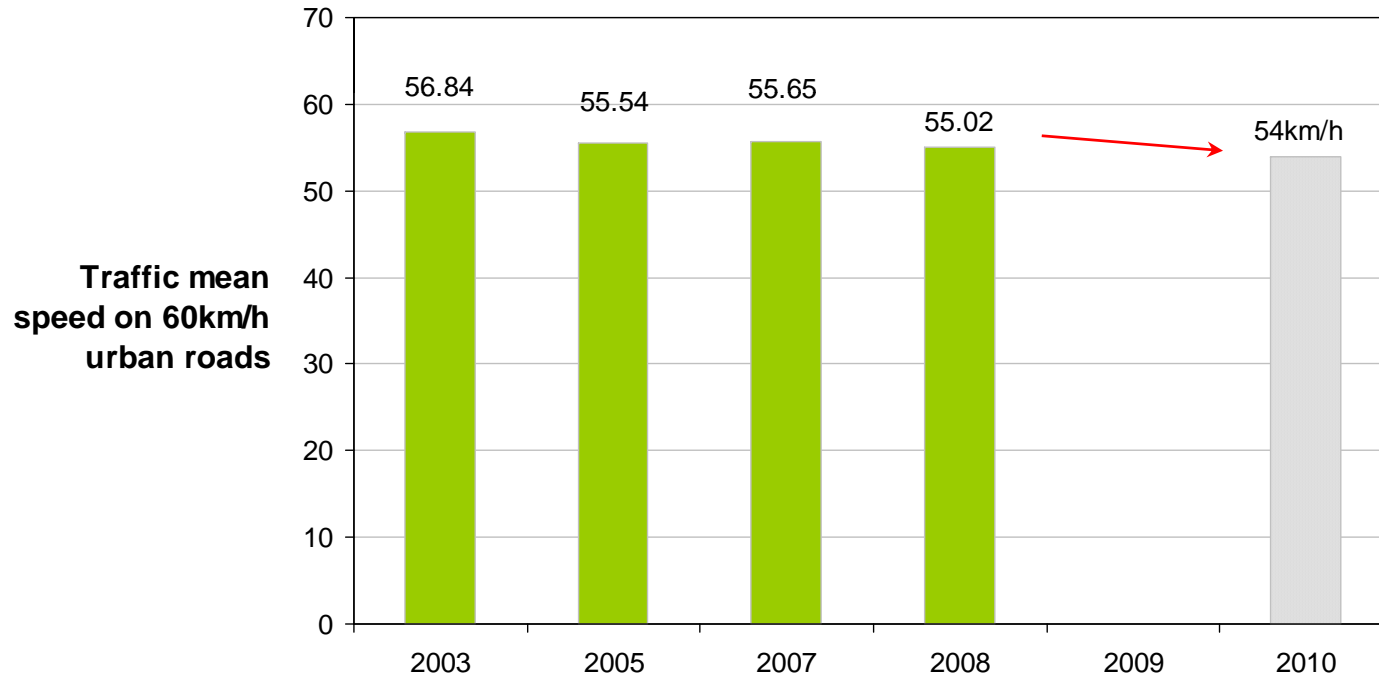




# Safer speeds

KPI – Average traffic speeds in both urban and rural areas

Progress to date on urban roads:



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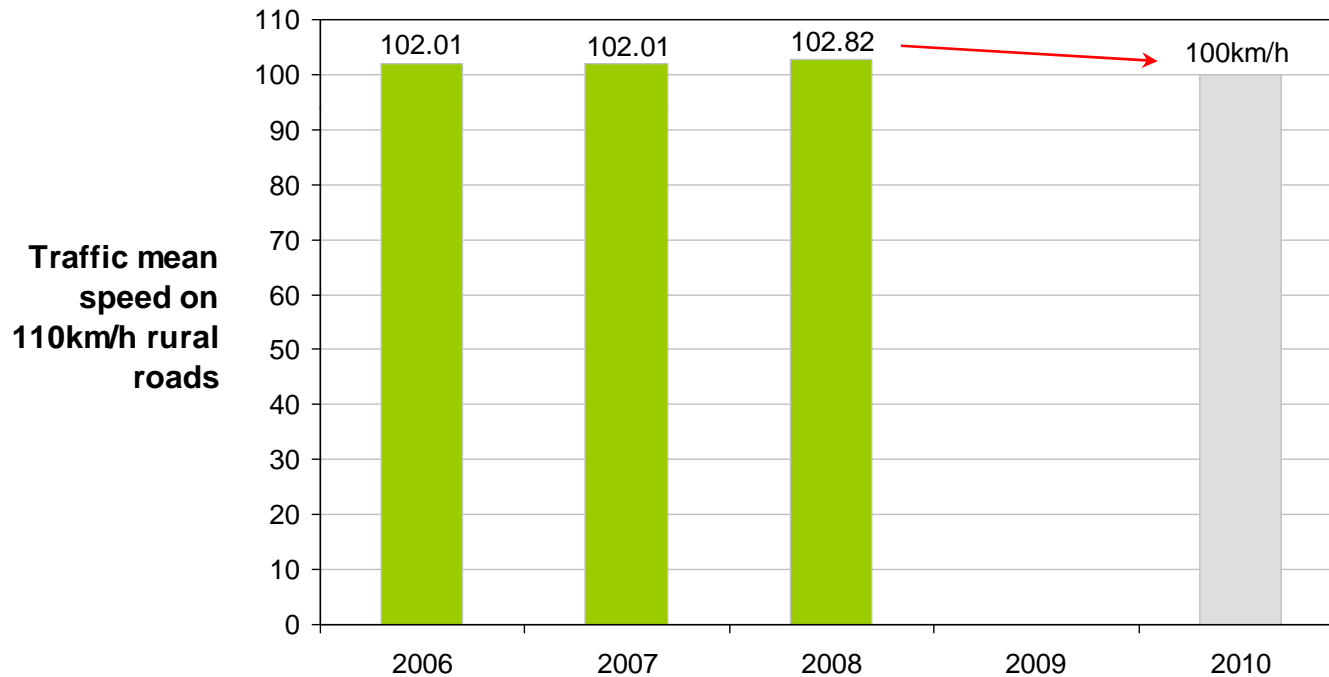


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# Safer speeds

KPI – Average traffic speeds in both urban and rural areas

Progress to date on rural roads:



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# KPI – Safer Road Users

## Strategy 3: Improve the key safety behaviours of all road users



### KPIs:

- Number of drivers or riders killed with BAC above the legal limit
- Number of young people aged 16-24 years killed or seriously injured

## Safer road users - KPIs

Number of drivers or riders killed with BAC above the legal limit

Number of young people (16-24) killed or seriously injured

Improving road user behaviour is fundamental in the achievement of a safer road system.

Two main contributors to the South Australian road toll:

- drink drivers (with BAC 0.05 or more)
- Younger people aged 16 to 24 years



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## Safer road users - KPIs

Number of drivers or riders killed with BAC above the legal limit

Number of young people (16-24) killed or seriously injured

Actions specific to improving the behaviour and safety of young people and reducing the incidence of drink driving include:

- Stronger legislation such as mandatory alcohol interlocks for repeat drink drive offenders
- Reviewed graduated licensing scheme for novice drivers
- Tougher policing and improved education



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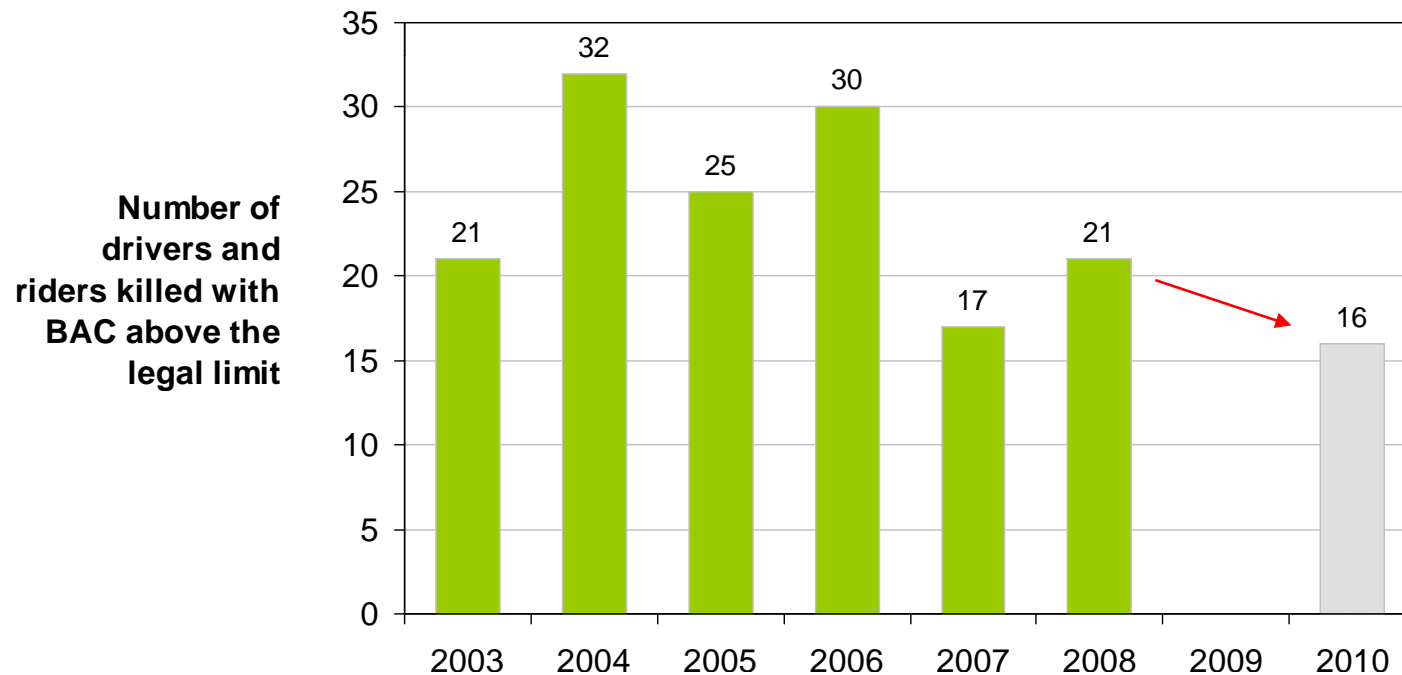


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## Safer road users - KPIs

Number of drivers or riders killed with BAC above the legal limit

Progress to date – drink drivers and riders:



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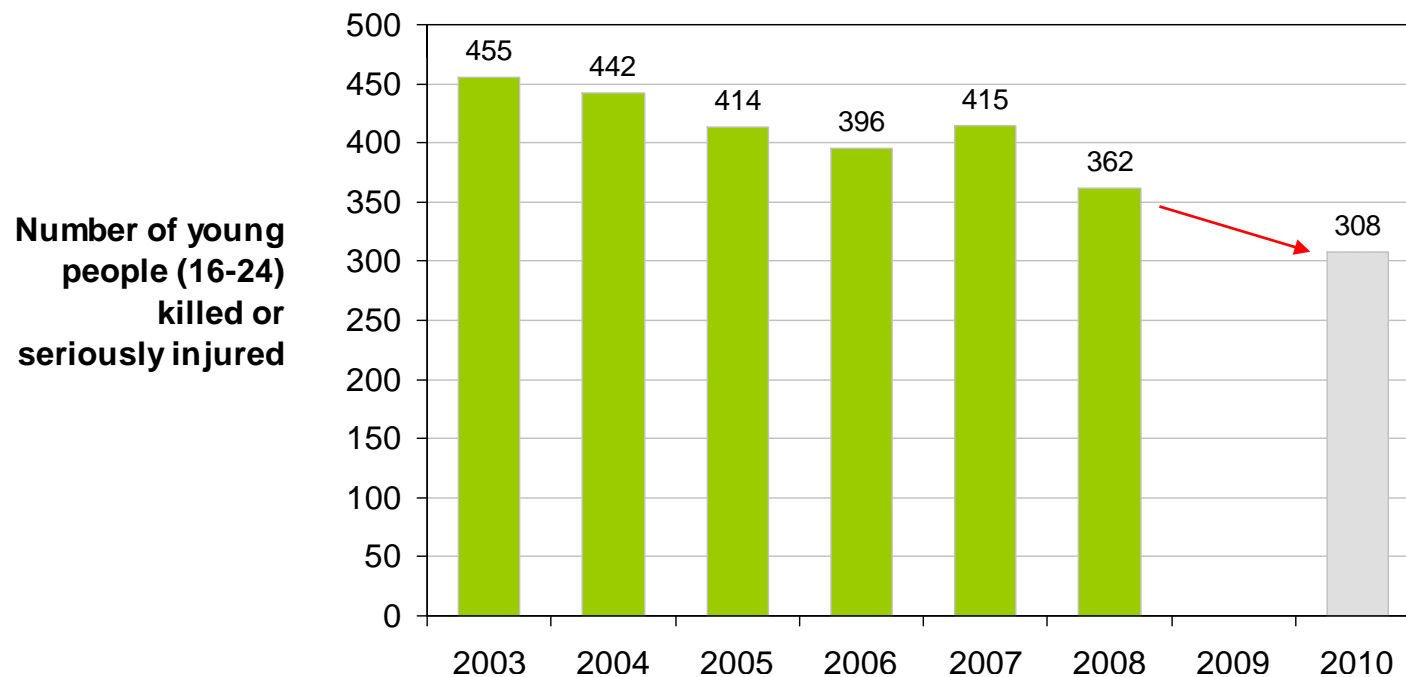


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## Safer road users - KPIs

### Number of young people (16-24) killed or seriously injured

Progress to date – young people aged 16 to 24 years:



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# KPI – Safer Vehicles

## Strategy 4: Improve the crash worthiness of the South Australian vehicle fleet

### KPIs:

- % of new vehicles sold in South Australia with a 4 star rating or higher
- % of new vehicles sold in South Australia with electronic stability control





## Safer vehicles - KPIs

% of new vehicles sold with a star rating of 4 or higher

% of new vehicles sold with ESC

South Australia has one of the oldest car fleets in Australia – average age of vehicles are approximately 11 years

Improving vehicle safety:

- Minimises the risk of crashes
- Reduces the severity of injury when a crash occurs



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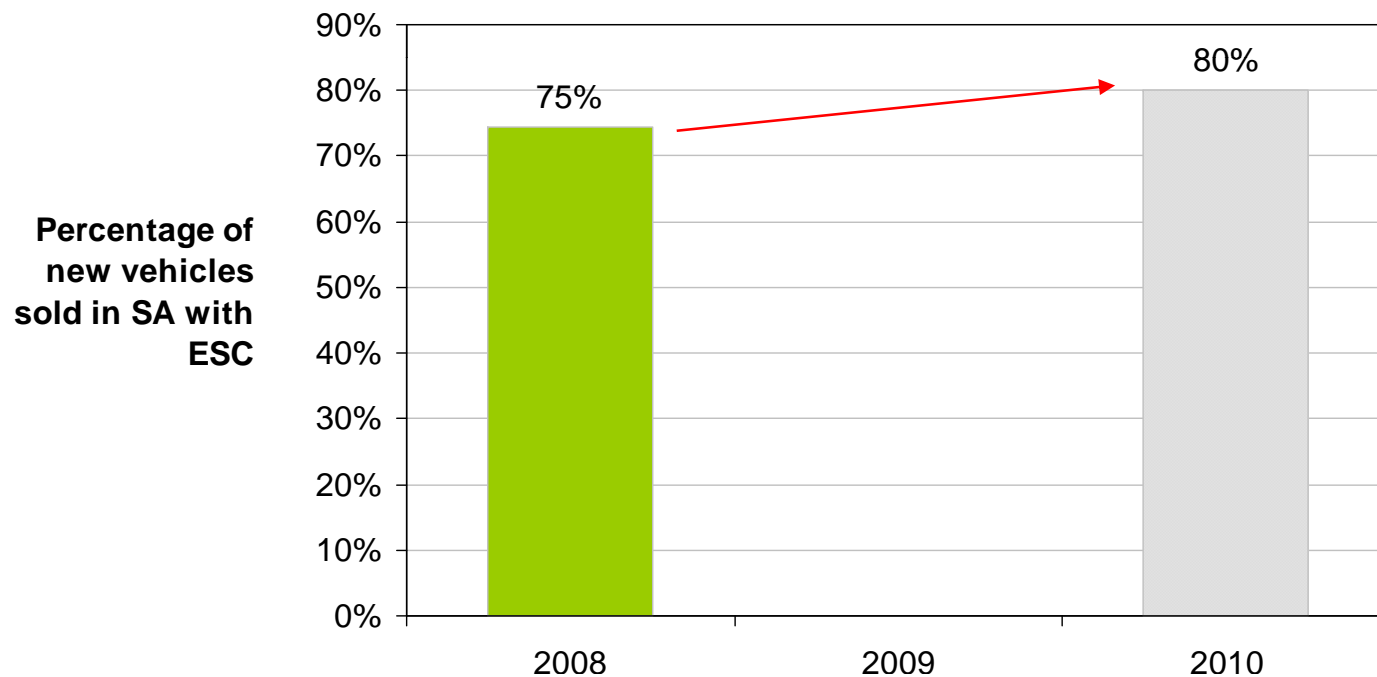


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## Safer vehicles - KPIs

% of new vehicles sold with a 4 star rating of 4 or higher

Progress to date – sales of new vehicles with a 4 or 5 star safety rating:



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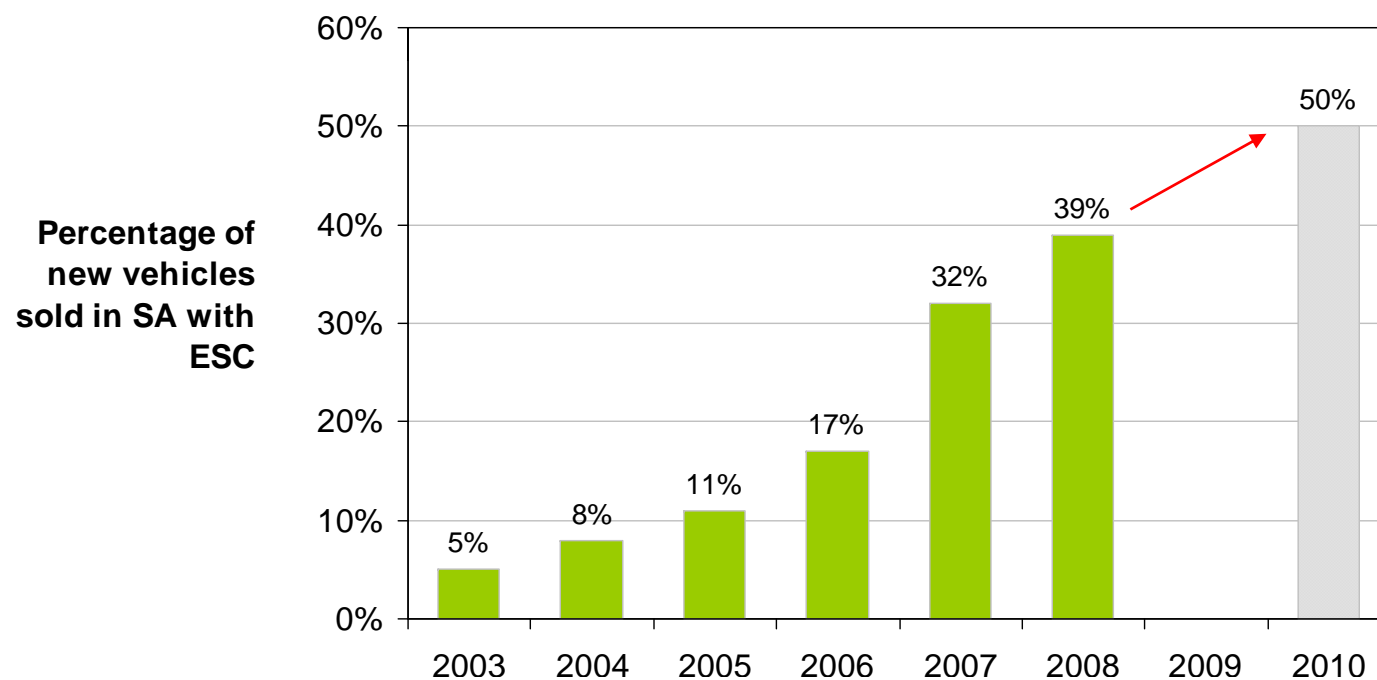


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# Safer vehicles - KPIs

## % of new vehicles sold with ESC

Progress to date – sales of new vehicles with ESC:



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# Road Safety Reporting

To be successful in implementing change in road safety throughout the community it is important to:

- Foster effective partnerships between organisations
- Enable community participation
- Regularly report road safety crash information

# South Australian Road Safety Progress Report

The aim of the report is to:

- Review road safety activity in South Australia each quarter
- Report progress in implementing the road safety strategy by monitoring the number of fatalities and serious injuries
- Collaborate all elements of road safety reporting including crash data, levels of police enforcement data and compulsory third party insurance claims
- Make road crash information available and easily accessible and understood to the wider public

## Road Safety Progress Report

A quarterly report of road crashes in South Australia - June 2009

Road fatalities have been steadily decreasing in the past 2 years. The 99 fatalities in 2008 was the lowest calendar total since records began. Overall crashes and casualties in the last 5 years have continued decreasing, but serious injuries remained high in 2007. In 2008 serious injuries decreased to 1218, the lowest number on record.

The South Australian State Strategic Plan has a target to reduce fatalities to less than 90 persons per year and serious injuries to less than 1000 per year by 2010.

South Australian road fatalities and serious injuries – progression towards the target:

	2003	2008	2009 Current figure	2010 Target
Fatalities	156	99	127 (12 months to Jun 09)	less than 90
Serious injuries	1468	1218	1188 (12 months to Mar 09)	less than 1000

There are currently 127 fatalities for the 12 months to the end of June 2009 compared to 110 last quarter (12 months to the end of March 2009). There are 1188 serious injuries for the 12 months to the end of March 2009 compared to 1218 serious injuries for the previous quarter (12 months to the end of December 2008).

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# South Australian Road Safety Progress Report

The report has been made possible by a partnership between three key Government departments:

- South Australia Police
- South Australian Motor Accident Commission
- South Australian Department for Transport, Energy and Infrastructure



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**MOTOR ACCIDENT  
COMMISSION**



**SOUTH AUSTRALIA POLICE**  
KEEPING SA SAFE

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# South Australian Road Safety Progress Report

The main elements of the report are:

- Fatalities and serious injuries against set targets
- Cost of road crashes
- Travel, economic and crash casualty indicators
- Speeding, drink driving, inattention and non restraint use
  - Police enforcement
  - Road crashes
- Overview of road user groups
- Reporting of fatal and serious crashes by local government areas



# South Australian Road Safety Progress Report - Fatalities and serious injuries

- The monitoring of death and serious injury due to road crashes is a meaningful indicator for both road safety stakeholders and a daunting reminder for the whole community.
- The report monitors fatalities and serious injuries per month and progress towards the 2010 targets.





# Conclusion

To consolidate recent improvements in the road toll two new reporting frameworks were established:

- Key Performance Indicators
- Progress Report

These reporting systems have been a key element in establishing a collaboration between the 3 major road safety Government departments and has the real potential of achieving the set road safety targets.

# Acknowledgements

Co authors: Martin Small and Paula Norman

Organisations: South Australia Police, SA Motor Accident

Commission and Dept for Transport, Energy and Infrastructure

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**Further information.**

[www.dtei.sa.gov.au/roadsafety](http://www.dtei.sa.gov.au/roadsafety)



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