



Australian

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# ROAD SAFETY

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Awards

PRESENTED BY:

SUNCORP



# 10th Australian Road Safety Awards Categories

## ★ **Community Programs Award presented by SUNCORP**

Open to all local and community groups, this award recognises original and praiseworthy initiatives, tackling significant local issues in the area of road safety.

## ★ **School Programs Award presented by SUNCORP**

Open to primary and secondary schools, this award is presented to schools that have demonstrated a strong commitment to road safety. It recognises the work of students and teachers in creating new educational programs that improve young driver behaviour and establish the next generation in road safety awareness and practices.

## ★ **Local Government Programs Award presented by GITI**

This category acknowledges local initiatives that demonstrate best practice and showcase local government innovation in promoting road safety to their communities.

## ★ **Innovation Programs Award presented by LICENSYS**

This open category recognises outstanding innovation in road safety. This could include community, corporate or technology.

## ★ **Technology Programs Award presented by SUBARU**

The Technology category recognises platforms/programs designed to improve and/or manage road safety outcomes.

## ★ **Corporate Fleet Safety Programs Award presented by SUNCORP**

This category recognises larger organisations that have developed a pro-active approach to fleet safety. The winner must demonstrate a holistic safety management approach backed by professional development systems and a strong safety management culture.

## ★ **State Government Programs Award presented by SUNCORP**

Open to all State and Territory Governments and their associated agencies. This award will recognise the most effective road safety initiatives and programs undertaken by Governments around the country.

## ★ **Founders Award**

This pinnacle award is presented to a category winner for outstanding overall achievement in the Tenth Annual Australian Road Safety Awards Program.

*The Awards acknowledge the achievements of leading road safety advocates by providing a prestigious platform to formally recognise their contribution and commitment to improving safety outcomes.*

# A Message from Russell White

**Founder & CEO  
Australian Road Safety Foundation**

**On behalf of the Australian Road Safety Foundation, it is my great pleasure to announce the Tenth Annual Australian Road Safety Award winners presented by Suncorp.**

The Australian Road Safety Foundation (ARSF) is a not for profit organisation dedicated to reducing road fatalities and injuries. It achieves this through innovative road safety awareness programs, driver education, advocacy and research assistance.

Since the formation of the Foundation in 2007, ARSF has established a well-known national presence and reputation with strong support from the private sector, state governments and the police for its initiatives, programs and events across Australia.

The Tenth Annual Australian Road Safety Awards acknowledges programs across seven categories of excellence for the outstanding contributions in: Community, Corporate, School, Innovation, Technology and Local and State Government initiatives. It has been inspiring to see the high calibre of submissions year after year and the Australian Road Safety Foundation and Suncorp extend their congratulations to the category winners and to all organisations for their efforts to reduce road trauma and fatalities on a national and political agenda.

This year, I would like to thank the Hon Michael McCormack, Deputy Prime Minister and Minister for Infrastructure, Transport and Regional Development for his ongoing commitment to road safety and the support he has shown the foundation.

I would also like to take this opportunity to formally thank our major partner Suncorp. Without their support The Australian Road Safety Awards would not be possible. Thank you also to our category partner's Subaru, Licensys and Giti.

Thank you for your support of both the Australian Road Safety Foundation and the Road Safety Awards.



**Russell White**  
Founder and CEO



# Road Safety Programs

## 4RFM

### 4RFM Road Safety Week (QLD)

This year 4RFM held our 2nd Road Safety Week Event. This year we were able to include more schools and more members of our community even though we faced the restrictions put in place by Covid 19. We held Primary and High School visits, a first responder and CPR demonstration, had great up close demos for both Road & Dirt bike safety, as well as Truck/Road train safety, undertook an on air fatigue challenge and hosted a free community breakfast.

## Australian Trucking Association SafeT360 (ACT)

Young people aged 16 to 25 are the most over-represented group of drivers involved in crashes on our roads. In fatal multi-vehicle crashes that involve a heavy truck the light vehicle (third party) is found to be at fault 83% of the time (NTARC, Major accident investigation report 2019). There is a clear need to increase awareness and change the behaviour of road users so everyone can share the road safely.

SafeT360 is an interactive custom-built road safety exhibition and social media campaign that uses virtual reality and interactive messaging to educate this target audience on how to share the road safely with trucks, whether behind the wheel of their light vehicle, on two wheels or on foot.

SafeT360's purpose is to help young road users understand where a truck's blind spots are, how long it takes a truck to stop, the dangers of distraction and other tips about how to keep themselves and their loved ones safe on the road.

SafeT360's aim is to save lives and reduce the number of truck crashes involving 16 to 25 year

old light vehicle drivers and vulnerable road users, through influencing behaviour change.

## Blue Datto Foundation Keeping Safe (NSW)

Blue Datto's flagship Keeping Safe program continues to help young people reduce their risk as young drivers and passengers. Launched in 2015, Keeping Safe is an interactive analysis of travel safety risks and examines the influence of family, friends and the social environment on the choices young drivers make. Keeping Safe teaches safe behaviours, encourages self-belief and empowers young people to make safer choices as both drivers and passengers.

In 2020 Keeping Safe was delivered to almost 4,000 young people (down from 6,000 in 2019) despite severe restrictions put in place by schools as a result of COVID. Over the last five years more than 22,000 young people have now participated in a Keeping Safe program.

With the interruption of COVID, Blue Datto utilised 2020 to make improvements to Keeping Safe. This included the production of new AV educational resources; improvements to existing resources to reflect the latest crash data; and the development of supporting online modules.

## City of Rockingham City of Rockingham Strategic Road Safety Action Plan (WA)

The purpose of the City's Road Safety Action Plan is to develop a number of actions guided by the Safe System approach to achieve the goals of the State's 'towards zero' strategy. It aims to

reduce or where possible eliminate serious injury and fatal crashes within the City by implementing educational initiatives and engineering solutions to combat road safety issues on our road network. The document is prepared based on the four pillars of Safe System and provides a holistic guidance to the City and the community about progressing towards zero harm.

## Cygnet Football Club Inc.

### Road Safety Month Social Media Campaign (TAS)

We bombarded our facebook page with Road Safety messages during road safety month. We frequently reached close to 1000 people and about 100 engagements. We felt it was particularly important to try to get road safety messages out to our playing group that consists mainly of 16 to 25 year old males and females.

## Darebin City Council

### Octopus Schools Program (VIC)

The Octopus School program is a Darebin City Council initiative designed to increase the number of students actively travelling to school, along with decreasing congestion and improving road safety in primary school precincts. Council developed an approach to work intensively with one school every year to complete four modules, which represent varying amounts of engagement from different stakeholders, culminating in the construction of road safety treatments funded by Darebin Council. Reservoir West Primary School was Darebin's Pilot Octopus School. Council assisted the school with setting up a sustainable program of achievements to embed active travel behaviours across the community. These included the construction of a bike shed, funding teachers to run bike ed, mapping safe travel routes, supporting school

active and safe travel events and installing road decals designed by students on the streets around the school. Council also constructed two wombat crossings and two bicycle contraflows.

Since the program started, less vehicles are now, on average, travelling through the area and travelling more slowly than before. Bike riding around the school precinct has tripled, indicating that the many elements to the Octopus Program are resulting in great success for safe and active travelling students in the area.

## Driveschool Enterprises Pty Ltd

### myDRIVESCHOOL® (VIC)

myDRIVESCHOOL® is a simulation game to teach kids how to drive online.

The program is a software program with a series of graduated pass/fail learning modules covering basic steering, acceleration, emergency braking, hazard and spatial awareness, with various intersections and traffic conditions included. The artificial intelligence (AI) embedded into the program ensures each 'play' is unique, to keep the primary audience of 'digital natives' (15-18year olds) actively engaged.

The program can be used in a full 6 axis simulator, on a motion platform with multi-screens, in virtual reality or as simply as on a PC/laptop with portable steering wheel & pedal set. myDRIVESCHOOL® uses a proprietary engine and bespoke software code designed specifically for pre and early stage learner drivers.

The program has been successfully re-purposed for use as an 'assistive technology' for people with autism, ADHD, anxiety/stress and other mild disabilities. Further applications for the program will include immigration/refugee onboarding, tourism, job skilling, rehabilitation, and specialist needs.

## Driving Well Occupational Therapy

### Bringing the Drive Focus app to Australia (QLD)

Drive Focus is a tablet application that teaches users “visual search skills” for driving through interactive video. Occupational Therapists working with drivers with cognitive and neurological conditions/disabilities, frequently see that visual search skills are compromised – they “look but don’t see”.

In the Drive Focus app, users learn to identify, prioritise, and react to 11 “critical items” – the critical visual stimuli on the roadway through tapping on videos taken from the driver’s point of view. Using a unique technology, items within the videos are made to be “tapable”. Users learn to tap on pedestrians, traffic lights, road markings, stop signs, construction signs and more. Users also learn to tap on critical stimuli in order of priority, such as tapping on the brake lights of the vehicle in front before tapping on the green traffic light.

Driving Well Occupational Therapy based in Brisbane and Driver Rehabilitation Institute based in the USA collaborated to create Australian content for Drive Focus. The collaboration makes this low cost tool (\$16.91 AUD) accessible to therapists, driving instructors, and their clients/students. At a time when the pandemic interferes with in-car practice, this application makes it possible to address a fundamental driving skill without being in a car.

## Eastern Metropolitan Regional Council

### Share the Space (WA)

The ‘Share the Space’ campaign titled; ‘No matter the case, Share the Space’ was developed by the EMRC to raise awareness around shared spaces such as paths and roads by different modes of transport with a focus on disabled or aged

persons. The campaign aligns with the previous ‘Share the Space’ 2016/2017 campaign which was surrounding general road sharing. The campaign improved safety in shared spaces through raising awareness of behaviour for all people that use them. Share the Space has recognised that safety is a shared responsibility for all users.

The campaign commenced a dialogue around behaviours that helps everyone to share the space in a safe and affable manner. The provision of a safe, efficient and effective transport network in Perth’s Eastern Region is a priority for the Eastern Metropolitan Regional Council. The EMRC strives for all road, public transport and active transport users to feel safe when utilising or interacting with the transport network.

The campaign was executed by the use of several marketing mix strategies during an eight-week period throughout Perth’s Eastern Region.

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## EPIC Assist

### EPIC Assist Fleet Safety Program (QLD)

EPIC Assist (EPIC) is a not-for-profit organisation which has been operating for over 30 years across Queensland, Northern New South Wales and Tasmania. As a Disability Employment Services provider, EPIC delivers a personalised service to help people with disability achieve their employment goals. EPIC’s fleet consists of 100 cars which are used primarily for staff transportation purposes, to carry out their roles in assisting people with disability into employment. We take a proactive approach to safety and are always looking for new ideas to improve safety awareness to reduce our accident rate, keep everyone safe and keep costs down. EPIC’s Fleet Safety Program includes a comprehensive procedure before staff are allocated a pool vehicle, comprising of online driver training and a one on one induction conducted by the Fleet Coordinator. Monthly vehicle inspections and regular driver training are ongoing components of the fleet safety program which must be adhered to by all

staff. A report registering driver behaviour and accidents is compiled monthly and passed on to EPIC's leadership team. Our ongoing commitment to educating staff about road safety is evident through the number of initiatives we have implemented over the past five years.

## Eurobodalla Shire Council Driving Safer Rural Roads (NSW)

Eurobodalla Shire Council's (ESC) commitment to a safe system approach has been the guiding principle in Council building network capacity and implementing safety improvements on their network. In 2019, the Infrastructure Services Works and Technical Services divisions and Road Safety staff team inspected all 280km of rural and regional sealed roads, systematically documenting road safety issues to create an improvement program based on hazard reduction. The review identified 911 road safety issues and involved implementing best practice road safety principles. The result and Road Safety Review will be integrated into the Eurobodalla Road Safety Plan 2019-2021 to ensure Council's whole of network and route approach activities target high priority actions in working towards achieving zero on their local road network.

## Fit to Drive Foundation Steer Right-Virtual Classroom for Year 11 students (VIC)

Steer Right is a 60-minute interactive and live-facilitated road safety virtual classroom for Year 11 students that prepares young people for risk-based decision making as road users. Steer Right was created by the Fit to Drive Foundation as a response to COVID-19 that involved pivoting to online learning to ensure students continued to receive important road safety education by remote learning from home or at school.

Students, totalling 7,830 across 111 unique education providers, were engaged in a near-peer facilitated session by trained university students including fast-paced quizzes with scenarios and live discussion.

Steer Right was developed with the involvement of Victoria Police and Fire Rescue Victoria. A key innovation has been the adaption of an interactive presentation platform that enabled elements of gamification and visualisation of real-time feedback that engaged the young audience. This platform allows for seamless presentation across many video conferencing platforms including Zoom, Webex, Microsoft Teams and Google Meet and importantly, the incorporation of pre- and post- session student surveys.

Steer Right has been highly successful with an average student rating of 8 out of 10 across 288 workshops. Steer Right has also been adapted for students with special learning needs and English as an Additional Language.

## Gannawarra Shire Council Koondrook CBD Redevelopment (VIC)

During 2019 and the first half of 2020, Gannawarra Shire Council completed the masterpiece of its Koondrook – Victoria's Nature Based Tourism Destination project.

This major redevelopment has enabled safe all ability pedestrian access in the tourist town of Koondrook to benefit the community and visitors at the internationally recognised Koondrook Wharf and Koondrook Retreat.

Completed in three stages, these works ensures minimum pedestrian disruption and safe access at times when the banks of the Murray River at Koondrook host major events. These include arts performance and the biennial RiverDaze music festival, which attracts international artists and visitors.

Council undertook significant community consultation in relation to the three stages of

works, aligning with the Koondrook Development Committee to gain greater input from community groups and business owners.

## IVM Group

### The Safety Cell® (QLD)

In recent years the requirements and expectations for worker activity on road networks has increased significantly. This amplified presence on roads has highlighted the risk associated with the way work is carried out. Safety work on roads in accordance with State and Federal regulations has been an ongoing issue. The challenge therefore became to design and build both a safe and productive environment for workers.

The Safety Cell® is a revolutionary technology that securely locates a worker outside the vehicle cab. With a unique dual-sided occupant capability, the Safety Cell® is used by road workers who undertake moving work types in high risk 'on-road' situations. With its range of innovative features, the Safety Cell® enables constant moving operation, without compromising worker and public safety, and unlike conventional approaches which are slower, labor intensive and high risk, the Safety Cell® offers a more efficient, faster and safer alternative.

## Little Blue Dinosaur Foundation

### It's Holiday Time -Slow Down Kids Around and Hold My Hand Child Pedestrian Safety Signage Campaigns (NSW)

Little Blue Dinosaur Foundation (LBDF) currently implements two road safety education awareness and signage campaigns.

1. 'It's Holiday Time-Slow Down Kids Around' and..
2. 'Hold My Hand' Playground campaigns

### Objectives:

- Increase community awareness to the lifesaving importance of 'Holiday Time' road safety—throughout school holiday periods, when school safety zones are not in operation (1/4 of the year).
- Educate parents and carers about the cognitive, physical and perceptual limitations of children aged 10 years and under.
- Assist in slowing traffic speeds on roads where child pedestrians may be present and encourage hand holding by parent or carer for children aged 10 years and under on or around roadways through the installation of colourful, attention grabbing signage, with related, appropriate and government endorsed messaging.
- The 'It's Holiday Time-Slow Down Kids Around' campaign has a specific seasonal focus on 'holiday hamlets' where roadways are unfamiliar to the visiting holidaymaker population and sizeable seasonal spikes in population are experienced, increasing the risk of accident occurrence due to significant increases to pedestrian and vehicular traffic.
- The 'Hold My Hand' playground campaign was established to provide educational road safety awareness to parents, carers and their children when leaving fenced Council playgrounds. The rationale being that placing a directional visual cue such as awareness signage to existing fencing infrastructure further increases its safety efficacy. Additionally, this past year we have had 9 shopping centre groups request to join our campaign and apply HMH & Slow Down signs in their busy car parks.

## Narembeen Community Resource Centre (Narembeen CRC)

### SOCK - Save Our Country Kids (WA)

SOCK stands for 'Save Our Country Kids' and is a road safety initiative created by the Narembeen

Community Resource Centre (Narembeen CRC) in partnership with the Shire of Narembeen.

SOCK is a week long campaign of education on road safety and the impact poor decision making when driving can have within a small community. SOCK Week is held annually in the last week of June and facilitates a number of activities and events that are designed to be informative as well as engaging. Activities held during the week-long event promote several road safety messages such as drinkdriving, speeding, distractions and fatigue and is aimed at a broad cross-section of the community. The initiative aims to raise awareness, inform and educate road users as well as promote safe, legal and responsible road use. It is a significant event for the Narembeen community and has a strong social media presence with a huge focus on remembering those that we have lost to road accidents on country roads.

**AIM:** To educate and promote road safety with personal stories that can change behaviours so that no family has to experience the loss of lives on country roads.

**OBJECTIVE:** To preserve life through community leadership that encourages change and safe and healthy decisions.

## Onroad Driving School

### School Safety Programs (NSW)

We went into High schools for one year to run a Road Safety Presentation, particularly targeting distracted and drink driving. We believe this initiative stands out beyond traditional activities in the way that we approached our education content and delivery and has definitely improved road safety as a whole.

This project serves to improve road safety by targeting young learner drivers due to the fact that research shows that Learners are at a much higher risk of crashes and accidents while they are in the mode of getting their P1 licence and it also shows that the learners who have more supervised driving practice have less chance of being involved

in a fatal crash. We specifically target distracted and drink driving because we feel these are primarily the problem areas for young learners.

## Panache Driver Training

### The Panache special needs learn to drive program (ACT)

To assist people with special needs, enrich their lives by helping them obtain their ACT driver' license and become observant, safe and defensive drivers on our roads.

The project involves Panache Driver Training taking the participant once they have obtained their ACT learners license out on to the road in our Mini Cooper's and helping them complete the ACT learner's logbook at the end of the course the participant obtains their ACT Provisional license.

## Qld Traffic Offenders Program (QTOP) & Australian Traffic Offenders Program (ATOP)

### Qld Traffic Offenders Program & Australian Traffic Offenders Program (QLD)

QTOP/ATOP is a Court diversion rehabilitation/road safety education program which was inceptioned in March 2006. QTOP/ATOP educates offenders on their offending behaviour to deter re-offending and save lives in our communities. Clients complete our QTOP/ATOP program either pre-sentence or post sentence. QTOP being the longest most recognised program in Queensland is ordered by Magistrates/Queensland Corrective Services/ Queensland Transport for clients to attend as part of their sentence/fine/punishment/rehabilitation. QTOP saves lives and educates offenders on their offending behaviour. QTOP/ATOP cannot change the offence of the offender, but we certainly deter reoffending.

## Queensland Police Service

### Seniors Road to Road Safety Project (QLD)

The Seniors Road to Road Safety Project is an initiative of the Ipswich Police District Crime Prevention Unit in partnership with the Ipswich District Neighbourhood Watch Committee, Department of Transport and Main Roads, Able Australia, Pro Drive and Ipswich PCYC with the Auspic of Neighbourhood Watch Australasia with funding through the Department of Communities, Disability Services and Seniors.

The project has provided mature age drivers across the Ipswich and West Moreton Region an opportunity to attend free road safety educational workshops.

Topics covered at the workshops included; Road rules in particular roundabouts, Mobility Scooters, PCYC Braking the Cycle Driver Mentor Program, Towing Caravans, Fatal Five (highlighting distraction and new mobile phone legislation), Standard Drinks, Handing in Driver's Licence (considerations for when, Jets Law and support and services) and personal safety strategies. Participants also immersed themselves in practical components of the workshop with the use of Vision impairment Goggles and Driver simulators.

A one hour practical driving lesson with Pro Drive and a Road Safety Car kit was also provided to those who completed the three week program.

## Queensland Police Service / University of Queensland

### Community Engagement with IM-PACT (QLD)

Each year, the Queensland Police Service (QPS) invests substantial resources towards reducing road-related harm through Random Breath Testing (RBT). In Queensland, around three million RBTs are conducted annually to reduce road related harm (Queensland Police Service, 2018).

These efforts are known to have a clear impact on deterring drink driving, road injuries, and fatalities (Ferris, Mazerolle, King, Bates, Bennett, & Devaney, 2013). Furthermore, there is potential to achieve additional community benefits through these high-volume public encounters.

The IM-PACT initiative of the Queensland Police Service offers a resource efficient problem-solving model founded on three principles: (I) Identification of the problem; (M)essage development; and message delivery (PACT). PACT is the community engagement process that prompts police to explain the (P) Purpose of an engagement, (A) Acknowledge good habits, convey a(C) Critical message and (T) Thank people for their involvement. With minimal impact on resources, PACT-related community engagements such as Random Breath Testing (RBT) affords a proficient and high impacting opportunity to share responsibility for road safety and crime prevention by both police and the community.

## Rider Aware Pty Ltd

### Rider Aware (VIC)

The inspiration surrounding the development of Rider Aware is the driving focus of the ongoing dedication from our team to put this new road safety innovation on every vehicle in Australia.

Our goal is to remind all motorists to check for motorcyclists and bicyclists, especially when changing lanes and opening doors. To do this, we have developed two small, yet effective, stickers that are placed on side mirrors to act as a constant visual reminder to seek out helmets as we travel on our roads.

In the initial development of Rider Aware, we endeavoured to align the company with the objectives of the government surrounding road safety, whilst keeping in mind the nature of multi-user road designs.

While Rider Aware is still a blooming concept, we aim to offer our contribution to lowering the injury and death tolls on our road by providing a teaching

tool and daily reminder to consistently check your blind spots while driving.

Our initiative, in summary, aims to prevent unnecessary trauma and anguish caused by preventable road accidents. If our stickers save one life, allowing one member of our community to get home safely, our mission as a company has been fulfilled.

## Road Accident Action Group

### Work Out Visibly (QLD)

The Work Out Visibly (WOV) Campaign was targeted toward those who exercise on or near the road. The campaign pointed out not only the importance of being visible to all road users, but how minimal effort can have optimal results. The campaign encouraged road users to make themselves highly visibly with a message of "Be Safe, Be Seen". The aim was to develop top of mind awareness and a cultural shift towards being visible (the exerciser) and looking out for people exercising (drivers/other road users).

Working closely with local community sporting groups, we encouraged innovation to aid visibility. Our ultimate goal was to reduce the number of close calls, near misses and injuries by making exercising safer.

## Save A Life Australia

### Year 10 Road Awareness Program (SA)

Year 10 students are generally at the age where they are thinking about driving. Crucially, they are all regular passengers in vehicles. Our virtual reality system uses a real vehicle to highlight how poor decisions and behaviours as drivers AND passengers can and will result in tragedy.

Our simulator is connected to a real car, this is unique and helps to use the power of experiential learning to immerse students into the scenarios. Students virtually drive the vehicle and their peers

observe exactly what the "driver" sees on an external screen. All students are fully engaged at all times and learn from each other.

Issues addressed include; seatbelt, defensive mindsets, inattention, looking after your mates, being responsible passengers and the pain of parents, family and friends when tragedies occur.

Delivered to groups up to 220, the sessions are engaging and easy for schools to organise.

Uniquely, this is the only SA program that includes parents at every school. Parents are educated regarding the need to be better role models, what to look for in an Instructor, ANCAP ratings, road law updates and how to be effective supervising drivers. Parents also have the chance attend an advanced defensive driving demo as an addition to the program.

## Singleton Council

### Joe Rider - Hunter Region (NSW)

Road Safety Officers from Singleton, Muswellbrook/Upper Hunter, Port Stephens, Cessnock, Maitland and MidCoast Councils collaborated to develop the Hunter wide delivery of 'Joe Rider', a motorcycle road safety program. Originally developed by the ACT Motorcycle Riders Association, Joe Rider aims to reduce the occurrence of SMIDSY (Sorry Mate, I didn't See You) and promote road users to actively look out for motorcyclists. Outside of the Sydney Metropolitan area, the Hunter Region has the highest incidence of crashes with motorcycle involvement in NSW at 13.5% for the five-year period 2015-2019.

The project encouraged road users to spot motorcyclists who were wearing Hi Vis vests identifying them as 'Joe Rider' and enter a competition for daily and weekly prizes. The project conducted during Motorcycle Awareness Month for the week 19-23 October 2020, used a wide-ranging promotional approach including radio, VMS boards, social media, posters and various media releases, receiving substantial community engagement.

The Hunter's inaugural year of Joe Rider launched in Cessnock on 17 October and included a motorcade of Joe Riders under police escort, riding from Port Stephens to Cessnock which was featured on the local NBN television evening news, together with reports on multiple regional radio stations and print media.

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## SmarterLite

### **Human Centred Design for Traffic Lights (VIC)**

In 2018, SmarterLite installed LED Safety Tactiles at the Little Collins Street and Swanston Street intersection in central Melbourne. The LED Safety Tactiles are Tactile Ground Surface Indicators (TGSI) that incorporate LED lights that change colour with the standard pedestrian lanterns in traffic signals. They increase the visibility of the stop/go safety signal for pedestrians, which is typically a red/green person in a lantern located across the width of the road that is difficult for a wide range of pedestrian to see. That includes people who are "distracted", short-sighted, vision impaired or have their view impaired by crowds (Eg wheelchair users or children).

The project was planned by the TAC to improve safety for pedestrians that were using mobile phones, in response to concerns about distracted pedestrians walking on to roads.

The current Melbourne design is an advancement of a South Korean design, where the LED Safety Tactiles are used at pedestrian crosswalks at night. The Korean program was evaluated in a before and after crash study of 22 intersections, with a control group. The evaluation determined a BCR of 56 (Dae-young Park, et al, 2008).

## Strathfield Council

### **Make Every Journey, a Safe One (NSW)**

Make Every Journey, a Safe One is a multiplatform campaign that has steadily established strong connections and positive outcomes in the local area. It works on the principle that every life lost is one too many. Reaching out to people of all ages, abilities and backgrounds, it educates and engages the community to enjoy our roads responsibly by sharing road infrastructure with everyone, making good choices and taking ownership of our road user behaviour. Through consistent messaging across traditional and emerging communication channels, ongoing face to face interaction and proactive community events, it drives home the message that road safety is everyone's responsibility. By encouraging local road users to be alert and aware, it aims to drive down road trauma and thereby avoid becoming a statistic. Working within the broader framework of Local Government Road Safety Program, it relies heavily on statistical evidence and research data collated by peak road safety bodies to generate unique marketing collateral that specifically addresses the needs of Strathfield LGA. The road is a shared space and we are all road users at every stage is the core message.

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## Tamworth Regional Council

### **Forest Road Cycleway (NSW)**

The objective of the Forest Road Cycle Path Project was to provide safe access to the Tamworth Mountain Bike Park and encourage pedestrian and bicycle users to walk, jog or cycle to the park rather than drive.

Prior to the delivery of this Project, cyclists were required to ride within the travel lanes of a busy road set within an 80km/h speed environment and with a high percentage of heavy vehicles. It was identified that Safety in Design and a risk assessment based approach would be important considerations to achieve a safe solution that

mitigated the hazards to both the vehicular and cyclist user groups.

Some key safety features that were adopted include:

- A median refuge with kerb blisters to provide a controlled crossing location with traffic calming measures. Solar street lighting improved visibility at dusk;
- Widened travel lanes with semi mountable kerb profile through the median refuge and blisters to reduce the risk of the hazard to vehicles
- Solar powered flashing advanced warning signage to improve vehicular awareness of the crossing; and
- Reconstruction of the non-compliant safety barrier between the path and road at the bridge and new safety barrier where the path was within the clear zone.

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## Tamworth Regional Council

### Hillvue Road & Garden Street roundabout (NSW)

The project involved the design and construction of a new roundabout at the previous cross-road intersection of Hillvue Road and Garden Street in Hillvue. \$610,000 was provided by the NSW Government under the Safer Roads Program to be fully expended in the 2019/2020 financial year and was provided due to the significant documented crash history at the existing intersection that resulted in injuries, notably between 2009 and 2014.

The installation of the roundabout intersection treatment within the residential area has provided a traffic speed and flow controlling device, increasing the protection of other road users and pedestrians from the impacts of excessive vehicle speeds. The intersection also formalised pedestrian access paths and pram ramps around the intersection, providing a safer connection between the two primary schools located within 300m either side of the intersection along Hillvue Road.

## Transport for NSW

### Plan B Win a Swag (NSW)

Plan B is the NSW Government Drink Drive Campaign. It is about making positive choices to get home safely after a night out, highlighting that driving is not an option. Each December, TfNSW-West based in Parkes, partner with hundreds of pubs clubs and bottle-shops across country NSW to promote positive transport choices for drinkers. Participating premises each run in-venue promotions including a competition for customers to nominate their Plan B for getting home. The project culminates on New Year's Eve when each venue draws the winner of a Swag – a popular prize with young rural males. In addition to licenced premises, regional radio stations support the project, free of charge and conduct on air promotions for listeners to phone in with their holiday Plan B. The project is an excellent example of collaboration between state and local government and the business community to bring about a reduction in drink driving.

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## YOU CHOOSE Youth Road Safety

### YOU CHOOSE Youth Road Safety (QLD)

In 2012, our 18 year old son, Jordan, was speeding and under the influence of alcohol and drugs when he collided with a stationary vehicle containing 5 other young adults. Four of the occupants of that car were killed by the impact, as was Jordan himself.

Since 2017 we've been engaging with young people around Australia with our presentation 'YOU CHOOSE Youth Road Safety'. We share our family's story and facilitate a genuine social movement for changed driving behaviors, with highly relatable messages about Love, Family and the Empowerment of Choice.

YOU CHOOSE presentations are advocated as uniquely impactful on the teen driving cohort by police, educators, students and parents throughout Australia; as well as organisations such as the Youth Outcomes Australia and Youth Leadership Academy Australia.

## Community Programs Award

Presented by SUNCORP 

WINNER

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## Schools Programs Award

Presented by SUNCORP 

WINNER

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## State Government Programs Award

Presented by SUNCORP 

WINNER

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## Local Government Programs Award

Presented by 

WINNER

## Innovation Programs Award

Presented by 

WINNER

## Technology Programs Award

Presented by 

WINNER

## Founder Award for Outstanding Achievement

**Awards Details** This pinnacle award is presented to a category winner for outstanding overall achievement in the Australian Road Safety Awards Program.

WINNER

Sponsored by

SUNCORP 

# Our Partners

## Suncorp



Suncorp's network of well-recognised brands meets the needs of customers across Australia and New Zealand. We have been supporting our customers since 1902, and today over 4 million Australian road users rely on us to provide their personal injury insurance. We are a committed advocate for road safety and work with organisations such as the Australian Road Safety Foundation to prevent accidents, but we know that accidents do happen and our team of specialists are there when they do.

Suncorp has been a proud partner of the Australian Road Safety Foundation for over a decade. Our partnership is built on a shared commitment to preventing trauma through road safety advocacy, solutions, research and community engagement.

## LicenSys



LicenSys provides safer, more effective transport solutions through Positive Vehicle Identification. Positive Identification is a cornerstone of transport, just as it is in the finance or any regulated system. LicenSys and its parent group UTI are the world's largest provider of high security visual license plates and vehicle identification systems for governance purposes.

LicenSys is leading research in combining the visual and electronic domains (human and machine readability) for surety in vehicle identification and regulatory compliance.

We are specially developing practical applications for law enforcement and transport departments globally to leverage their limited resources for improved outcomes.

## Giti



National Tyre and Wheel is proudly Australian owned and is the largest independent wholesaler of tyres and wheels throughout Australia and New Zealand.

Expertise matters, and National Tyre and Wheel has been helping retailers and consumers make informed purchases since 1989.

National Tyre and Wheel is the exclusive distributor of the Giti brand in Australia. Giti tyres has always had a focus on product excellence and safety.

Partnering our GiTi (GT) brand with Australian Road Safety Foundation just made sense. We share the same objective - making our roads safe for everyone, everyday!

# Subaru

**win** a Subaru Outback

And help support



\*TBC's apply Permit/Licence for NSW 50CAU12290, NT Exempt online, QLD 20534, SA 114013, TAS Exempt online, VIC 1018523, WA 121643827.

Subaru Outback AWD Touring shown

To help support The Australian Road Safety Foundation and for your chance to win an All New Subaru Outback go to [www.arsf.com.au](http://www.arsf.com.au)

## RoadSet



ARSF's initiative RoadSet, has been created with funding provided by the Australian Government as part of its pledge to support priority areas such as regional road safety, driver distraction, protecting vulnerable road users and reducing drug driving.

RoadSet is a free, interactive online road safety learning experience and educational tool aimed at Year 9 students. It features ten memorable and engaging modules covering road safety issues relating to pedestrians, passengers, cyclists, skateboard and scooter riders and ultimately becoming a better safer road user, well before obtaining a learner's permit.

To get started now go to [www.roadset.com.au](http://www.roadset.com.au)



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# ROAD SAFETY

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