Transport Accident Commission

Safe System Approach in Victoria

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Where is the TAC?
Victoria, Australia

Population – 6m
Deaths - 4.01:100,000
Delivering benefits for Victorians

- Government-owned organisation established by *The Transport Accident Act 1986*
- Operates as a commercial insurer (CTP) funded by both premiums and investment returns from reserves.
- Covers costs of people injured in transport accidents directly caused by driving:
  - A car
  - Motorcycle
  - Heavy vehicle
  - Bus, tram or train (public transport)
- Is a ‘no-fault’ scheme, pays medical benefits and support services to any injured person regardless of who caused a crash
- Support can include income support, and the payment of a lump sum if you have a serious and permanent injury.
TAC is unique in that a key role is to promote road safety.

It does this by:

- Working within the **Safe System** framework in partnership with Police, Departments of Transport, Justice and Health
- Investing heavily in key actions that will reduce death & serious injury, including:
  - Public education campaigns
  - Research, data analysis & insights
  - Vehicle safety programs
  - **Infrastructure**
- Currently invest approx. AU$1.7 billion into Government’s Road Safety Strategy – Towards Zero
Towards Zero

• Launched in 2016 – 2020

• < 200 lives lost and -15% in serious injuries by 2020

• Is a strategy & action plan, not a campaign
Towards Zero Implementation

• Towards Zero – deliberately named following research
• Zero – launched via public education campaign
• Zero:
  – pushed Victorian community’s thinking but it bought into the ethical position
  – approx 89% agreed should be the goal but,
  – only 15% agreed it was possible
• Campaign has continued – to explain the Safe System
• Will struggle to keep branding for next strategy
History of TAC campaigns

• 30+ years of Public Education campaigns (150+ TV ads)
• First campaign – a jolt was required – ‘Bloody idiot’ campaign was born
• It was time to hold a mirror up to Victorian’s as drivers
• Blaming people
• People see as the problem & the solution
Challenge 1:
Influencing people’s behaviour
• People’s behaviour is a factor in almost all road crashes
• Drug driving; in 2018 was a factor in more fatal than drink driving.
• Seatbelt wearing: 38% of the people killed in 2018 not wearing seatbelts.
• Distraction: perceived that it’s a major factor
• Plan
• Encourage and motivate people to make safe decisions
• Enforcement supported with public education most effective
Helping Victorian’s be safe

• Increased drug testing – now 150,000 tests per annum up from 42,000 three years ago

• End to end review of drug driving issue – with recommendations about next steps

• New higher spec speed cameras – allowing 75% more hours and red light cameras

• Consideration of mobile phone detection cameras
Challenge 2: Making Rural roads safer
• Death rates on rural roads are 4x higher than for metropolitan roads

• Approx. half of all road fatalities in Victoria occur on high speed (100 & 110km/h) rural roads

• Two out of three of people killed and seriously injured on country roads are country people

• Over 60% have crossed the centre line
The $1.7b Infrastructure Program

- Safer cycling and pedestrians
- Safer high speed, busy roads
- Safer high speed, country roads
- Safer intersections
- Safer local roads
- Safety preservation
- Intersection and run-off road crashes
- Future road safety
- Evaluation, research and administration
- Other
Showing it’s possible - Barrier

Filmed under test conditions
Towards Zero

Anglesea Road

Baseline

★ ★

Post Construction

★ ★ ★ ★

Safety Barrier
Wider centreline
ATLM

Anglesea Road, km 2.194

Google
Challenge 3:
Getting more people in safer cars
Helping Victorian’s into Safer Cars

- Encourage purchase of new cars
  - advanced crash protection features.
  - smart technology that can detect danger & prevent crashes from occurring.
- Average age of cars on Victorian roads = 11 years.
  - the average age of the vehicle in fatal crashes is 12 years
- Means many not benefiting from vehicle safety.
- Campaign support purchase of cars with specific features.
- Victorian Government adopted five star ANCAP rating
- Howsafeisyourcar.com.au - campaigns
- Connected and autonomous vehicle trials
- Working with the commonwealth to introduce new regulations and standards
Thank you & Questions

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STRATEGIC CHALLENGE:
HOW CAN WE GET ALL VICTORIANS TO REFLECT ON THEIR
SENSE OF VULNERABILITY IN A WAY THEY’VE NEVER THOUGHT
ABOUT BEFORE?

WE HAVEN’T EVOLVED TO SURVIVE
THE IMPACT FORCES WE FACE IN
MODERN-DAY MOBILITY
THE IDEA

How would you need to be built to survive a crash of 30km/h as:

• An average male (size and age)
• A pedestrian or cyclist
SCIENCE MEETS ART ART UNDERPINNED B EVIDENCE
Graham’s skull has been engineered to absorb more of the impact earlier. His skull is almost helmet-like with inbuilt crumple zones to help absorb the energy of a collision.

Graham’s brain is the same as yours, but his skull is a lot bigger with more cerebrospinal fluid and ligaments to brace the brain when a collision occurs.

Graham’s neck is designed, on purpose, to have no neck at all. His ribs extend upwards to his skull, sacrificing mobility but making him more resilient to injury in a crash.

Our faces are a delicate mix of bone, muscle and cartilage. To combat this, Graham has a flat face with a lot of fatty tissue to absorb the energy of an impact.

Graham’s rib cage is more airbag like than armour. In between each of his ribs are sacks, that on impact, absorb the force and reduce his forward momentum.

Skin injuries are lasting reminders for people involved in a car accident. Graham has a layer of thicker and tougher skin to help shield against abrasions.

Graham has an extra joint in his legs and hoof-like feet, giving him a spring loaded jump to get out of the way of danger.

The knee is only built to move in one direction, Graham’s knees have movement in all directions. His joints are fortified with extra tendons to give added flexibility.
Spare slides