Our journey continues
Outline

• TAC at a glance

• Road trauma – a snapshot

• Key measures
  • safer speeds
  • safer vehicles
  • safer roads & roadsides

• Conclusion
Victoria
227,600 square kilometres

Roads and users
151,000 kilometres of roads in Victoria
56 billion kilometres of travel
3.4 M licensed drivers in 4.286M registered vehicles
TAC AT A GLANCE.

> a hybrid no-fault/common law scheme

> cover ALL people injured in a transport accident on a no-fault basis caused by the driving of a motor car or motor vehicle, a railway train or tram (drivers, passengers, pedestrians etc)

> limited common law rights for pecuniary loss and pain and suffering for the seriously injured

> medical excess and mandatory police reporting to reduce “frivolous” claims

> AUS $1,315M net premium revenue budget 2010/11

> Metro car premium 2010/11 AUS$397

NB - property damage car insurance provided by private insurance companies
TAC Role in Road Safety

Road Safety

• “...to collect and assess data and statistics in relation to transport accidents.”

• “…to promote the prevention of transport accidents and safety in the use of transport.”

Transport Accident Act 1986
What does the TAC do?

TAC invests in:
- Road safety
- Trauma services
- Health care
- Disability support

Motorist insures when registering their vehicle.

TAC funds:
- Treatment
- Income
- Rehabilitation
- Lifetime care
Safe System - Our RSVP Vision

Safer ROADS
Safer SPEEDS
Safer VEHICLES
Safer PEOPLE

- **arrive alive 2008-2017**
  - Aims to reduce deaths and serious injuries by 30 per cent
  - Aims to reduce the severity of injuries
  - 10 year strategy
  - 3 short term action plans

- Community engagement process
  - Community indicated strong support for road safety
Victoria’s Road Toll Trend

Victoria’s fatality rate is now among the lowest globally. By the end of Arrive Alive II (2017) the target is 237.
Safe System – Our Vision

Where gains are most Likely*

*Monash University Accident Research Centre 2008
TAC Road Safety

2010/11 Road Safety Budget (AUS $127m)

• $84.3m – Safer Road Infrastructure Program
• $29.5m – Public Education (mass media, social media, sponsorships)
• $5m – Safety Programs (Enhanced Enforcement, Schools Programs, Trials)
• $3m - Research and Evaluation
• Funding Gov projects approx $5m
Safer Roads

- SRIP $650m+ (2008 - 2017)
- BCR 3:1
- Targeting high risk locations:
  - Intersections
  - Run-off-road
- Innovation
- Route treatments
## Safer Roads - Evaluation

<table>
<thead>
<tr>
<th>Sites Treated &amp; Evaluated</th>
<th>Casualty Crash Reduction</th>
<th>Serious Casualty Crash Reduction</th>
<th>Overall BCR to Community</th>
<th>Cost $M (AUS)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SRIP 1</strong></td>
<td>109</td>
<td>24%</td>
<td>31%</td>
<td>2.4:1</td>
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<tr>
<td><strong>SRIP 2</strong></td>
<td>245</td>
<td>33%</td>
<td>44%</td>
<td>4.5:1</td>
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<tr>
<td><strong>SRIP3</strong></td>
<td>210</td>
<td>31.5%</td>
<td>Not Yet Available#</td>
<td>2.4:1</td>
</tr>
</tbody>
</table>

Safer Vehicles – its potential

ANCAP
Crash testing for safety
AUSTRALASIAN
NEW CAR ASSESSMENT
PROGRAM

5✩✩✩✩✩✩✩
12% protection per extra star

ESC Technology

30% ↓ in single-vehicle crashes

Curtain Airbags

40% ↓ in risk of death
Safer Vehicles

- Public Education Campaign
  - Web based (Howsafeisyourcar.com)
  - Mass media campaigns (safer cars, ESC & Side Curtain Airbags)
  - Event promotions – Formula 1 GP, Melbourne Motorshow)
- Promote ABS for motorcycles
- Increase purchase of safe cars for use by young people
- Trials of new technology eg Intelligent Speed Assist (ISA), fatigue detection devices, seatbelt interlocks
- Partnerships with vehicle manufacturers & suppliers eg Ford and Bosch Australia
Side Curtain Airbags
Safer Speed

Speed – bringing community along

• Focus on making speeding socially unacceptable
• Multiple public education strategies
• Support Police enforcement efforts
• Support ISA Recidivist Driver Trial
GOAL
To Reduce Speed Related Trauma on Victorian Roads

Objectives
- Reduce trauma through reduced travel speeds
- Lay foundation for adoption of speed limits that accord with ‘safe system’ thinking
  - Making speeding unacceptable

Strategies
- Support Police Enforcement
- Provide rationale to support those trying to do the right thing
- Introduce and support measures that help low level speeders comply
- Build support for reducing speed limits
- Support for enforcement technologies and sanctions to deter repeat and high level offenders

Channels and Actions
- Public Education
- Advocacy and Promotion
- Technologies
- Enforcement Support
- Sanctions and Legislation
Safer People

Police Enforcement

• Support Central Operations Xmas and Easter
• Increase perceptions of enforcement (rural)
• Support sustained police effort
• Educate through breath testing at events
Christmas Enforcement
“It’s my job to protect people from speeding drivers.”
Senior Constable Phil Jones

This time it’s only a poster.

The Christmas lights are on across Melbourne.

Gotcha!
Motorcyclist

- Tailor messages for specific segments
- Focus on:
  - protective clothing
  - Promotion of ABS for motorcycles
  - Speed
- Motorcycle Levy - AUS$64 on TAC premium
  - Raises approx AUS$6m per annum
  - Specifically for motorcycle safety programs
Riders. Boots could save your skin.

Protective clothing could save your skin.

WHAT'S BETWEEN YOU AND THE OPERATING THEATRE?

What's between you and the operating theatre?