

Global Road Safety Decade of Action: National Roundtable Report

3 March 2011

B. Turner, L. McIntosh and K. Ogden



Research Report ARR 378

Global Road Safety Decade of Action National Roundtable Report

*Blair Turner (ARRB), Lauchlan McIntosh (ACRS) and Ken Ogden
(ARRB Associate)*

Information Retrieval

TURNER, Blair, McINTOSH, Lauchlan & OGDEN, Ken (2011).

Global Road Safety Decade of Action – National Roundtable Report, ARRB Group Ltd, Vermont South, Victoria, Australia.
Research Report ARR 378. 19 pages, including figures and tables.

Abstract:

1.3 million people die in crashes on the world's roads every year and a further 50 million are injured. In order to address this major health crisis, the UN has declared 2011-2020 as the Decade of Action for Road Safety. This will officially commence on 11 May 2011. A national roundtable was held to identify ways that Australia can contribute to this initiative within the region and globally in order to reduce this health burden. Opportunities for government agencies, industry, professional bodies, research institutions, road user groups and individuals are identified in the report.

ARR 378

April 2011

ISBN 1 876592 66 4

ISSN 0158-0728

© ARRB Group Ltd 2011. This work is copyright. Apart from any use as permitted under the Copyright Act 1968, no part may be reproduced by any process without the prior written permission of ARRB Group Limited.

Although the Report is believed to be correct at the time of publication, ARRB Group Limited, to the extent lawful, excludes all liability for loss (whether arising under contract, tort, statute or otherwise) arising from the contents of the Report or from its use. Where such liability cannot be excluded, it is reduced to the full extent lawful. Without limiting the foregoing, people should apply their own skill and judgement when using the information contained in the Report.

Wholly prepared by
ARRB Group Ltd
500 Burwood Highway
Vermont South VIC 3133
Australia

Contact: Publication Sales
ARRB Group Ltd
Phone 61 3 9881 1561
Fax 61 3 9887 8144
E-mail booksales@arrb.com.au
www.arrb.com.au

About the authors

Blair Turner

Blair has extensive experience in road safety, both in Australasia and Europe. He initially worked for the New Zealand Land Transport Safety Authority before moving to the UK to continue his career. Blair works with ARRB in its Melbourne office, primarily involved in research relating to road safety engineering. He has been involved in the production of a number of national and global road safety guides, is a member of a number of regional and global advisory and working groups, and has provided training and advice on road safety issues to governments and practitioners throughout the Asia region.

Lauchlan McIntosh

Lauchlan is the President of the Australasian College of Road Safety, Chair of ANCAP Australasia Ltd and the Asia Pacific Ambassador and an inaugural director for iRAP. Lauchlan holds Fellowships with the Institute of Engineers Australia, the Australian Institute of Company Directors, the Australian Institute of Management, the Australasian Institute of Mining and Metallurgy and the Australasian College of Road Safety. In 1980, Lauchlan was awarded a Harkness Fellowship and studied in the Sloan Fellows Management Program at the Massachusetts Institute of Technology. More recently in 2007, Lauchlan was appointed as a Member in the General Division of the Order of Australia, for his work in road and vehicle safety, and contributions to the mining industry. Lauchlan was the Executive Director of the Australian Automobile Association (AAA) from 1994 to 2006. He led a major national SaferRoads program in 2003-2006, with around 20 partnering organisations. Lauchlan launched the AusRAP safe roads assessment program and was an inaugural director for iRAP, the International Road Assessment Programme.

Ken Ogden

Dr Ken Ogden is well-known in Australia and internationally for his work in transport policy, road safety and urban freight. He was General Manager Public Policy at the Royal Automobile Club of Victoria (RACV) from 1996 until 2007. Prior to that, he was with the Department of Civil Engineering at Monash University for 27 years, leaving as a professor in that Department and Head of the Monash node of the Institute of Transport Studies. Ken has published over 180 papers and technical reports, including the book *Road Safety Engineering: a Guide to Policy and Practice* and numerous papers on road safety engineering and road safety policy. Now running his own consultancy, Ken provides specialist advice on transport policy and planning, road safety and urban freight to a range of clients. Ken was awarded the Engineers Australia Transport Engineering Medal in 2004, and the 2006 Award for Contribution to the Transportation Profession by the Institute of Transportation Engineers (Australia New Zealand Section).



CONTENTS

1	INTRODUCTION	1
2	ROAD SAFETY CONTEXT PRESENTATIONS	4
2.1	The Decade of Action – Context and Activities.....	4
2.2	Road Safety in the ASEAN Regional Context	5
2.3	Directions and Support Requirements of the ADB	7
2.4	Current and Recent Overseas Contributions to Road Safety	8
3	DISCUSSION ON THE ACTION PLAN PILLARS.....	9
3.1	Road Safety Management.....	9
3.2	Safer Roads and Networks.....	10
3.3	Safer Road Users	11
3.4	Safer Vehicle Design	11
3.5	Post-crash Care.....	12
4	GENERAL DISCUSSION.....	13
5	DECADE OF ACTION LAUNCH, 11 MAY 2011.....	15
6	CONCLUSIONS AND RECOMMENDATIONS.....	16
APPENDIX A	LIST OF ATTENDEES.....	19

FIGURES

Figure 1.1:	Attendees at the Decade of Action in Canberra	3
Figure 2.1:	Comparison of the leading causes of death and injury between 2004 and 2030	4
Figure 2.2:	The Decade of Action tag	5
Figure 2.3:	ASEAN's action items according to the Safe System approach to road safety	6

ARRB Group Ltd
ACN 004 620 651
ABN 68 004 620 651

HEAD OFFICE
500 Burwood Highway
Vermont South
Victoria 3133
Australia
Tel: 61 3 9881 1555
Fax 61 3 9887 8104
E-mail info@arrb.com.au
Internet: www.arrb.com.au

OTHER OFFICES
New South Wales
Queensland
South Australia
Western Australia
China
UAE

SUBSIDIARY
Luxmoore Parking
Consulting
Melbourne

SUMMARY

Worldwide, it is estimated that almost 1.3 million people die in road crashes every year and a further 50 million are injured. In order to address this major health crisis, the UN has declared 2011–2020 as the Global Decade of Action for Road Safety. This will officially commence on 11th May, 2011.

In preparation for the launch of the Global Decade of Action for Road Safety, a roundtable meeting was convened in Parliament House, Canberra, on 3 March, 2011. Initiated by ARRB Group and the Australasian College of Road Safety (ACRS), the objectives for the roundtable discussion were to:

- provide information on the Decade of Action
- help plan a coordinated response on how Australian organisations and agencies can contribute to regional and global road safety
- help plan an Australian launch of the Decade of Action on 11 May, 2011.

The event was officially opened by the Hon Catherine King MP, the Parliamentary Secretary for Infrastructure and Transport and Parliamentary Secretary for Health and Ageing. An international perspective to the road safety problem was provided by Datuk Suret Singh (ASEAN Road Safety representative and Director General Road Safety Department, Ministry of Transport, Malaysia), Rob Klein (GHVI / FIA Foundation) and Tyrrell Duncan (Asian Development Bank).

Other speakers included Eric Howard, previously General Manager Road Safety at VicRoads (who facilitated discussion on road safety management); Mr Rob McInerney, CEO iRAP (safer roads and mobility); Lauchlan McIntosh AM, Chairman ANCAP and President ACRS (safer vehicles); Professor Drew Richardson, ANU Medical School (post-crash care); Mr Ken Lay, Deputy Commissioner Victoria Police and Mr Ken Moroney previously New South Wales Police Commissioner (road safety policing); and Ms Wendy Bevan, Senior Manager Mobility & Safety with the RAA in South Australia (Decade of Action launch activities).

Background to the Decade of Action is provided in this report, as is a summary of key discussion points. Some of the main conclusions were that:

- For Australia to make a positive contribution to improving regional and global road safety, senior level political support is required. The Prime Minister and other key ministers should be briefed on the Decade of Action, and on Australia's potential regional and global role.
- The Australian Government should be encouraged to place road safety performance and programs on the agenda for relevant departments, and ensure that key ministerial councils (including those involving transport, health and justice) commit relevant agencies to participate.
- Australian road safety expertise is recognised globally, and training and capacity building have been identified as direct ways in which Australia can contribute to help alleviate the global road safety crisis. Several opportunities for such support have been identified in this report.
- The Australian Government should be encouraged to actively participate with industry, agencies (health, transport, disability, justice) and research institutions in skills development, professional accreditation, best practice development, and in the extension of various existing regional road safety programs.

- Professionals should be encouraged through their specialist colleges and other groups in road safety, medicine, engineering, and behavioural science to establish outreach programs. Financial support for such activities should be sought from governments (federal and state) and their agencies, and from industry and road user groups through various international bodies, such as the Global Road Safety Facility, WHO, ASEAN, APEC and development banks.
- The Asian Development Bank has extended an offer to embed a small group of Australian road safety professionals in its transport infrastructure programs. This offer should be accepted with appropriate support from the Australian Government.
- AusAID should be encouraged to expand its existing financial support for road safety in aid programs, particularly through the UN Decade of Action Fund and the Global Road Safety Facility, which is coordinating the Multi-lateral Development Bank Road Safety Initiative.
- Many good road safety initiatives are already occurring across different sectors. In order to maximise the benefits of these, effective coordination of activities is required. The Federal Department of Infrastructure and Transport will have the lead national role in coordinating activities.
- Australia's new National Road Safety Strategy 2011-2020 is due to be released shortly. This should recognise and reference the global Decade of Action.

The meeting concluded with unanimous support for the following resolution:

The Canberra Road Safety Roundtable supports the Global Plan for the Decade of Action for Road Safety 2011-2020. The participants of the Roundtable and the organisations they represent, express concern at the high level of death and injury on the world's roads and acknowledge that road death and injury is preventable. The participants and their organisations will seek ways in which they can contribute to the Decade of Action and ensure that Australia plays a lead role in the Asia-Pacific region and globally in preventing millions of deaths and serious injuries.

ACKNOWLEDGEMENTS

The authors would like to acknowledge the contribution of the presenters and attendees at the roundtable; Joe Motha and staff at the Department of Infrastructure and Transport; the Hon Catherine King MP, and staff within her office; the organising committee, including Greg Smith (iRAP), Linda Cooke (ACRS), Rob Klein (GHVI) and John Metcalfe (ARRB); and Carolyn Bradshaw and Michael Tziotis (ARRB) for assistance in the production of the final report.

1 INTRODUCTION

Worldwide, it is estimated that almost 1.3 million people die in road crashes every year and a further 50 million are injured (WHO 2010¹). Road traffic accidents represent a major burden on health systems and inflict a massive amount of pain and suffering on individuals, families and communities. Approximately 90% of these deaths and injuries occur in low and middle income countries, many of which are Australia's near neighbours. Currently, road injuries are the leading cause of death in the 15 to 29 year age category and rank in the top three in the 4 to 44 year age group (WHO 2009²). However, these forecasts are expected to increase, with road traffic fatalities predicted to become the fifth leading cause of death in the world by 2030, resulting in an estimated 2.4 million deaths each year (WHO 2010). Therefore, immediate and effective interventions are vital to preserving human life.

The Decade of Action for Road Safety 2011–2020, will formally commence on 11 May, 2011. Much of the development of this initiative occurred after acknowledgment of the growing incidence of road trauma and the social impacts. Organisations involved in identifying this trend include the World Health Organisation (WHO), government departments, and the Federation Internationale de l'Automobile (FIA) Foundation for Automobile and Society. The Australian Government provided financial support for an international conference hosted by the Russian Government in November, 2009. In attendance were ministers, secretaries of state and senior officials from 160 countries, who represented governments, banks, organisations and non-governmental organisations (NGOs).

A key outcome of the 2009 conference was the proposal to the UN General Assembly that a Decade of Action for Road Safety be declared. Representatives from the then Federal Department of Infrastructure, Transport, Regional Development and Local Government, the Australian Department of Foreign Affairs and Trade, and AusAID, were instrumental in gaining support towards the UN resolution. Indeed, the UN resolution on the Decade of Action for Road Safety was co-sponsored by 100 countries, including Australia. The goal of this global initiative is to halt and then reverse the increasing trend in road crashes around the world. The Commission for Global Road Safety has estimated that given the right circumstances and actions, a target of a 50% reduction in fatalities could be achieved, resulting in 5 million less fatalities over the decade.

A further outcome of the conference was the Joint Statement on Road Safety, coordinated by the Global Road Safety Facility, and issued in 2009 by seven multi-lateral development banks (MDBs). The statement outlined a program of joint initiatives to be undertaken by the banks during the Decade of Action. The measures to be carried out fall into four broad categories:

- strengthening road safety management capacity
- implementing safety approaches in the planning, design, construction, operation, and maintenance of road infrastructure projects
- improving safety performance measures
- mobilising more and new resources for road safety.

The MDBs will reconvene at the World Bank in April, 2011, to launch the MDB Road Safety Initiative. The seven partner MDBs will commit to a shared program of activities that contribute significantly to the achievement of the ambitious Decade of Action goals. It is hoped that this contribution will stabilise and then reduce the 2020 forecast global level of road traffic fatalities. The MDBs will seek to scale up incentive funds for countries to undertake high value road safety activities with significant leverage effect.

¹ WHO 2010, Global plan for the decade of action for road safety, 2011-2020, World Health Organization, Geneva, Switzerland.

² WHO 2009, Global status report on road safety: time for action, World Health Organization, Geneva, Switzerland.

Several groups in Australia were involved in the preparation of the Global Plan for the Decade of Action for Road Safety launch. A workshop was held as part of the 24th ARRB Conference in Melbourne (in October 2010). A major recommendation from the workshop summary report (available from www.arrb.com.au/Safe-Systems.aspx) was the need for a more comprehensive event involving key stakeholders to more thoroughly explore the issues and plan Australia's response to the Decade for Action.

To meet this objective, a roundtable meeting was convened in Parliament House, Canberra, on 3 March, 2011. The event was initiated by ARRB Group and the Australasian College of Road Safety (ACRS) and supported by the FIA Foundation for Automobile and Society. The objectives for the roundtable discussion were to:

- provide information on the Decade of Action
- help plan a coordinated response of how Australian organisations and agencies can contribute to regional and global road safety
- help plan an Australian launch of the Decade of Action on 11 May, 2011.

The agenda for the roundtable largely followed the 'five pillars' of the Decade of Action's global action plan, which were devised following the Moscow conference. The pillars primarily relate to road safety management, safer roads and mobility, safer vehicles, safer road users and post-crash care.

More than 40 invited senior personnel from industry, government, academia, police, the medical profession and road user groups attended (Figure 1.1).

The event was officially opened by the Hon Catherine King MP, the Parliamentary Secretary for Infrastructure and Transport and Parliamentary Secretary for Health and Ageing. The discussion was facilitated by Dr Ken Ogden, and speakers included:

- Mr Robert Klein, GHVI / FIA Foundation
- Mr Tyrrell Duncan, Asian Development Bank
- Datuk Suret Singh, ASEAN Road Safety representative and Director General Road Safety Department, Ministry of Transport, Malaysia
- Mr Eric Howard, previously General Manager Road Safety at VicRoads (who facilitated discussion on road safety management)
- Mr Rob McNerney, CEO iRAP (safer roads and mobility)
- Mr Lauchlan McIntosh AM, Chairman ANCAP and President ACRS (safer vehicles)
- Professor Drew Richardson, ANU Medical School (post-crash care)
- Mr Ken Lay, Deputy Commissioner Victoria Police, and Mr Ken Moroney previously the NSW Police Commissioner (road policing)
- Ms Wendy Bevan, Senior Manager Mobility & Safety with the RAA in South Australia (Decade of Action launch day activities).



Figure 1.1: Attendees at the Decade of Action in Canberra

A list of attendees is provided in Appendix A.

This report provides an outline of the objectives of the Decade of Action, and summarises key points made during discussions.

2 ROAD SAFETY CONTEXT PRESENTATIONS

Mr Peter Damen, General Manager of Research and Consulting at ARRB Group, welcomed attendees to the event and introduced the facilitator, Dr Ken Ogden, who in turn, introduced The Hon Catherine King MP, the Parliamentary Secretary for Infrastructure and Transport and Parliamentary Secretary for Health and Ageing, who opened the roundtable. Ms King also welcomed attendees and provided a brief background on the new Australian national road safety strategy, and indicated the Government's in-principle support for the Decade of Action.

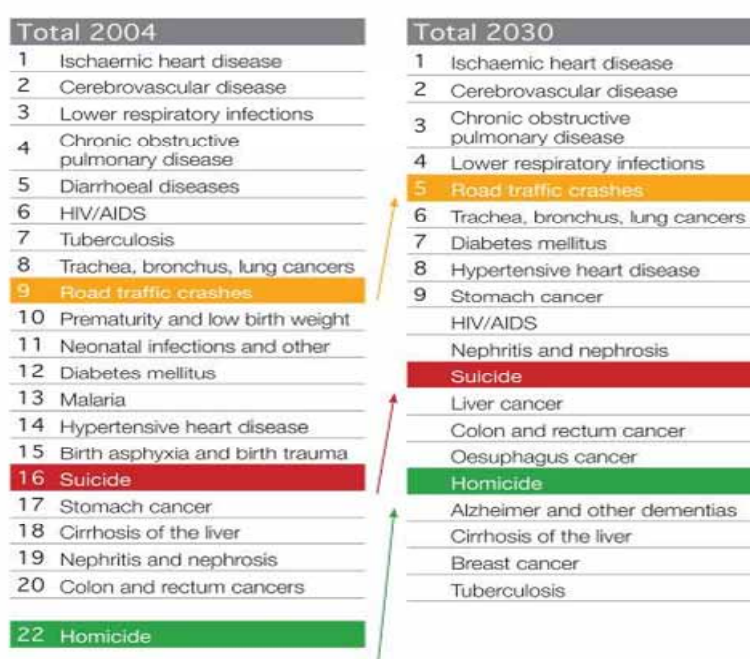
A number of presentations provided background context for the Decade of Action. The following provides a summary of the key points from each of the presentations.

2.1 The Decade of Action – Context and Activities

Mr Robert Klein presented the background to the Decade of Action on behalf of the FIA Foundation for Automobile and Society. Key points from this presentation included:

- Road traffic crashes are expected to be the fifth leading cause of death worldwide by 2030 (Figure 2.1)

ROAD TRAFFIC DEATHS AND INJURIES: A FAST GROWING GLOBAL EPIDEMIC



Source: FIA Foundation.

Figure 2.1: Comparison of the leading causes of death and injury between 2004 and 2030

- Increases in casualties reflect low institutional and technical capacity, a lack of driver training, unsafe roads, limited road rule enforceability, and vehicle growth.
- The Decade of Action 2011–2020 was proclaimed at the United Nations General Assembly on 2 March, 2010.
- The Decade of Action Plan underscores five key pillars for a Safe System approach:

- building capacity and road safety management
- safer roads
- safer vehicles
- safer road user behaviour
- improved post-crash care.

It is hoped that the Decade of Action will:

- increase the profile of road safety as a policy issue
- motivate and encourage global and international political and resource commitments
- stimulate donors to integrate road safety into their assistance programs
- encourage industry, as well as regulators, to increase their commitment and performance
- accelerate the adoption of good practices in low and middle income countries (LMICs).

With appropriate investment across the decade, it is estimated that there will be 5 million less deaths on the roads, and 50 million less serious injuries.

WHO and the FIA Foundation launched a marketing tag to symbolise global road safety (Figure 2.2). Tag artwork is freely available to registering not-for-profit organisations and further information is available at www.decadeofaction.org.



Source: FIA Foundation.

Figure 2.2: The Decade of Action tag

There will be a global launch of the Decade of Action on 11 May, 2011. National launches are expected to include media events involving heads of state, government ministers, dignitaries, celebrities, road injury victims and others, and a release of national plans for the Decade or a new road safety initiative. Further information is available at www.who.int/roadsafety/decade_of_action.

2.2 Road Safety in the ASEAN Regional Context

Datuk Suret Singh, the Chair of the Association of South-East Asian Nations (ASEAN) Multi-sectoral Road Safety Special Working Group (MRSSWG) presented on regional road safety issues and needs. ASEAN MRSSWG coordinates and facilitates the implementation of the ASEAN Road Safety Action Plan.

It was reported that South-East Asian countries have similar problems to those experienced internationally, including high vehicle growth, low usage of public transport, a challenging safety culture, and road engineering and traffic law enforcement issues. However, impressive initiatives across South-East Asia demonstrate a broadening commitment to increased road safety. For example, the installation of motorcycle lanes in Malaysia resulted in a significant reduction in motorcycle fatalities where used.

Figure 2.3 outlines ASEAN's anticipated action items pertaining to each of the five pillars of the global action plan. Funding, political and training support, and mentoring via pilot projects will be required to meet the expectations of a Safe System approach to road safety.

ASEAN ROAD SAFETY ACTION PLAN



Possible Areas of Cooperation (Inter-ASEAN)				
<u>Pillar 1: Road Safety Management</u>	<u>Pillar 2: Safer Systems (Safer Roads)</u>	<u>Pillar 3: Safer Vehicles</u>	<u>Pillar 4: Road Users Behavior</u>	<u>Pillar 5: Post-crash Response</u>
<ul style="list-style-type: none"> • Coordination & Management of Road Safety • Road Accident Data System • Funding • Research • Road Accident Costing • Road Safety Cooperation & Collaboration • Safety, Health & Environment For Commercial Vehicle Fleet Operators 	<ul style="list-style-type: none"> • Safe Planning & Design of Roads • Improvement of hazardous locations <ul style="list-style-type: none"> ▪ iRAP – Road engineering counter measures: <ul style="list-style-type: none"> ✓ Roadside hazard removal; ✓ Median separation ✓ Motorcycle lanes ✓ Intersection upgrades ✓ Overtaking & capacity improvements ✓ Shoulder widening ✓ Improve delineation ✓ Pedestrian crossing 	<ul style="list-style-type: none"> • Vehicle Roadworthiness Safety Standards <ul style="list-style-type: none"> ▪ UNECE Regulations e.g. vehicle design standards, seatbelt anchorage, retro reflective markings 	<ul style="list-style-type: none"> • Traffic Legislation • Enforcement • AES • Road Safety Education • Driver Testing & Training <ul style="list-style-type: none"> ▪ Road User Education Via: <ul style="list-style-type: none"> ➢ Schools ➢ Mainstream & social media ➢ Community 	<ul style="list-style-type: none"> • Emergency Assistance To Traffic Accident Victims • Upgrade of Trauma Management • Social & Welfare Programmes for Accident Victims with Permanent Disabilities.

Source: Datuk Suret Singh.

Figure 2.3: ASEAN's action items according to the Safe System approach to road safety

For successful road safety management at a regional level, the following factors are required:

- political will (seen as of greatest importance, and required at the most senior level)
- administrative will
- organisational structure
- funding
- legal framework
- stakeholder engagement
- policies, plans and strategies that underlie a Safe System approach.

Across the Decade of Action, ASEAN will actively disseminate information and share knowledge, facilitate regional forums and seminars, promote intra- and inter-ASEAN cooperation, and undertake pilot projects to assess the viability of proposed interventions.

Technical assistance is also of key importance in the region. An example was provided from one country in the region where financial resources were available for making safety improvements, but due to lack of technical expertise, no such improvements had been made.

Desired outcomes include:

- capacity building
- participative engagement
- demonstration projects
- regional and international networking
- improvements in rescue and aid services
- cross fertilisation of ideas through placement of road safety experts in ASEAN countries.

If these outcomes can be reached, it is hoped that a 50% reduction in deaths could be achieved by 2020, and an increase in ASEAN GDP growth by 1%.

2.3 Directions and Support Requirements of the ADB

Mr Tyrrell Duncan, Chair of the Transport Community of Practice and Transport Director of the East Asia Department at the Asian Development Bank (ADB), presented a discussion on the following issues:

- transport challenges in the Asia-Pacific region
- ADB's Sustainable Transport Initiative (STI)
- the road safety problem
- ADB's road safety plan
- suggestions for how Australia could provide support.

Transport investment is a major area of operations for ADB. It is estimated that road crashes cost between 2 and 5% of Asian GDP. There are other related challenges such as increased motorisation, congestion, pollution and energy use which will also have major impacts on transport in the region.

The STI seeks to align ADB's transport operations with the changing needs and demands of the Asia-Pacific region. It is based on three foundations in ADB's 'Strategy 2020':

- inclusive economic growth
- environmentally sustainable growth
- regional integration.

With an aim of mainstreaming sustainability in roads, there are plans to scale-up activities in the areas of urban transport, climate change, cross-border transport and logistics, and road safety and social sustainability. Studies and pilot programs will help to ascertain appropriate policy and regulatory systems before these are introduced into operations.

ADB recognises the scale of the road safety problem, but also that road safety is wider than the transport network, including issues of health, poverty and gender, social deprivation and economics. Therefore, there is a need for shared responsibility, including through government and legislative bodies, police, the media, professionals, NGOs and interest groups, industry, and road users and citizens.

Developing and middle income countries are often at a very early stage of road safety development, and they need help to get started. The ADB will assist by building capacity in a

sustainable manner to target road safety issues effectively. It was noted that it is possible to bring money and expertise to a country to address problems, but this is of limited use if it is not able to absorb this (i.e. if they lack the capacity).

ADB has developed a road safety action plan which is linked to the global safety plan. A key objective of this plan is to mainstream road safety activities across the ADB project cycle. ADB is also preparing to finance the road safety component of road projects, as well as stand-alone road safety projects.

Internally, ADB is taking the following actions:

- establishing a Road Safety Group to provide advice and guidance in mainstreaming road safety
- preparing tools and modules for the purpose of providing guidance for operational staff
- extending peer reviews of road projects to incorporate road safety
- committing additional resources
- continuing to include road safety components in projects
- expanding the pipeline of loans and technical assistance for road safety.

Externally, the ADB will help in creating a Global Fund to support the Decade of Action and in the mobilisation of other key potential partners.

ADB recognises that Australia is a world leader in road safety, and has expertise to offer. Given the ADB commitment to road safety and current transport operations coverage in the region, there is great potential to expand on the partnership that has already been developed between Australian agencies and ADB. Additional support is required in terms of provision of expertise as well as funding. A team of seconded road safety experts from Australian jurisdictions or centres of excellence would help build ADB capacity in road safety. In addition, a pool of funding (in the order of \$20 million) would help finance studies, capacity building and innovative road safety investments.

Further information about ADB's STI can be found at www.adb.org/Transport/default.asp.

2.4 Current and Recent Overseas Contributions to Road Safety

Dr Ken Ogden, the roundtable facilitator, briefly reviewed some current and recent examples of Australian road safety expertise internationally. Key points were that:

- Australia has previously contributed and continues to contribute to global and regional road safety, and it is within the reach of individuals and organisations to now play a part in the Decade of Action in a substantial way.
- Previous Australian work includes major initiatives, such as involvement in and the production of global and regional road safety guides, export of initiatives that are known to work (e.g. seatbelt legislation), vehicle crashworthiness through world NCAP activities, and the development and management of the International Road Assessment Programme (iRAP).
- Australian individuals and organisations are represented on many of the key global and regional road safety organisations (e.g. APEC, GRSP, UN Road Safety Collaboration, iRAP).
- Australians have been involved in regional and global training and capacity building, including through workshops, in-country projects, exchange programs, distance learning, enforcement support and transfer of equipment (e.g. enforcement technology).

3 DISCUSSION ON THE ACTION PLAN PILLARS

Brief discussions were held on each of the Decade of Action ‘pillars’ from the global plan. In each case, an expert presented some key issues to inform the discussion. This section of the report records some of the main points from this presented material, as well as the discussion that followed. Although there was a good deal of general agreement during this discussion, the issues highlighted below do not necessarily reflect the views of each of the presenters, nor the organisations that they represent.

3.1 Road Safety Management

Mr Eric Howard from Eric Howard and Associates (previously General Manager of Road Safety at VicRoads), facilitated a discussion on the management of road safety. Key issues for discussion included capacity building, and the massive shift in social norms that is required for a substantial safety improvement.

For effective capacity building a number of activities are required, including:

- enabling activities (the identification of a lead agency to initiate key activities, and establishing decision-making mechanisms and work programs)
- planning of a national strategy, including agreeing on responsibilities and accountabilities
- the identification of requirements for road safety implementation, such as the collection of crash data, linking of offence data to licence data, policy development, legislative needs, demonstration projects and setting targets
- funding provision
- greater advocacy within government and to the public
- data systems to monitor performance.

It was highlighted that there is still a mindset in many countries that road casualties are a natural by-product of transport and are accepted as such. There appears to be a lack of understanding that there are measures that can be implemented to reduce or eliminate casualties. Changing mindsets is likely to require a long-term commitment. A further barrier is that in many countries there is little tradition of cross-government multi-sectoral activity, and given the nature of road safety, this is required.

It was emphasised that the road safety community in Australia is very capable, and therefore has a lot to offer in terms of improving regional and global safety. Also stressed was the importance of long-term involvement by international advisors, and not just project based activities. This requires approaches such as government to government agency interaction and long-term funding of capacity (i.e. not just funding one to two year projects, but rather five to ten year programs).

Possible approaches to improving regional and global safety include:

- staff exchanges in various disciplines for the road safety agencies
- fact-finding missions (seeing things first hand)
- working together within a target country
- assisting with demonstration projects
- giving guidance in the use and relevance of certain tools
- natural growth in the scope of activity for future years.

There are roles in these tasks for the research community, auto clubs, government agencies, emergency medical practitioners, police and many others. However, in most cases, funding is required (e.g. from AusAID and other financial institutions) to support this longer-term approach.

There is a role for federal and state governments in facilitating staff exchange and capacity building in LMICs. A current issue is the availability of appropriately skilled staff, and some additional support is needed to make this possible. Support and coordination for such activities is urgently required.

It was noted that Austroads could play a role in capacity building, including through making Austroads guides on road safety, road design and traffic management available for free to those in LMICs. Furthermore, there is potential for Austroads and other professional bodies, including the Australasian College of Road Safety (ACRS) and academic and research bodies such as ARRB, to facilitate the dissemination of key road safety research outcomes throughout the region.

The National Transport Commission (NTC) noted that although it does not currently have an active role in regional road safety, there were certainly skills available in the organisation in terms of regulatory systems, institutional structures, technical expertise and cross-border harmonisation that might be relevant to countries in the region.

3.2 Safer Roads and Networks

Mr Rob McInerney, Chief Executive Officer, and Mr Greg Smith, Regional Director Asia Pacific, from the International Road Assessment Programme (iRAP), discussed road and network safety and the issue of high-risk roads.

With the ultimate goal of eliminating high-risk roads, the infrastructure pillar aims to promote and encourage:

- road safety ownership and accountability amongst road authorities, engineers and urban planners (including the elimination of high-risk roads, and use of the Safe System approach)
- the needs of all road users in sustainable urban planning, demand management and land-use management
- safe operation, maintenance and improvement of existing road infrastructure (including crash monitoring, treatment of hazardous locations, safety assessments, speed management and workzone safety)
- planning and development of safe new infrastructure meeting the mobility and access needs of all users
- capacity building and knowledge transfer in safe infrastructure (especially through education and training, including for safe infrastructure design)
- research and development (including presenting a business case for safe infrastructure, LMIC's specific research, and use of innovation and demonstration projects).

There is a need to consider what Australia does well and how this can be applied internationally, as well as the organisations and institutions that may help.

An example was provided of a newly constructed roadway in Bangladesh that had poor safety 'built in' at the design stage. A large number of people are killed and seriously injured (particularly pedestrians) on this road every year, a situation that could have been improved with more careful design. It was suggested that road safety outcomes, and minimum star ratings could be built into road infrastructure projects. It is much cheaper and easier to do this at the design stage than to retrofit safety infrastructure once a road has been built.

Star rating of roads (using iRAP protocols) was also seen as a powerful way to encourage and monitor improvements in existing road infrastructure. Some countries have already committed to a minimum star rating on their roads (e.g. Malaysia has a target to make all major roads at least three star by 2020), and this would be a useful model for others to follow.

Australian professionals are involved in road design in a number of developing countries. In many instances this design falls below what would be considered safe in Australia. Australian practitioners involved in such road design should ensure that new infrastructure is designed to be safe and appropriate. However, research is required to develop 'context appropriate' road designs for use in LMICs. These need to have regard to the usage patterns and types of road users on major roads in LMICs. Methods to stimulate such designs are required (for instance, a design competition).

3.3 Safer Road Users

Mr Robert Klein (GVHI) facilitated a discussion on key elements of road user safety, including the use of helmets, seatbelts, alcohol and speed.

There are a number of 'easy wins' that can be made in LMICs, including the wearing of motorcycle helmets and the adoption and enforcement of compulsory seatbelt wearing. There is potential for Australian support in delivering improvements in these areas. As an example, there is a need for a helmet testing facility which could be supported with Australian funding.

It was noted that there is a need to adapt campaigns to different cultural settings. For example, differences in popular modes of transport need to be considered. In many Asian countries, motorcycle use is proportionally much higher than in Australia. In this instance, targeting motorcycle helmets is likely to be a higher priority intervention than raising the profile of seatbelt wearing, as it will have a direct impact on a larger number of road users.

It was also highlighted that there is a significant shortage of professionals skilled in road user behaviour issues, and that this issue needs to be addressed as a priority. This is an area where Australian professionals can be of help in terms of capacity building.

Mr Ken Lay, Deputy Commissioner of Victoria Police, suggested political leadership is a critical factor in achieving increases in road safety. This has been clearly seen from previous experience, including the introduction of compulsory seatbelt wearing into Australia. It was also suggested that traffic safety is often seen as a poor relation compared to other types of policing. This is being turned around in Victoria through concerted efforts, including a focus on road policing rather than traffic enforcement, and this experience could be translated for use elsewhere.

Mr Ken Moroney, previously Commissioner of New South Wales Police and now with the International Road Policing Organisation (RoadPol), reported on progress in the law enforcement arena. He informed the group that there was a Law Enforcement Advisory Panel (LEAP) that had been established through the World Bank's Global Road Safety Facility (GRSF). LEAP and RoadPol comprise an international group of police leaders each holding or having held the rank of Commissioner of Police. That group will be addressing policy and procedural issues, as well as the issue of corruption. Particular emphasis will be given to leadership development and enhanced leadership practices within participating police agencies. It is hoped that this panel will drive change so that traffic policing is given greater attention, and not just seen as an afterthought. In Australia, there is strong interest from police commissioners to provide resources, technologies and exchange of ideas that would help improve road safety in the region. There is now a need to formalise this interest in Australia into some form of commitment.

3.4 Safer Vehicle Design

Mr Lauchlan McIntosh AM, Chairman ANCAP, and President of the ACRS facilitated a discussion on vehicle design and safety. While there has been a significant decline in deaths due to improved vehicle design, the reality is that there are 'good' cars and 'bad' cars in terms of safety. This seems set to continue, with a number of car models produced in LMICs receiving low NCAP star ratings (often for the same models that receive a higher rating in developed countries). This is of particular concern, as there is expected to be a significant increase in vehicle use in these countries. The

best standards need to be adopted in LMICs, and it is not an expensive task to ensure that this happens. To meet this objective, the global new car assessment program (GNCAP) will be launched in the near future. Government may play a role in this by supporting the development of overseas independent test facilities and by testing new vehicles through existing NCAP organisations. Already, an international NCAP technical working group is coordinating improvement in testing protocols.

It was suggested that there is a need to include pre-crash features as part of the NCAP rating program. Furthermore, the new assessment process should be translated to emerging markets to ensure that safer cars are delivered in those markets. Indeed, ANCAP recently announced a new assessment process which will progressively encourage the introduction of such features. For example, in 2008, ANCAP introduced electronic stability control as a mandatory requirement for a five-star rating. Rapid increases in new technology also assist in areas such as collision avoidance, lane keeping and whiplash reductions, and also offer the potential of developing vulnerable road user protection.

It was also suggested that given the types of vehicles used in our region (e.g. a high proportion of motorcycles in many countries, and reliance on heavy vehicles for transporting goods and passengers), there is a need to develop star ratings for trucks, buses and motorcycles.

There is a need for Australia to set a good example for others in the region in vehicle safety. By way of example, government agencies are developing and implementing policies that ensure the purchase of five-star ANCAP-rated vehicles for their fleets. This approach should also be taken in vehicle hiring policies in Australia and in developing countries.

Light and heavy vehicle manufacturers and user groups could be encouraged to engage with the Decade of Action, and may be able to play a part in the May 11 launch.

3.5 Post-crash Care

Associate Professor Drew Richardson (NRMA-ACT Road Safety Trust Chair of Road Trauma and Emergency Medicine at the Australian National University Medical School) led a discussion of issues relating to post-crash care. Post-crash care could be considered a system, including elements such as first aid, ambulance response, trauma care and rehabilitation.

The role of rehabilitation was discussed, and it was suggested that there can be great benefits to society from improvements in this area (for example, the economic benefit of individuals being able to return to work following a crash).

Post-crash care is a relatively established science, and there are many lessons that experts in Australia can pass on to others in the region. This already occurs to some extent through various outreach programs, but could be expanded in future. However, one challenge is translating lessons from Australia, where health expenditure forms around 9% of gross domestic product (GDP), to low income countries where health expenditure usually is between 2–3%.

4 GENERAL DISCUSSION

Detailed discussion occurred throughout the workshop, and additional comment was also received following the event. The following section captures some of the key points from this discussion.

Road safety is a multi-sectoral issue, and because of this, the most senior level of political support is required to ensure that the Decade of Action is successful. It was suggested that the Prime Minister be briefed on the need for the Federal Government to actively support the Decade of Action.

It was also suggested that a regional Prime Ministerial road safety forum be held throughout the Decade of Action, preferably on an annual basis. The purpose of this forum would be to focus attention on the road safety crisis, and to monitor progress against Decade of Action targets.

It was noted that the Australian Transport Council (ATC) has a responsibility for national road safety. It was suggested that Australia's safety performance and its involvement in regional activities, should be a standing item on the agenda throughout the Decade of Action.

Officials from the Federal Department of Infrastructure and Transport have been appointed as the focal point of contact for Australian Decade of Action activities. Therefore, there will be a need for effective national leadership and coordination to maximise Australia's contribution to the Decade of Action.

There is active interest in road safety as a humanitarian issue, and organisations that have not traditionally been involved in road safety are increasing their involvement. The resources and skills of such organisations (e.g. Red Cross and Save the Children) should be utilised in a coordinated manner. As an example, Save the Children could play a role in road safety education. Many such similar opportunities may exist, but coordination of activities is required.

Other key policy areas are also directly or indirectly affected by activities that are likely to be undertaken as part of the Decade for Action. These also need to be formally included in discussions. For example, the Department of Foreign Affairs and Trade (DFAT) is likely to have an interest in the regional security aspects of Australia's regional involvement in safety. Again, some form of coordination is required to ensure a concerted effort. AusAID's support for the World Bank Global Road Safety Facility over the past four years has been a valuable catalyst to encourage development banks to review their focus on road safety.

There is currently an imbalance between the valuation of safety improvements against the valuation of other travel costs/benefits. This results in safety improvements typically being given lower priority than travel time savings in major projects. This issue needs to be addressed in current funding models both within Australia and internationally.

There is currently a number of regional forums that are held to support improvements in road safety. For example, for a number of years the Global Road Safety Partnership (GRSP) has held events in Asia to promote the exchange of good practice (see www.grspasia.org). In recent years iRAP has also contributed to these events. These forums have often been held with minimal financial support, and at financial cost to those who contribute (including Australian individuals and organisations). Small amounts of funding would ensure that such events continue and are potentially expanded, and that the benefits are maximised.

The ACRS is well placed to facilitate mentoring, scholarships and exchanges, with a membership base across Australia, and an organisational model that could be adopted throughout the region or globally. Other such capacity building structures are in place, including the Road Traffic Injuries Research Network (RTIRN, www.rtirn.net), a network of nearly 500 road safety experts in over 60 countries, offering training and scholarships and mentoring; or the Road Engineering Association

of Asia and Australasia (REAAA, www.reaaa.net), with 1600 members in 40 countries. Greater support is needed for these types of initiatives to encourage capacity building.

It was noted that currently, it is expensive for overseas students to come to Australia to study road safety related topics. Some facility to assist students would be of high value. The ACT Road Safety Trust already offers a number of PhD scholarships for Australian-based students, and if approached by government, may be able to offer these to overseas students. AusAID Australian Leaders scholarships and fellowships may also be encouraged in areas relevant to road safety.

Many Australian companies are active throughout our region, and so industry is also in a strong position to contribute to regional safety. This could include through transfer of relevant systems (for instance fleet management policies), provision of resources for road safety programs and potential funding in geographic areas of operation.

It was identified that better partnerships and exchange programs are required between regional road safety research centres, partly to help build capacity, but also to exchange knowledge. One area of particular need is to identify research requirements in individual countries. Support is required for these activities. In addition, it was suggested that future transport and safety conferences (such as the ARRB, the Australasian College of Road Safety, or the Road Safety Research, Education and Policing conferences) include sessions (or possibly an additional day) to discuss research and initiatives of relevance to the Decade of Action and regional road safety.

5 DECADE OF ACTION LAUNCH, 11 MAY 2011

Ms Wendy Bevan, Senior Manager Mobility & Safety with the RAA in South Australia led a discussion on the May 11 launch date activities for the Decade of Action. Information is available on the activities currently being considered in other countries around the world on the United Nations Decade of Action website (http://www.who.int/roadsafety/decade_of_action).

Suggestions for launch day events included encouraging the Prime Minister and key ministers to show their support. This would also provide a media opportunity. Other prominent individuals could also be approached to express their support.

Another suggestion was to install crosses on the lawn at Parliament House, one for each person who has died over the last 10 years in Australia through a road crash.

There will also be a need for state and territory-based events to be held in support of the launch.

There is a need to coordinate launch day events to ensure maximum benefit from them, and it was suggested that the ACRS convene a sub-group to facilitate this.

6 CONCLUSIONS AND RECOMMENDATIONS

The following points outline some of the key findings from the workshop discussions, as well as comments received following the event. These are based on the interpretations of the report authors, and do not necessarily reflect the views of all individual attendees.

Political support

High-level political support was suggested by a number of presenters and participants as the key element to the success of the Decade of Action. It was suggested that the Prime Minister be briefed, and that a regional Prime Ministerial road safety forum be held throughout the Decade of Action, preferably on an annual basis.

Road safety is an issue that reaches beyond transport, including areas such as health, poverty and gender, social deprivation and economics. A multi-sectoral response is therefore required to address the road safety problem. The Australian Government should be encouraged to place road safety performance and programs on the agenda for relevant departments, and ensure that key ministerial councils commit relevant agencies to participate. These include the:

- Australian Transport Council (each jurisdiction needs to commit relevant road, traffic and safety agencies)
- Health, Ageing, Community and Disability Services Ministerial Council (for health, hospital and emergency services agencies)
- Ministerial Council on the Administration of Justice (for policing and justice agencies).

The issue of road safety should also be placed on the agenda for regional and international Prime Ministerial meetings, as well as other high-level meetings such as APEC, WHO, and Policing.

Capacity building and skill development

Australian road safety expertise is recognised globally, and training and capacity building have been identified as direct ways in which Australia can contribute. There are various activities underway that already support this, but more can be done. Long-term involvement by international advisors is required, and not just project-based activities as has occurred in the past. The Australian Government should be encouraged to actively participate with industry, agencies (health, transport, disability, justice) and research institutions in skills development, professional accreditation, best practice development, and in the extension of various existing regional road safety programs.

The Asian Development Bank has extended an offer to embed a small group of Australian road safety professionals in its transport infrastructure programs. This offer should be accepted. There is also a need to work towards a regional road safety program in the order of \$20 million on top of existing Bank lending activities throughout the Decade of Action. Government support for this initiative would go a long way towards financing studies, capacity building and innovative road safety investments.

Further support for other existing or new capacity building initiatives would also be of great benefit, and would only require minimal additional funding.

AusAID should be encouraged to expand its existing financial support for road safety in aid programs, particularly through the UN Decade of Action Fund and the Global Road Safety Facility, which is coordinating the Multi-lateral Development Bank Road Safety Initiative. Its influence could assist in such areas as specifying road safety outcomes and minimum star ratings in road infrastructure projects, motorcycle helmet usage, NCAP testing for cars produced for sale in developing countries, collection and analysis of crash data, supporting institutional and regulatory

reform, establishment of a road policing culture (as distinct from traffic enforcement), capacity building for road safety practitioners, and development of expertise in assessing and modifying road user behaviour.

Professionals should be encouraged through their specialist colleges and other groups in road safety, medicine, engineering, and behavioural science to establish outreach programs with financial support from governments (federal and state), their agencies, industry, and road user groups. Outreach programs may also be established through promotion by various international bodies such as the Global Road Safety Facility, WHO, ASEAN, APEC and the development banks.

The strong interest from police commissioners to provide resources, technologies and exchange of ideas was noted, and there is now a need to formalise this interest into some form of commitment.

Several other suggestions were made of ways to improve capacity building. These included:

- greater assistance for students to study road safety within Australia (e.g. through a focus on the Australian Fellowship program)
- in-kind support from federal and state agencies to facilitate staff exchanges and capacity building
- provision of Australian road safety related guidance documents (such as the Austroads guides) for use in developing countries
- improved dissemination of research findings (for instance from Austroads research, and the extension and distribution of the ACRS and ARRB Journals)
- greater support for regional forums and other safety related networks
- better partnerships and exchange programs between regional road safety research centres
- inclusion of sessions in future Australian transport and safety conferences (or possibly an additional day) to discuss research and initiatives for the Decade of Action
- encouragement of partnerships with major corporations operating internationally.

Coordination of Decade of Action activities

A lot of good initiatives are already occurring across many different sectors. In order to maximise the benefit of these, there is an urgent need for effective coordination of current and future activities. The Department of Infrastructure and Transport will have the lead national role in coordinating activities throughout the Decade of Action, and officials from this Department have been appointed as the focal point of contact.

Australia's new National Road Safety Strategy 2011–2020 needs to recognise and reference the global Decade of Action, as the periods of the strategies coincide.

While there is already strong support from business for road safety within Australia and the wider region, road transport and logistics firms, motor vehicle manufacturers and other business need to be further engaged and mobilised to participate.

Specific activities

A number of specific activities have been identified through discussions, and further details can be found in this report. However, some of the key activities identified include:

- Research is required to help identify regional safety requirements and to address these. For example, there is a need to develop 'context appropriate' road designs for those in developing countries. Various organisations may be able to assist in this task through funding or in-kind support.

- There is a need to support the global new car assessment program (NCAP) that addresses issues of safe vehicle design in developing countries, together with facilities to crash-test vehicles sold in those countries. There is also a need to investigate star ratings for trucks, buses and motorcycles. Government might be able to play a role in this task.

Roundtable resolution

The roundtable concluded with unanimous support for the following resolution:

The Canberra Road Safety Roundtable supports the Decade of Action for Road Safety 2011–2020. The participants of the Roundtable and the organisations they represent, express concern at the high level of death and injury on the world's roads and acknowledge that road death and injury is preventable. The participants and their organisations will seek ways in which they can contribute to the Decade of Action and ensure that Australia plays a lead role in the Asia-Pacific region and globally in preventing millions of deaths and serious injuries.

It is recommended that all relevant agencies endorse this resolution, and actively seek ways in which they can contribute to the success of the Decade of Action.

APPENDIX A LIST OF ATTENDEES

Name	Organisation
Prof. Ann Williamson	The University of New South Wales
Mr Blair Turner	ARRB Group
The Hon Catherine King MP	Parliamentary Secretary for Infrastructure and Transport
Mr Chris Carpenter	Catherine King's Office
Mr Craig Gilbert	AusAID
Mr Craig Newland	Australian Automobile Association
Datuk Suret Singh	Road Safety Department of Malaysia
Mr David Quinlan	ACT Department of Territory & Municipal Services
Prof. Don Aitken	ACT/NRMA Road Safety Trust
Prof. Drew Richardson	Australian National University Medical School
Mr Eric Howard	Eric Howard & Associates
Mr Greg Smith	International Road Assessment Programme
Mr Ian Hughes	Global Road Safety Partnership
Ms Janet Quigley	Department of Health & Ageing
Mr Jeff McDougall	Australasian College of Road Safety Treasurer
Dr Jeff Potter	National Transport Commission
Mr Joe Motha	Department of Infrastructure & Transport
Mr John Goldsworthy	Department of Infrastructure & Transport
Mr John Metcalfe	ARRB Group
Ms Joyce Melai Chan	Malaysian Road Safety Department
Dr Judith Charlton	Monash University Accident Research Centre
Mr Julian Lyngcoln	VicRoads
Ms Julie Anderson	Australian Automobile Association
Ms Karen Gosling	Department of Infrastructure & Transport
Mr Ken Lay	Victoria Police Centre
Mr Ken Moroney	RoadPOL/Global Road Safety Facility, World Bank
Dr Ken Ogden	Ken Ogden & Associates Pty Ltd
Dr Kerry Armstrong	Centre of Accident Research & Road Safety – Qld
Mr Lauchlin McIntosh	Australasian College of Road Safety
Ms Lori Mooren	Injury Risk Management Research Centre, University of New South Wales
Ms Margaret Prendergast	Centre for Road Safety - RTA NSW
Prof. Mary Lydon	Centre for Automotive Safety Research
Mr Michael Tziotis	ARRB Group
Mr Peter Daly	RACV / Chair, Australian Road Assessment Program (AusRAP)
Mr Peter Damen	ARRB Group
Mr Peter Walton	Save the Children Australia
Prof. Raphael Grzebieta	ACRS / NSW Injury Risk Management Research Centre
Assoc. Prof. Rebecca Ivers	The George Institute for Global Health
Mr Rob Klein	Global Helmet Vaccine Initiative
Mr Rob McInerney	International Road Assessment Programme
Mr Shane Falkiner	Linfox Logistics
Mr Tyrrell Duncan	Asian Development Bank
Ms Wendy Bevan	Royal Automobile Association, South Australia



Research Report
ARR 378

Global Road Safety Decade of Action: National Roundtable Report



Research Report ARR 378
ISBN 1 876592 66 4
ISSN 0158-0728