



**Transport Accident
Commission**

**Safe System Approach
in Victoria**

February 2020

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Where is the TAC? Victoria, Australia



Population - 6m
Deaths - 4.01:100,000

TOWARDS  

Transport Accident Commission

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.

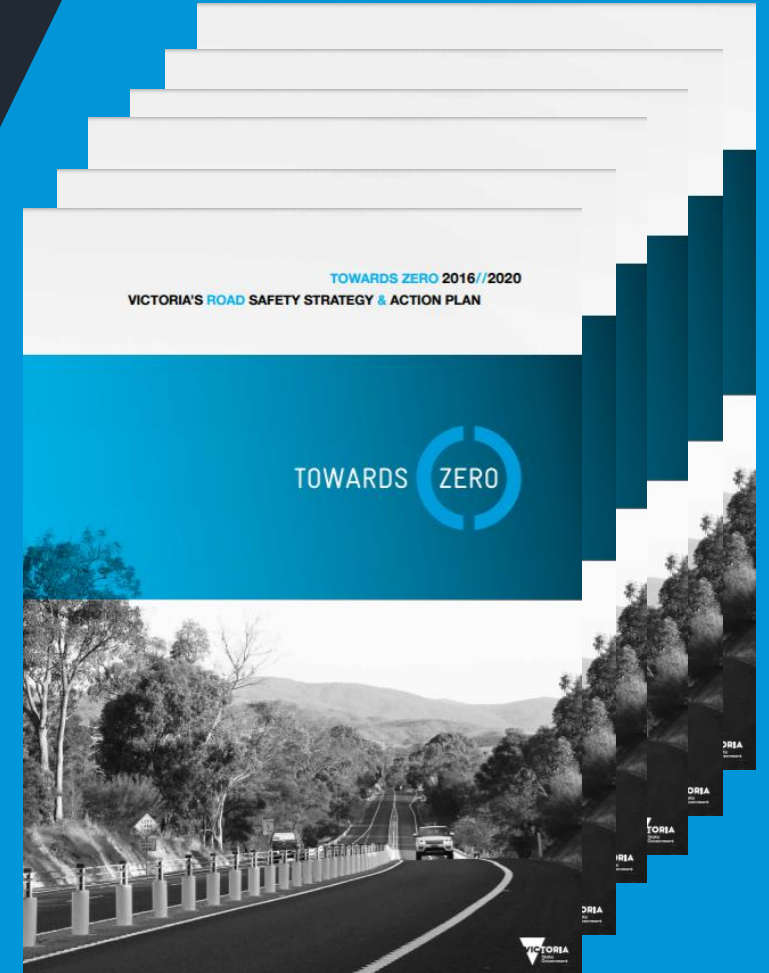


Accident prevention @ TAC

TAC is unique in that a key role is to promote road safety.

It does this by:

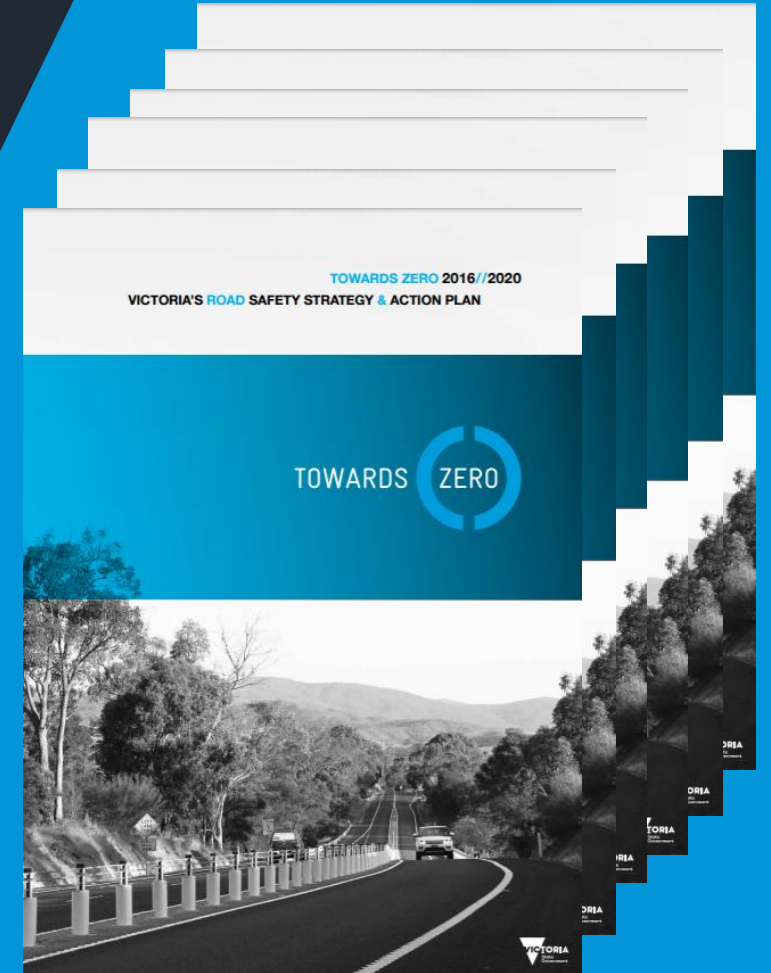
- ❑ Working within the **Safe System** framework in partnership with Police, Departments of Transport, Justice and Health
- ❑ Investing heavily in key actions that will reduce death & serious injury, including:
 - ❑ Public education campaigns
 - ❑ Research, data analysis & insights
 - ❑ Vehicle safety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



Vic Strategy and Action Plan Supports Federal Plan

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



TOWARDS



ZERO

A NEW APPROACH TO ROAD SAFETY

- 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

TOWARDS

ZERO

Challenge 2: Making Rural roads safer



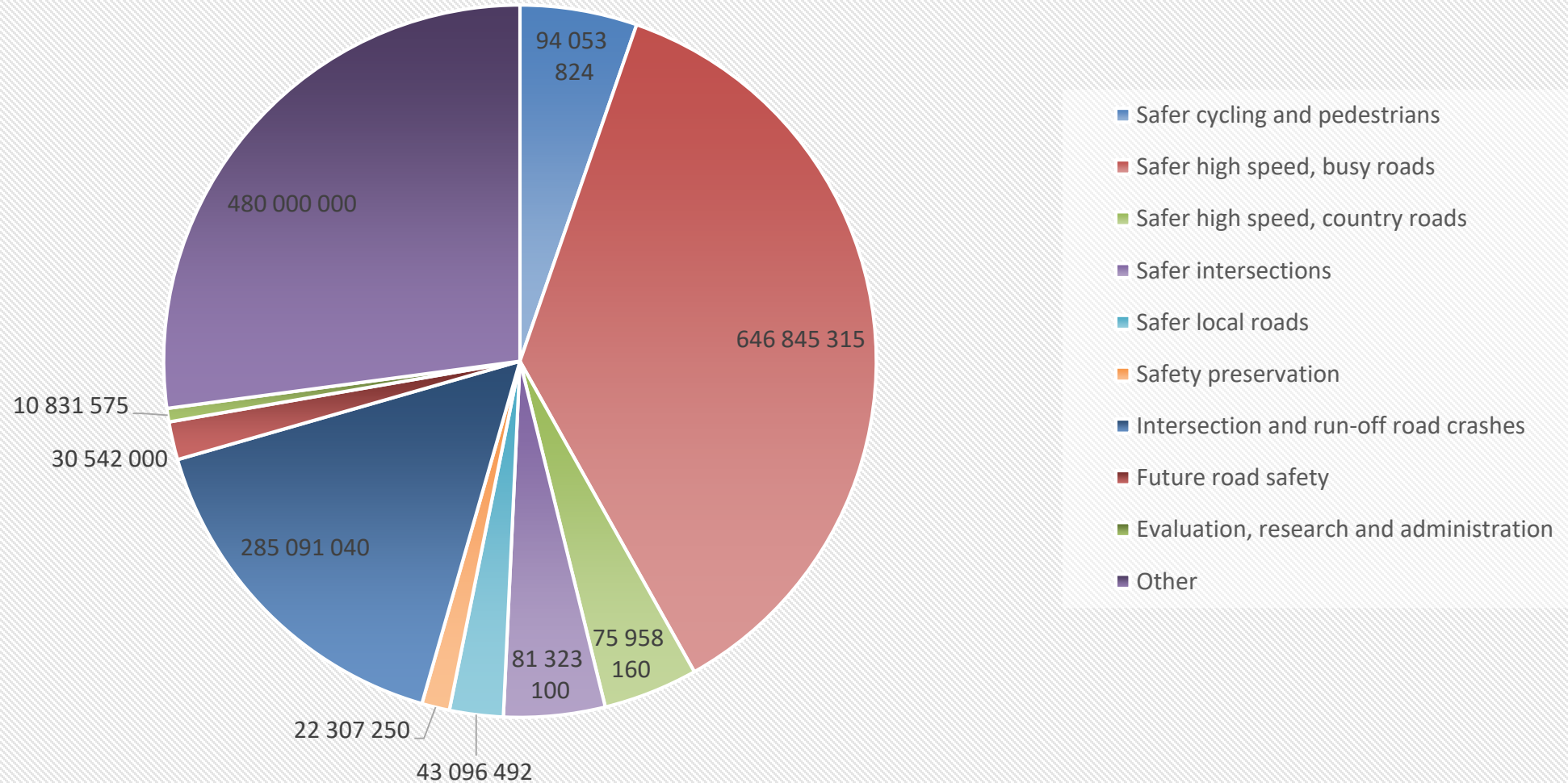
TOWARDS



Making Rural and Regional Roads Safe

- 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



Showing it's possible - Barrier



Filmed under test conditions

Anglesea Road

Baseline



Anglesea Road, km 2.194
Google

Post Construction



Anglesea Road, km 2.194

- Safety Barrier
- Wider centreline
- ATLM

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.

TOWARDS

ZERO

TOWARDS

ZERO

Making Rural and Regional Roads Safe

- Victorian Government adopted five star ANCAP rating
- [Howsafeisyourcar.com.au](https://www.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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The image features two female faces in profile, facing each other against a black background. On the left is an ancient-looking face with a prominent brow ridge, a large nose, and a slightly protruding jaw. On the right is a modern-looking face with a smoother forehead, a straighter nose, and a more refined jawline. The text is centered over the space between the two faces.

**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



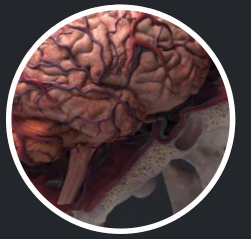


SKULL

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.

BRAIN

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.

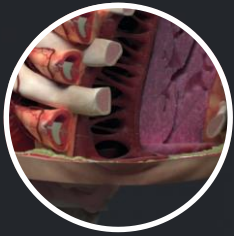
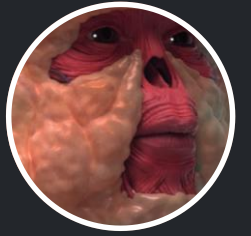


NECK

Graham's 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.

FACE

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.



RIB CAGE

Graham torso 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

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.

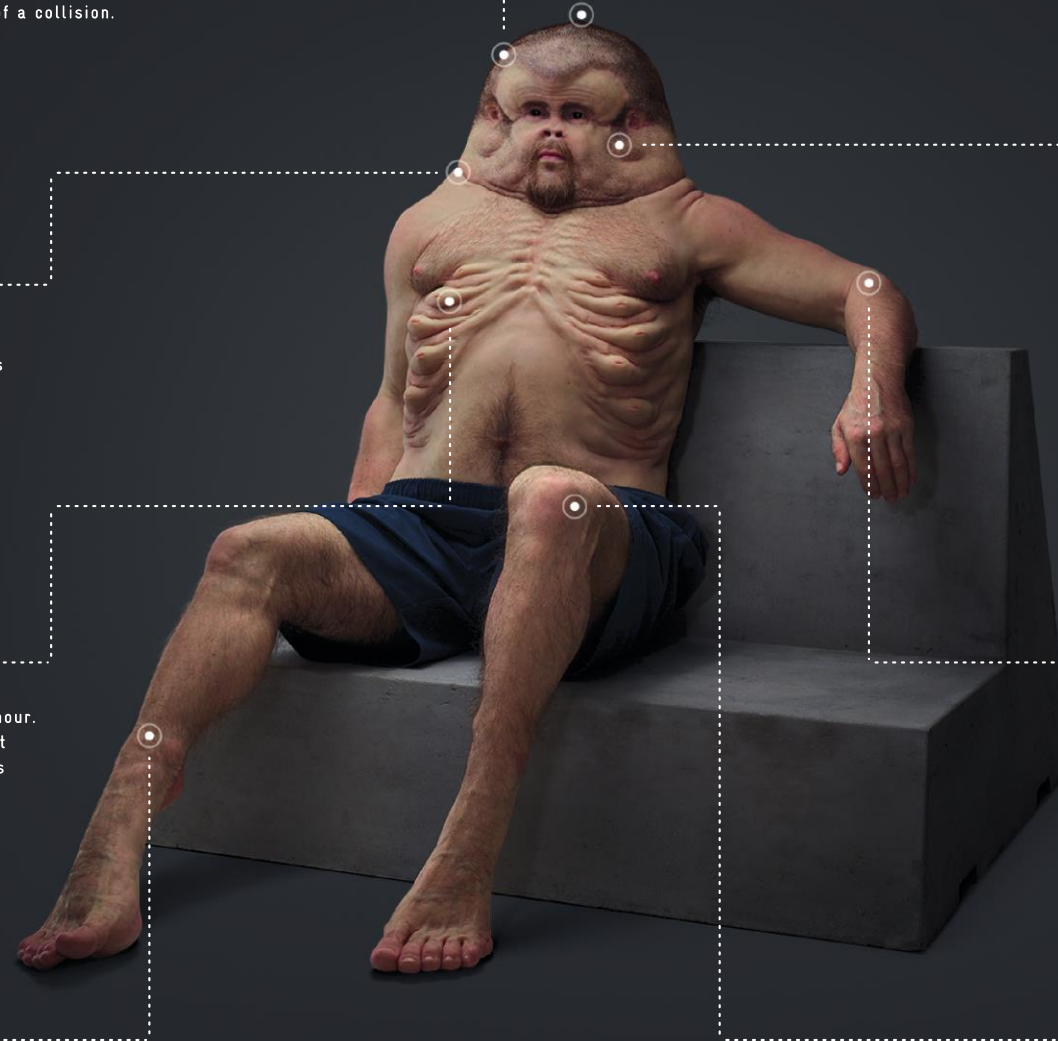


LEGS & FEET

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.

KNEES

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