

# Progress Update:

## Driving Change Action Plan 1 2021-2023



This report details activities against the 41 actions outlined in the Action Plan for 2021 - 2023. As the first of four action plans under the Driving Change Road Safety Strategy 2020 - 2030, WA is now one quarter of the way into the strategy timeline.

**2020**

**Driving Change Road Safety Strategy**

**2030**

**Action Plan 1  
2021 - 2023**

**Action Plan 2  
2024 - 2026**

**Action Plan 3  
2026 - 2028**

**Action Plan 4  
2028 - 2030**

### How is WA progressing?

The action plan period has seen an 11.9% decrease in fatalities and serious injuries for 2020 to 2023 (four year average), compared to the 2015-2019 strategy baseline.

In 2023 there were 158 people killed and 1,415 people seriously injured on WA roads. While this represents a 9% decrease from 2022, it cannot be considered indicative of an overall trend.

Despite this, there have been some encouraging changes for WA in 2023. These include:

**19% REDUCTION IN REGIONAL FATALITIES**  
(COMPARED TO THE PREVIOUS 5 YEAR AVERAGE)

**4% DECREASE IN TOTAL FATALITIES**  
(COMPARED TO THE PREVIOUS 5 YEAR AVERAGE)

**10% IMPROVEMENT IN FATALITY RATE, GOING DOWN TO 5.5**  
PER 100,000

**2<sup>nd</sup> LOWEST ROAD TOLL OF THE LAST TWO DECADES**



Good progress has been made from 2021 to 2023, with completion of 38 out of 41 listed actions. While the changes seen in the number of people killed or seriously injured are promising, there is a need for continued and intensified efforts in the next Action Plan for 2024-2026 to make meaningful progress towards achieving our 2030 road safety targets.

# OUTCOMES SUMMARY

## Action Plan 1

### 2021 - 2023

Total # of Actions		41
Complete Actions	✓	38
Ongoing Actions	●	2
Incomplete Actions	✗	1

ITEM	STATUS	ACTIONS	PAGE #
1	✓	Deliver road safety improvements and speed reduction measures to 7,000km of identified regional roads from 2020-23 and work with the Australian Government to contribute towards the program for 2023 and beyond	13
2	✓	Support the State and National Blackspot programs that directly target roads with a proven crash or injury prevalence/ crash history or locations identified as high-risk	13
3	✓	Invest in metropolitan and regional intersection treatments to reduce the severity of crashes and improve pedestrian facilities	13
4	✓	Invest in evaluation of the rural intersection advanced warning signs program that deploys a temporary 30km/h speed reduction on a through road when vehicles are detected on a side road	13
5	✓	Lead development of WA's first whole-of government Bike Riding Strategy and identify opportunities, to improve safety and increase participation in bike riding, walking and other forms of active transport	9
6	✓	Improve the regulation and safe use of e-rideable devices including e-skateboards, hoverboards, e-wheels, e-scooters and e-skates	9
7	✓	Deliver on initiatives within the WA's Long-Term Cycle Network, with a focus on purpose built cycling infrastructure to create the Primary Route Network, to support bicycle riding as a safe, connected and convenient form of transport	13
8	✓	Evaluate and promote the outcomes of Safe Active Streets which lower speeds to 30km/h on quiet local streets and allow for a safer shared street space	12
9	✓	Invest in communication and engagement campaigns to support 'share the road' messaging and support safe road behaviours	7
10	✓	Invest in partnerships that will deliver evidence-based, school-based programs from Kindy to Year 12, to encourage positive road safety behaviours	4,5
11	✓	Partner with community groups to deliver campaigns and education to increase awareness of the dangers for children, young people and other at-risk groups in and around vehicles	4
12	✓	Work with relevant state government agencies, local governments, and communities to reduce vehicle speeds around schools and other areas where children are at greater risk	4,5
13	✓	Work with local communities and partners including Kidsafe and RoadWise to educate parents and carers on the proper use of child car restraints	4,5
14	✓	Partner with communities and representative organisations to develop and implement co-designed and culturally responsive road safety education and intervention programs	8
15	✓	Partner with community groups to support measures that address recognised barriers to obtaining a driver's licence and registering a vehicle	7
16	✓	Redesign the partnerships and grants program to establish sustainable longer-term partnerships that deliver road safety improvements at a local community level	10
17	✓	Develop road safety media and education campaigns that raise awareness, educate and support behaviour change	8
18	✓	Enhance and improve online engagement to increase opportunities for all road users across the State to participate in consultations relating to road safety	7

19	✓	Work closely with the motorcycle riding community and supporting partners, including RoadWise, to identify opportunities to improve motorcycle rider safety	9
20	✓	Through the Motorcycle Clothing Assessment Program, research, test and promote the safest protective clothing for motorcycle riders	11
21	✓	Partner with the heavy vehicle industry to promote and support the positive mental and physical health of drivers	6
22	✓	Reduce workplace road trauma by influencing safer fleet management practices where vehicles are part of the workplace*	
23	✓	Investigate evidence-based measures to address risk taking behaviours for learner and novice drivers	12
24	✓	Develop and deliver universal and targeted campaigns that raise awareness of the risks of inattention, drink and drug driving	8
25	✓	Evaluate the safety camera program and develop a strategy which will ensure speed cameras are used in a way that best delivers road safety benefits	9,10,14
26	●	Develop a speed management strategy for safer speeds on WA's most dangerous roads	10,14
27	✓	Work with local governments, WA Local Government Association and stakeholders to identify and implement safer speeds in local areas	7
28	✓	Implement innovative detection and enforcement of high-risk and inattention-type offences	9,10,14
29	✗	Strengthen vehicle owner's responsibility to identify the driver in camera-detected offences* <i>N.B. Some aspects of Owner Onus Bill have instead been captured in IMR Bill</i>	
30	✓	Prioritise traffic enforcement in regional WA, through high visibility policing on regional roads, including the Regional Enforcement Unit	14
31	✓	Achieve impaired driving (alcohol and drug) test targets to respond to current and emerging risk behaviours	14
32	✓	Target enforcement efforts on our roads in response to current and emerging risk behaviours associated with road trauma	14
33	✓	Reduce the age of the State vehicle fleet and work with the private sector to accelerate the community uptake of newer, safer vehicles	10
34	✓	Invest in and promote the work of ANCAP and the Vehicle Safety Research Group	12
35	✓	Advocate for timely adoption of Australian Design Rules that influence the market promotion and uptake of latest vehicle safety technologies *	
36	✓	Invest in post-crash counselling and support services to reduce the ongoing psychological and social distress for people affected by road trauma	6
37	●	Invest in innovative health research and programs to improve rehabilitation and long-term health outcomes for crash victims	6
38	✓	Invest in improving response times to crashes to improve the severity of injury outcomes	6
39	✓	Work across government to improve and develop WA's geo-spatial capabilities to increase our knowledge of crash locations	11
40	✓	Support and develop WA's role as a centre of excellence for road safety research and evidence-based best practice	11
41	✓	Improve and build more effective road safety data collection, sharing and evaluation capabilities that inform policy and practice	11

\*related activities not detailed in this report

# WHAT ROAD SAFETY INITIATIVES HAVE BEEN DELIVERED?



## Children & Schools



Action 10 & 11

### School Education Programs

The State Government, through the Road Trauma Trust Account (RTTA), has been investing in programs and partnerships to deliver evidence-based school road safety programs from Kindy to Year 12.

This includes:

The Department of Education's *School Drug Education and Road Aware (SDERA) Program* in-school road safety education is embedded in the WA curriculum, such as Keys4Life from birth to 18 years.

Royal Perth Hospital's *Prevent Alcohol and Risk-related Trauma in Youth (P.A.R.T.Y) Program*, which promotes injury prevention by exposing high school students to the trauma ward and the tangible consequences of risk taking behaviours.



Action 13

### Child Car Seat Remote Areas Access Project

To address identified difficulties obtaining child seats in very remote areas of Western Australia, the Road Safety Commission and RoadWise worked with local governments, local police, health organisations and Aboriginal communities across 2022 and 2023. This involved training key community members as fitters in remote areas of the Pilbara, Goldfield-Esperance and MidWest, and providing free child car restraints for those communities to use.



Action 12

### Electronic School Zone Signage

Main Roads WA is responsible for the installation, upgrade, and replacement of electronic school zone signs throughout Western Australia. With over 1000 school zones across the State, these have a crucial role in creating safer environments for children as they commute to and from school, enforcing a reduced speed limit of 40kmh.

They feature built-in clocks, calendars, and wireless fault reporting capabilities. These offer superior safety benefits compared to static signage, displaying the designated maximum speed using highly visible LED lights during specified times and days.





Action 10 & 15

## Clontarf Foundation L2P Gap Program

Road Safety Commission partnered with Clontarf Foundation to provide the L-2-P program, which supports young Aboriginal and Torres Strait Islander men in Western Australia to gain their driver's licence.

The program is offered to year 10, 11 and 12 students, educating them to be safe drivers, supporting them to apply for a licence, complete theory and practical tests, log supervised driving hours, and obtain a driving licence by the completion of schooling.



Action 12

## Active Travel to School Roadmap

Department of Transport released the *Active Travel to School Roadmap 2023-2030* developed by a cross-government working group, to address identified barriers to active travel to and from schools.



Action 10

## Constable Care Aurora's House

Constable Care developed and delivered the Aurora's House safety school experience at the Maylands Safety School facility to educate children on driveway safety, and the dangers of vehicles reversing across footpaths. The education experience was enhanced with augmented reality learning modules for excursions, and incorporated into the existing Arility AW road safety pack for use at school incursions across WA.



Action 10

## WestCycle Ride Safely Together

WestCycle delivered the *Ride Safely Together* program over three years. This provides resources and accredited training for teachers to deliver safe bike riding education and practical experience to primary and secondary school students. The program also establishes a network of teacher advocates, provides opportunities for bike excursions and engages with parents to reinforce positive bike riding culture at home.



Action 13

## Child Car Seat Program

WA Local Government Association (WALGA) Road-Wise facilitated a network of qualified child car seat fitters to provide car seat inspection and installation services to the community, including a car seat information enquiry line.

WALGA also convenes and chairs the Child Car Restraint Industry Advisory Group (CCRIAG) which maintains relationships and collaboration between organisations providing or supporting child car seat services.

**379**  
QUALIFIED  
FITTERS

**14**  
COURSES  
DELIVERED

**40**  
NEW FITTERS  
TRAINED

**2210**  
CHILD SEATS  
INSTALLED OR  
INSPECTED

NOTE: Reporting period July 2021 to July 2023



# Health Initiatives



## Health Research to Improve Long-Term Outcomes for Crash Victims

The East Metropolitan Health Service (EMHS) is home to WA's State Adult Major Trauma Centre, treating 80% of major trauma patients. Victims of road crashes account for a significant proportion of these trauma presentations.

The EMHS *Research Strategy and Implementation Plan 2024-2028* includes 'Improving Outcomes in Major Trauma' as a key research focus area.

In particular through:

- HIVE and DDI team expertise in data and digital healthcare, including artificial intelligence
- Research and trials in Emergency Medicine, Intensive Care, Radiology, and Anaesthesia

Action 37



Action 38

## Road Trauma Support Services

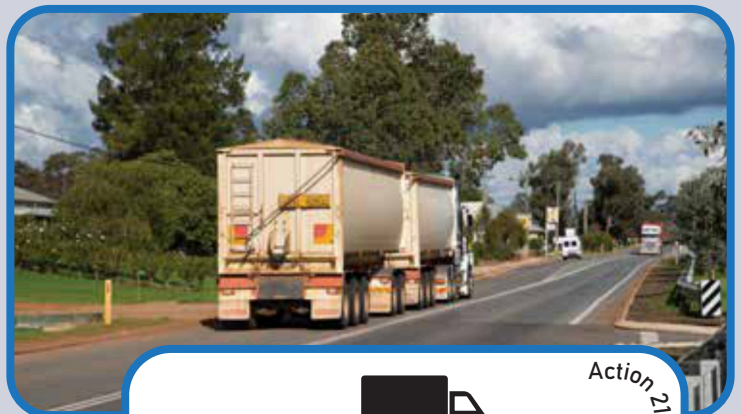
Injury Matters deliver the Road Trauma Support WA (RTS WA) service, a free State-wide service providing psychological support to individuals, communities, and emergency service personal impacted by a road crash. RTS WA also delivers educational workshops and training for organisations with staff who are occupationally exposed to road trauma.



Action 39

## DFES South West Emergency Rescue Helicopter

RTTA funding was provided to the Department of Fire and Emergency Services for the South West Emergency Rescue Helicopter, based in Bunbury. This helicopter provides advanced rescue aeromedical services, and critical care response to trauma and rescue incidents, including road crashes in the Perth, Peel, South West, Wheatbelt and Great Southern regions.



Action 21

## Steering Healthy Minds

The *Steering Healthy Minds* WA pilot program, administered by Transport Workers Union of WA, establishes a network of mental health first aid trained peer to peer support workers in the transport industry, to address mental health issues among heavy vehicle drivers.





# Education & Engagement



Action 15

## Driving Access & Equity Program

In regional and remote areas of Western Australia, people can experience difficulty accessing Department of Transport services as well as driving supervisors, instructors, and vehicles to get their driver's licence.

The *Driving Access and Equity Program (DAEP)* improves access to vehicles, driving instructors and supervisors to help people learn to drive. It also increases access to DoT services and helps people overcome administrative issues and costs that may prevent them from obtaining their licence.

The DAEP has expanded its service areas since commencement in 2021 and is now available across the Kimberley, Pilbara, Mid-West, Gascoyne and Goldfields-Esperance regions.

5

REGIONS

23

PROJECTS

46

LOCATIONS



NOTE: Reporting period July 2021 to July 2023



Action 27

## Town Team Movement

The *Safer Speeds and Better Places* program involves Town Team Movement working with communities across metro and regional WA to develop community led placemaking initiatives to manage local speeds.

This includes developing and maintaining a digital toolkit to provide guidance and case studies for community groups looking to lead speed-related change.



Action 18

## Online Community Engagement

*Community Connect* online engagement platform was used to consult with the community on a range of road safety issues including lane filtering, development and review of eRideable legislation, safety cameras, motorcycle protective clothing, grants, and more.



Action 9

## Share the Road Campaigns

Road Safety Commission has been running campaigns focusing on improving community attitudes and behaviours towards sharing the roads with all road users.

*Let's Roll Together, Safely* aims to increase awareness of eRideable safety advice and encourage courtesy when sharing paths and roads.

*Kindness Travels* encourages road users to bring back the courtesy wave and create a sense of unity and respect.





Action 24

### Distance of Distraction Campaign

Educating distracted drivers by using real world props as a unit to measure the “distance of distraction” to show how much you miss when you take your eyes off the road ahead, even for as little as two seconds.



Action 24

### Time to Sweat Campaign

This campaign was developed to raise awareness and understanding of new and increased penalties from 1 July 2021 for any driver caught driving with both drugs in their system and over the legal alcohol limit.



Action 17

### Everyday Journeys Campaign Refresh

The Road Safety Commission has implemented a new approach to the delivery of mass media campaigns. These include larger, more integrated campaigns, such as the *No One Plans a Crash* campaign, launched December 2022. This uses everyday scenarios and representations of different households and demographics to communicate the part we each have to play in making every journey safe.

The campaign has a planned five to seven year lifespan, and is achieving a campaign awareness rate of 87% and believability of 90% in late 2023 monitoring.



Action 24

### Nah, Not Worth It Campaign

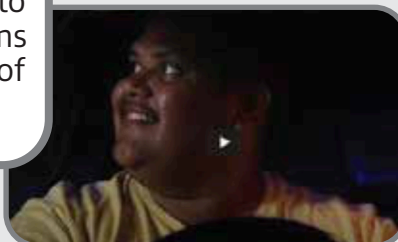
This campaign focuses on the internal dialogue about driving after a few drinks, conveying the message that the risk of drink driving is never worth it, not even once. This campaign has been running since late 2020 across television, radio, digital and out of home advertising.



Action 14

### Goolarri Media Campaigns

The Road Safety Commission uses Goolarri Media Enterprises, based in the Kimberley, to create culturally sensitive road safety campaigns for Aboriginal communities in the North West of WA.







# Strategy, Policy & Legislation



Action 6

## Safe Use of eRideable Devices

New rules were introduced for eRideables in December 2021, following extensive consultation. These largely reflect the model Australian Road Rules and the road rules that apply to bicycles.

The Road Safety Commission completed a subsequent two year review of eRideable rules involving a community survey, stakeholder consultation, interjurisdictional comparison, and commissioned field research by the WA Centre for Road Safety Research.

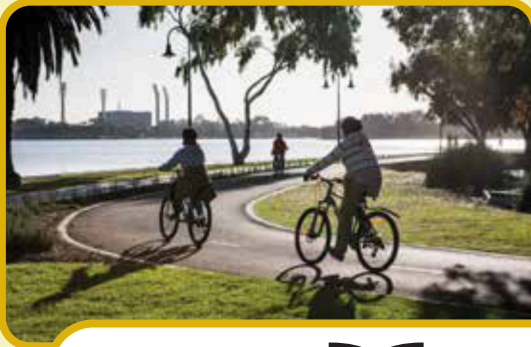


Action 19

## Introduction of Motorcycle Lane Filtering Legislation

Amendments to the *Road Traffic Code 2000* came into effect on 29 March 2021 to permit motorcycle lane filtering in certain circumstances.

The Road Safety Commission subsequently completed an 18 month review to assess the practical effects of the lane filtering amendments. This process included public consultation with community and peak motorcycling bodies via the *Community Connect* online engagement platform.



Action 5

## Active Travel Strategy

Department of Transport have developed a whole of Government *Walk, Wheel, Ride, Thrive* active travel strategy, now in final draft consultation stage. The strategy outlines priorities for active travel, including walking, riding, and other forms of micromobility.



Action 25 & 28

## Infringement Management Legislation

The *Road Traffic Legislation Amendment (Infringement Management Reform) Bill 2024* has passed both houses of parliament and was signed by the Governor on 14 May 2024. The changes made by this Bill will enable enforcement of driving laws via the new safety cameras.



Action 25, 26 & 28

## Safety Camera Strategy

The Road Safety Commission has developed a Safety Camera Strategy in consultation with key stakeholders, to plan for future safety camera technology, manage deployment and social impacts, establish governance structures, improve transparency, and build community trust.

Following a six month trial of camera technology across metropolitan and regional WA, it was announced in April 2023 that six cutting edge, mobile point to point safety cameras will be procured via a competitive process, and deployed across the State.



Action 16

## Grant Program Review

Road Safety Commission completed a review of the road safety grants and partnerships programs and is re-designing these programs to improve accessibility, outcomes, and ensure consistency with the 2022 WA Grant Administration Guidelines.



Action 33

## Zero and Low Emission Vehicle Rebate Scheme

Department of Transport are administering a Zero and Low Emission Vehicle Rebate Scheme to encourage the uptake of greener light vehicles. This Scheme is part of the Government's Clean Energy Car Fund Package, and Department Transport will also be delivering on commitments under the State Electric Vehicle Strategy.







# Research, Data & Evaluation



Action 36

## Enhanced Geospatial Capabilities

In late 2021 Main Roads WA replaced the previous CARS geographic information system (GIS) with *Crash Map*. This is a relational GIS mapping application which allows both macro and micro analysis of reported road crashes.

The system enables identification of road environment factors that may be related to the cause of a crash or influence severity, and assessment of road engineering interventions, including economic appraisal of treatment options.

This data is available to State and Local Government, and to consultants engaged to complete work on behalf of these agencies. It is also a fully integrated system used to create and manage applications for State and Federal Black Spot Programs in WA.



Action 11

## Road Safety Outcomes Framework

The Road Safety Commission developed a Road Safety Outcomes Framework in early 2022 based on the Driving Change Strategy and safe systems approach. An evaluation framework and evaluation schedule have been developed to progress evaluation of programs and projects.



Action 20

## Motorcycle Protective Gear Research Funding

The WA Government contributes annually to the Motorcycle Clothing Assessment Program (MotoCAP), led by Deakin University, who test and rate protective gear, including helmets, to support riders in making informed purchases.



Action 14

## WA Centre for Road Safety Research

The Road Safety Commission is supporting WA's role as a hub for road safety research through collaboration with the University of Western Australia. A program of road safety research work is being delivered, and funding provided, to facilitate specific projects, such as the recently acquired RTTA and Main Roads WA funded driving simulator.





Action 8

### Safe Active Streets Evaluation

The Safe Active Street (SAS) program aims to provide a low speed, shared environment for people of all ages to cycle and walk safely and comfortably. It is a Department of Transport initiative, developed in partnership with local governments.

Department of Transport is currently undertaking an evaluation of the Safe Active Streets Pilot Program, with the final report expected by mid 2024. Following this, guidance materials will be published on planning and designing for safe active streets in WA.



Action 34

### ANCAP & Vehicle Research Safety Group Funding

The Road Safety Commission and Department of Transport participate on the Australasian New Car Assessment Program (ANCAP) Council and the Vehicle Safety Research Group. Western Australia contributes annual funding to support these national programs.



Action 23

### Learner Driver Research

- Funding was provided for Monash University to examine driving habits during the first four months of unsupervised driving.
- WA Centre for Road Safety Research was engaged for a research project addressing speed behaviours in novice drivers.
- WA has partnered on the National Health and Medical Research Council grant for *Delivering a population-based intervention to reduce young driver crashes 2022-2025*.



# Improved Infrastructure

## Blackspot Projects

Action 2

Federal, State and Local Government Blackspot Programs, delivered by Main Roads WA, target roads with a proven crash prevalence, history, or locations identified as high risk.

**25**  
COMPLETED  
PROJECTS

**176**  
IN  
PROGRESS



NOTE: Reporting period July 2021 to July 2023



## Regional Road Safety Program

Action 1

The Regional Road Safety Program involves low-cost road safety treatments, delivered by Main Roads WA, such as audible edge lines and sealing road shoulders to create a more forgiving road environment and reduce the risk, and severity of crashes across all regional areas.

**7450km**  
ROAD  
UPGRADES

**23**  
COMPLETED  
PROJECTS

**19**  
IN  
PROGRESS

NOTE: Reporting period July 2021 to July 2023



## Long Term Cycle Network

Action 1

Department of Transport has made substantial commitment to funding and delivering initiatives and infrastructure projects within the Long Term Cycle Network (LTCN). Twelve LTCN strategies have been established including one for Perth and Peel, and eleven for regional areas. These strategies will ensure state and local governments collaborate to deliver continuous bicycle networks throughout Western Australia.



## Intersection Works & Improvements

Main Roads WA delivered metropolitan and regional intersection treatments to reduce crash severity and improve pedestrian facilities.

This has included installing rural intersection advanced warning signs on identified risky rural roads. These display a temporary lower speed when vehicles are detected approaching on both roads, warning drivers of the other vehicle, and reducing the risk of a crash.

**12**  
COMPLETED  
PROJECTS

**26**  
IN  
PROGRESS

NOTE: Reporting period July 2021 to July 2023





# Enforcement



Action 25, 26 & 28

## Safety Camera Trial

The Road Safety Commission undertook a six month trial of safety cameras from July 2022 to January 2023 across WA's road network. These cameras can identify a number of high-risk behaviours including spot speed, average speed, mobile phone use, seatbelt non compliance and restricted vehicle speeding. During the trial no infringement notices were issued, however a large volume of offences were detected, which has provided valuable insights to inform education and enforcement efforts.

**8 MILLION**

VEHICLES  
MONITORED

**94**

SITES ACROSS  
WA

**265,000**

SPOT SPEED  
OFFENCES

**11,400**

SEATBELT  
OFFENCES

**66,000**

MOBILE PHONE  
OFFENCES

**42,000**

AVERAGE SPEED  
OFFENCES



Action 31

## State-Wide Impaired Driving Policing

**2.98 MILLION**

BREATH TESTS  
CONDUCTED

**60,000**

DRUG TESTS  
CONDUCTED

NOTE: Reporting period  
July 2021 to July 2023



Action 30

## Regional Traffic Enforcement

WA Police prioritise traffic enforcement in regional WA, through high visibility policing on regional roads across the seven policing districts. Enforcement outcomes are achieved through a combination of policing measures:

- The Regional Enforcement Unit (REU)
- Regional Road Enforcement (RRE) patrols
- Regional deployment of breath and drug buses
- Safety camera operations and regional deployment
- Random breath testing operations



Action 32

## Targeted Enforcement Efforts

WA Police State Traffic division run targeted operations focusing on current and emerging risks behaviours associated with road trauma, on an ongoing basis.

In 2022-23 these operations included targeting of unsafe and unlawful eRideable use, off road motorcycles, high end road motorcycle offences, reckless/hoon driving, and car clubs anti-social and unlawful driving.

Regular actions also target locations associated with hoon driving, and undertake high-harm traffic offender enquiries for individuals identified as repeatedly committing traffic breaches or driving contrary to court orders/licence suspension.