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DRAFT 2020 ROAD SAFETY STRATEGY OUT FOR PUBLIC COMMENT

A shared community responsibility for lowering the road toll over the next decade is at the core of a new State Government draft road safety strategy released for public comment today.

Road Safety Minister, Tom Kenyon says the draft South Australian Road Safety Strategy 2020 - ***Towards Zero Together*** - is designed to address the unacceptable number of deaths and serious injuries on our roads.

"The draft strategy, not only sets out targets and a framework for improving road safety in our State over the next decade, but outlines a vision of all South Australians working together towards bringing down the road toll," Mr Kenyon said.

"The draft document - prepared by the Road Safety Advisory Council - reflects the most common plea heard from South Australians who attended community forums across the State last year, a plea urging everyone to have greater ***respect*** for each other every time we share the roads.

"The strategy matches similar expectations in many areas of our lives - for the right to be safe and for safety to be at the forefront of our thoughts every time we make a decision on our roads.

"The draft document calls for a Safe System approach – in which safer travel comes from achieving safer speeds, constructing safer vehicles and building safer roads.

"The Safe System framework recognises that we all need to work towards building and developing a safer transport network which better protects all road users," Mr Kenyon said.

The Chairman of the Road Safety Advisory Council, Sir Eric Neal said that over half of all fatal crashes and 90% of serious injuries on our roads happened to well intentioned people who made a mistake or had a momentary lapse in judgement.

"This strategy's main aim is to create a road system that is more forgiving of human error, a system where road users are also better informed to make safe decisions.

"The draft strategy now requires robust engagement from across our community to become a fully effective weapon in bringing down the State's road toll.

"Specific road safety actions will be developed and outlined as part of a detailed action plan for the next four years following the responses from the public consultation period," Sir Eric said.

Minister Kenyon said the strategy included a target of reducing serious casualty trauma on SA's roads by at least 30 per cent over the next decade.

“This ambitious target is the equivalent of a state-wide road toll of less than 80 fatalities and 800 serious injuries by 2020,” Mr Kenyon said.

“In the past 30 years South Australia has made significant inroads in reducing our road toll with a reduction from an average of 252 deaths in 1981-1983 to 112 for the period 2008-2010.

“Similar reductions have been seen for serious injuries with an average of 3104 for 1981-1983, reducing to an average of 1126 for the years 2008-2010.

“These figures represent an enormous amount of grief, suffering and loss as well as a cost of about \$1billion each year for the community,” Mr Kenyon said.

Key strategies identified in ***Towards Zero Together*** include:

- Targeting **road safety infrastructure investment** at locations with the highest crash volumes
- Targeting **speed limit reductions** for roads according to crash rates
- Lobbying for the accelerated introduction of **new vehicle technologies** that reduce the risk and severity of crashes
- Enhancing the **Graduated Licensing Scheme** to further protect young drivers
- **Integrating road safety** into business priorities and activities.

The Road Safety Advisory Council has taken into account advice from Adelaide Thinker in Residence, Professor Fred Wegman and input from the draft National Road Safety Strategy 2011-2020,” Sir Eric Neal said.

“Feedback was also provided from interest-group workshops and 18 community road safety forums held across the State late last year,” Sir Eric said.

The draft strategy and further information can be found at www.dtei.sa.gov.au/roadsafety or by calling 1300 557 316.

Submissions can be made until Friday, June 10.