

Towards Zero WA's Road Safety Strategy 2008-2020



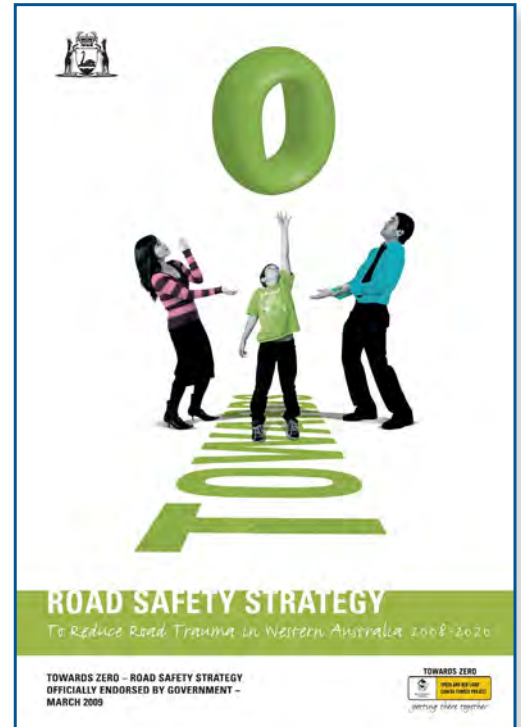
Towards Zero is Western Australia's 12 year road safety strategy that aims to design and build a road transport system that will protect road users and prevent crashes that result in death and serious injury.

Towards Zero is based upon the Safe System approach – a holistic view which seeks to manage the interaction between road users, the road, travel speeds and the vehicle.

Towards Zero Vision

The long term vision of *Towards Zero* is of a road transport system in which no-one is killed or seriously injured. While we understand that we cannot prevent all crashes, we cannot accept road deaths and injuries as inevitable.

Towards Zero does not ignore road user behaviour or human error, but recognises that humans are vulnerable. To reduce the impact on the human body, we need to create a road transport system that works to absorb our mistakes and eliminate death and serious injury.



The Safe System Cornerstones

The Safe System aims to improve road safety through four cornerstones:

Safe Roads and Roadsides

Investing in improvements to roads and roadsides will mean crashes are less likely to happen and, if they do occur, cause less serious injury.

Safe Speeds

Ensuring speed limits suit the purpose and nature of the road, educating road users on safe travel speeds and using effective speed enforcement strategies.

Safe Vehicles

Encouraging the community and organisations to purchase safer vehicles and key safety features which will help to avoid crashes and protect vehicle occupants from injury.

Safe Road Use

Addressing impaired driving (alcohol, drugs, fatigue and distraction), restraint use, and speed choice through enforcement and education initiatives.

The Safe System Foundations

Supporting activities including data collection, research, monitoring and reporting are required to assist in the implementation of the four cornerstones. Building support in the community and increasing capacity within organisations that are involved in road safety are also important steps in progressing *Towards Zero*.

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Guiding Principles of the Safe System

Creating a Safe System depends heavily on understanding and implementing these five principles:

1. The limits of human performance

We all make mistakes and we all need to acknowledge the limits of our capabilities. Although prevention programs (i.e. drink driving) are still important, it is essential that we acknowledge 'human error'.

2. The physical limits of human tolerance to violent forces

In a crash there are physical limits to the amount of force our bodies can take before we are injured. The Safe System aims to create an environment, that when in a crash, the physical forces on our bodies are minimal.

3. Shared responsibility

This means all of us take an individual and shared role in road safety. You are responsible for the car you purchase and the way you behave while driving, while road designers are responsible for planning, designing and maintaining a safe road system.

4. A forgiving road system

We need to design a road system that is safe, so when crashes do happen, deaths can be avoided and injuries minimised. Road users are still responsible for driving safely but, a safe system must also be forgiving when mistakes happen.

5. Increased use of public transport

Buses and trains are safer modes of travel than cars and motorcycles. Fewer people driving vehicles on the roads may result in fewer road deaths and serious injuries.

What can be achieved?

Ultimately *Towards Zero* will help reduce the impact of road trauma on all our lives, ensuring a healthier lifestyle for all West Australians.

If all the initiatives of the *Towards Zero* strategy are put into action we have the potential to save 11,000 people from being killed or seriously injured between 2008 and 2020. That is a reduction of around 40 per cent on current rates.



For more information

For further information about the *Towards Zero* strategy visit

www.ors.wa.gov.au

www.roadwise.asn.au

TOWARDS ZERO



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