Eighty lives were lost on South Australian roads in 2018. Even though this was the lowest recorded road toll in South Australian history, all of those lives could have been saved. We acknowledge that road users will make mistakes; however, we remain dedicated to reducing road trauma by demonstrating our commitment to the National Road Safety Strategy 2011-2020 and South Australia’s Road Safety Strategy 2020.

The South Australia Police Road Safety Strategy 2019-2020 is a key deliverable under the core program of Road Safety in our Corporate Business Plan. We are focused on policing the ‘Fatal Five’ offences which are the largest contributors to road trauma. We will improve our enforcement capability by intelligence-led, evidence-based deployment of resources to enhance visibility and effective service delivery.

South Australia Police (SAPOL) is committed to building a holistic community responsibility towards road safety. We aim to achieve this by improving existing collaborations and building new working relationships with other road safety stakeholders and the community. We will continually evaluate our road safety educational programs using the latest research and enhance them to achieve the best outcomes.

The South Australia Police Road Safety Strategy 2019-2020 provides future direction for the organisation to achieve the focus set by SAPOL 2020 and reduce road trauma on South Australian roads.

Grant Stevens
Commissioner
South Australia Police
Contents

1 Message from the Commissioner
3 Why road safety is important to us
3 Our commitment
3 Current landscape
4 Fatal Five and crash data
5 Our road safety strategy
5 Setting our road safety direction
7 Building our road policing capabilities
8 Refining our enforcement and prevention activities
9 Enhancing our education programs and public engagement
10 Working in collaboration with our key stakeholders
Between 2016 and 2018, 266 lives were lost and 2,015 people suffered serious injuries as a result of road crashes on South Australian roads. Road crashes cause grief, suffering and loss to not only the immediate family and friends of the victims, but to the entire community. The annual economic effect of road crashes in South Australia is estimated to be $1 billion.

Every road crash is avoidable therefore it is essential that police, public and the government work together to reduce the trauma on South Australian roads. During the last 30 years, there has been a substantial reduction in road trauma. However, there is still a long way to go to achieve the target of zero road deaths, the aim of South Australia’s Road Safety Strategy 2020.

Why road safety is important to us

Our commitment

SAPOL aims to continue reducing road trauma and make South Australian roads safer for all road users. The aim and focus of SAPOL’s Road Safety Strategy aligns with South Australia’s Road Safety Strategy 2020 and the National Road Safety Strategy 2011-2020. The priority areas for SAPOL are:

- Building road policing capabilities.
- Refining enforcement and prevention activities.
- Enhancing education programs and community engagement.
- Working in collaboration with key stakeholders.

To achieve the objectives of the Road Safety Strategy, SAPOL will continue to focus on recidivist traffic offenders and the Fatal Five offences which include:

- drink and drug driving
- speeding
- distraction
- seatbelts
- dangerous road users.

Current landscape

Every District, Local Service Area (LSA), Branch and Section is responsible for maintaining road safety in South Australia. Traffic Support Branch is the strategic centralised traffic policing service that works in partnership with government and community partners to reduce the number and severity of road trauma.

Traffic Support Branch works closely with Districts/LSAs to coordinate SAPOL’s strategic traffic requirements with a heavy focus on evidence-based, intelligence-led deployments for effective traffic operations. In 2018 these deployments resulted in fatality-free June and October long weekends and the lowest number of road fatalities (80) in the state’s history. However, every road fatality results from an error and is avoidable.

Along with enforcement, the Branch is also responsible for promoting road safety through education and training. In 2017/18, the Road Safety Section worked closely with the Motor Accident Commission to conduct 1,220 education sessions, engaging approximately 80,000 people from diverse age, cultural and regional demographics, educating them and promoting road safety messages. SAPOL also currently engages with the Centre for Automotive Safety Research (CASR) to develop safer cars, roads and strategies to reduce road trauma.
The risk of a casualty crash doubles with each 5 km/h over the speed limit in a 60 km/h zone and with each 10 km/h increase in a 110 km/h zone.

For a fit and alert driver, in good driving conditions, at 60 km/h it takes about 1½ seconds or 12 metres of travel for the driver to realise that they have to brake and at least another 20 metres to stop.

A driver is four times more likely to be involved in a crash while using a mobile phone, even if it’s hands-free.
Our road safety strategy

Aim

To reduce the incidence and severity of road trauma in South Australia by creating safer roads and people.

Target

A reduction in road crashes to less than 80 fatalities and 800 serious injuries by 2020.

Action

To achieve the aim, SAPOL will:

- Enhance our focus on policing Fatal Five offences.
- Utilise predictive intelligence and evidence-based deployments.
- Develop contemporary and innovative road safety technologies.
- Develop road safety programs to promote road safety as a shared responsibility.
- Build upon strategic partnerships with the community and other agencies.

Our priorities

- Building our road policing capabilities.
- Refining our enforcement and prevention activities.
- Enhancing our education programs and public engagement.
- Working in collaboration with our key stakeholders.

Setting our road safety direction

People

There have been 266 road fatalities in the past three years – a significant loss to the community that could have been avoided. The road trauma has a substantial impact on the immediate family, friends and the community. It also affects the state’s economy. Therefore new strategies and innovative ideas are required to reduce the impact.

In 2016/17 there was an 18 per cent increase in traffic related taskings, highlighting an increased demand for traffic policing. There is a need to attract and retain skilled staff in traffic policing and provide appropriate training to upskill them.

Road safety affects everyone, hence a collaborative effort is required to improve the behaviour of all road users. Engagement with internal and external partners and the community is vital to identify developing issues and build innovative strategies to reduce road trauma.
Operations

Greater collaboration and close liaison with other SAPOL areas will enhance information sharing and intelligence capability, leading to a coordinated, evidence-based deployment of resources to increase visibility. Predictive intelligence analysis will be used to plan the effective deployment of resources.

With evolving automotive technology and other agencies working in the road safety paradigm, there is a need to build on the existing relationships with external stakeholders such as the Department for Planning, Transport and Infrastructure; National Heavy Vehicle Regulator and interstate policing jurisdictions. New stakeholders will be identified and approached to implement a collaborative approach towards road safety.

In 2017/18, the Road Safety Section engaged with more than 80,000 people to promote road safety messages through a range of educational programs. These programs and engagement methods will be reviewed to develop new, innovative programs to more effectively communicate the importance of road safety.

Technology

The development of a more integrated environment for use of new systems such as Shield will enhance SAPOL’s intelligence capability and will help to implement efficiencies within operations.

Both new vehicles and the heavy vehicle industry have undergone vast improvement due to the introduction of new technology. SAPOL will also embrace new technological developments in the automotive industry to improve detection capabilities.

To develop an evidence-based approach in all areas, SAPOL will utilise research results of collaborating agencies such as CASR to build innovative strategies.
Building our road policing capabilities

- Road safety will be embedded as a whole-of-SAPOL and community responsibility. To sustain a reduction in road trauma, all police officers will actively address unsafe and dangerous driver behaviour on our roads. A no-tolerance approach to Fatal Five offending will be enforced to promote a strong road safety culture.

- SAPOL will continue to develop members through ongoing traffic policing education programs, to ensure they are adequately trained to share the responsibility of actively policing road safety.

- SAPOL will utilise intelligence and evidence-based processes to identify contributing factors to road crashes. Predictive intelligence analysis will be used to develop strategies to reduce road trauma. SAPOL will focus on improving availability and visibility through intelligence-led deployments.

- SAPOL will embrace contemporary and innovative technology to reduce road trauma, as it applies to both driver safety and enhancements in enforcement capabilities.
• Enforcement operations will be developed using an evidence-based approach. Intelligence and results from previous operations will be utilised to formulate future operations.

• Innovative prevention activities to refine enforcement will be encouraged in line with continuous improvement.

• All enforcement activities will have a specific purpose and the outcomes will formulate the development of relevant education and public engagement activities.

The Safe System approach adopts a holistic view of the road transport network and interaction between people, vehicles and the road environment. It is acknowledged that people do make mistakes and poor choices which result in road crashes, however SAPOL aims to reduce the incidence and trauma caused by ensuring such actions do not result in a fatality or serious injury.

• SAPOL will continue to target recidivist drivers and focus on driver behaviours that have been identified as the five fatal causes of road trauma on South Australian roads. These causes are:
  – drink and drug driving
  – speeding
  – distraction
  – seatbelts
  – dangerous road users.

Refining our enforcement and prevention activities
Enhancing our education programs and public engagement

As the community’s access to media and information has improved with technology, their expectation of service delivery from SAPOL has increased. SAPOL will target the key user groups and focus on educating them to improve road safety outcomes.

- SAPOL’s road safety programs will be expanded, with the development of new and innovative programs focusing on the Fatal Five, tailored for vulnerable road users including:
  - young road users
  - senior road users
  - country road users
  - Indigenous road users
  - international/new arrival drivers
  - cyclists
  - pedestrians
  - motorcyclists
  - heavy vehicle drivers.

- The capability of the Road Safety Centre will be reviewed to enhance road safety education across South Australia.

- SAPOL’s online and social media platforms will be further utilised to engage with the community and promote road safety messages.

- Police officers will take every opportunity during contacts with road users to educate motorists and promote road safety.
Road safety is a shared responsibility and a reduction in road trauma cannot be achieved in isolation.

- SAPOL will continue improving the organisational culture of holding all members accountable for road safety.
- SAPOL will enhance engagement with the community through education, marketing and media campaigns to provide influential information to targeted audiences.
- SAPOL will develop new partnerships with community groups with a focus on road safety. This will contribute to the reduction in road trauma by influencing and changing poor driver behaviour.
- SAPOL will continue building working relations with road safety partners to share their knowledge, skills and will work collaboratively to achieve the aims of both the state and national road safety strategies.
- Existing partnerships with research agencies such as CASR will be expanded to review our programs and develop innovative strategies to achieve road safety outcomes.