

**Report to General Manager**

Attachments:

1. North Sydney Council Road Safety Action Plan 2019/20
2. Annual Crash Data and Analysis Report 2013-2017

**SUBJECT:** North Sydney Council's Road Safety Action Plan 2019-20**AUTHOR:** Stella Stefan & Cassie Kite, Road Safety Coordinators**ENDORSED BY:** Duncan Mitchell, Director Engineering and Property Services**EXECUTIVE SUMMARY:**

This report has been prepared to update Council on the Road Safety initiatives that have been undertaken to date as part of the North Sydney Council Road Safety Action Plan 2019-20.

Road Safety in North Sydney is one of Council's key responsibilities that is managed by the Traffic and Transport Operations Unit of Council. This unit directly employs two Road Safety Coordinators who currently job share this full-time role at Council.

The Road Safety Coordinators role is to develop and implement a range of agreed road safety educational and behavioural projects each year which also complement the pedestrian, cyclists and vehicle safety initiatives that are in Council's Traffic Facilities and Sustainable and Active Transport delivery program

Collectively, the Road Safety Coordinators role along with Council's pedestrian, cyclist and vehicles safety initiatives contribute towards making North Sydney's roads and its community safe. The overall aim of the role and its associated programs is to reduce pedestrian, cyclist and vehicle fatalities and injuries on our local roads.

Road safety is undertaken in a coordinated approach, however, funding for the provision of the different road safety initiatives is provided from various state government funding programs and Council funds. Council's traffic facilities projects are funded primarily through Council's capital works program and through the NSW Safer Roads Program and Australian Government Black Spot Program for Councils. Council's Road Safety and Behavioural projects are also funded partly by Council and under TfNSW Local Government Road Safety Program (LGRSP). North Sydney Council also receives grant funding from State Government Authorities such as Transport for NSW (TfNSW) for specific road safety related projects such as the Kirribilli and Milsons Point 40km/h High Pedestrian Activity Area Funding Grant awarded to Council in October 2019.

Council's sustainable and active transport projects are also heavily reliant on grant funding from the State Government under the NSW Active Transport Program.

The purpose of this report and the accompanying North Sydney Council Road Safety Action Plan (the Action Plan) is to provide an outline of the major road safety educational and behavioural projects implemented in 2018/19, major road safety educational and behavioural projects planned for the current 2019/20 year, and a summary of funding for the Road Safety Program from 2015-2020 and how these road safety educational and behavioural projects link to the strategic plans for Council and TfNSW.

The Action Plan 2019/20 is a requirement of Transport for NSW (TfNSW) under the LGRSP. It sets out proposed road safety educational and behavioural projects based on local crash data analysis, council priorities, community feedback, and the road safety priorities set out in the NSW Road Safety Plan 2021.

The NSW Road Safety Plan 2021 recognises the critical role Councils play in reducing crashes and road trauma. It includes a commitment to delivering and refining the LGRSP, providing funding to Councils for road safety educational and behavioural projects and initiatives to assist in reducing the likelihood of deaths and injuries from road trauma in local communities.

It is intended that an annual report at the end of each Financial Year is provided to Council for information purposes.

#### **FINANCIAL IMPLICATIONS:**

The total budget allocation for the 2019/20 Road Safety Program for educational and behavioural projects is \$165,572 which is inclusive of the Road Safety Officer Salaries component. Refer to Table 1 in this report which outlines North Sydney Council's Road Safety budgets since 2017.

#### **RECOMMENDATION:**

**1. THAT** the information in relation to the North Sydney Council Road Safety Action Plan 2019-20 be received.

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## LINK TO COMMUNITY STRATEGIC PLAN

The relationship with the Community Strategic Plan is as follows:

- Direction: 2. Our Built Infrastructure
- Outcome: 2.3 Sustainable transport is encouraged

## BACKGROUND

North Sydney Council has been involved with the Local Government Road Safety Program (LGRSP) since 1996 and since that time, Transport for NSW (TfNSW) has worked in partnership with Council to co-fund a Road Safety Officer (RSO) position. In addition to funding this position TfNSW has contributed funding to Council's Local Government Road Safety Program for projects targeting road safety education and behavioural issues at the local level in North Sydney.

The objectives of the LGRSP include:

- To adopt the 'Safe System' approach to road safety and integrate this within the strategic planning framework for local councils;
- Develop and implement evidence-based projects aimed at improving road safety in local communities;
- Raise the profile of road safety within local government areas (LGAs);
- Facilitate the involvement of and provide leadership to local businesses, other government agencies and community groups/clubs in road safety priority areas focussed on safe people, safe roads, safe speeds and safe vehicles;
- Improve the coordination of regional, state and national road safety initiatives at the local level; and
- Review and evaluate the effectiveness of local government road safety projects.

Consultation with key stakeholders through Council's Local Traffic Committee and relevant local businesses, government agencies including schools, local area commands and community organisations is integral to the delivery of effective road safety educational and behavioural project initiatives.

To meet the objectives of the LGRSP, Council is required to adopt the 'Safe System' approach to road safety. The 'Safe System' approach is the State Government's strategy to improving road safety which takes a holistic view of the road transport system and the interactions among the key components of that system namely, Safe Roads, Safe Vehicles, Safe Speeds, and Safe People.

All of Council's Road Safety Projects involve elements from each part of the safe system approach which are developed and implemented across a number of sections across Council. Examples of the coordinated approach to road safety as per the 'Safer System' approach can be identified through the following initiatives:

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### **Safe People**

- Senior Pedestrian Presentations at local North Shore Hospitals and at Stepping On workshops to address driving and pedestrian issues for seniors.
- Working with local school communities to address speed, parking, crossings and general road safety around schools and providing resources and materials.
- Promoting TfNSW road safety marketing communications relating to Towards Zero, enforcement, speed, drink driving, fatigue, drug driving, other road safety issues and tactics in line with state-wide priorities.
- Providing local publicity to support local police enforcement activities.
- Promoting use of appropriate gear for motorcyclists via Councillor bulletin, Website Intranet and Social Media.
- Promoting the 'Road Safety and Your Work, A Guide for Employers' to local employers through Council's Business data base, and Council's Work Health and Safety Section to ensure safe driving practices for council staff.

### **Safe Vehicles**

- Contributing to council policies encouraging the purchase of ANCAP 5-star safety rated fleet vehicles.
- Organising three child car seat checking days per annum and promoting authorised child car seat fitting stations.
- Promoting the correct use of seatbelts and restraints.
- Promoting the 'Road Safety and Your Work, A Guide for Employers' to local employers and within council.
- Promoting ANCAP Used Car Safety Ratings.

### **Safe Roads**

- Undertaking road safety audits on local roads to determine appropriate treatments.
- Working with Council engineers on the consultation process with local stakeholders for proposed road safety improvements on local roads.
- Providing Council staff and residents with information promoting safety at roadwork sites.
- Assessing pedestrian amenity and access routes and providing education to the local community on safer road user behaviours. Promotional of '**Take a Look Around**' Ballad Rap Pedestrian Campaign to help educate and raise awareness for pedestrians.
- Promoting the consideration of road safety in local traffic decisions and development applications.
- Promoting the 'Road Safety and Your Work, A Guide for Employers' to local employers and within council.

### **Safe Speeds**

- Reviewing areas which may benefit from the installation of a lower speed limit such as the recent development of the *North Sydney 40km/h and 10km/h Shared Zone Masterplan and Action Plan*.
  - Advocating to council for safer treatments in High Pedestrian Activity Areas, in CBD and, transport interchanges.
  - Undertaking regular speed counts, reviewing existing traffic facilities information, &
-

identifying proposed treatments to assist with speed limit reviews.

- Promoting school zone speed limits by working with school communities and local police, providing information for school newsletters, developing brochures and materials for distribution.
- Public education campaigns promoting safe speed messages such as ‘**It’s Local It’s 50!**’ ‘**Slow Down**’ Bollard Wraps implementation
- Working with TfNSW and NSW Police to identify areas where speed enforcement is needed.
- Conducting local speed check program around schools and other areas of high pedestrian activity in collaboration with Ranger Services.

Funding under the Local Government Road Safety Program (LGRSP) for educational and behavioural projects is available annually and projects are required to address local priority issues which are identified through the preparation of an annual Crash Analysis Report.

The Action Plan incorporates all road safety education and behavioural projects funded over the last five years from both TfNSW and Council and additionally, the many non-funded TfNSW and Council road safety initiatives that are also promoted to the community throughout the year. It provides an overview of the major road safety projects for the current financial year 2019/20 and those implemented in the 2018/19 financial year. Included for each project is a project description, objectives, actions and evaluation results. Refer to *Attachment 1*.

## **CONSULTATION REQUIREMENTS**

Targeted community engagement is undertaken for specific road safety education and behavioural campaigns under the LGRSP.

## **SUSTAINABILITY STATEMENT**

The sustainability implications are of a minor nature and did not warrant a detailed assessment.

## **DETAIL**

Annual TfNSW funding for all Councils in the Sydney Metropolitan Region and in Regional NSW is capped at \$11,500 for road safety education and behavioural projects and initiatives.

Note: This excludes the Road Safety Officer Salary Funding contribution that TfNSW makes. Refer to Table 1 which identifies the breakdown of the Road Safety Education and Behavioral Project Budgets North Sydney Council/TfNSW as well as the Salary contribution.

Under the LGRSP Guidelines, Council’s must also provide financial contributions towards road safety education and behavioural projects and initiatives and salary subsidy.

Council is also required to address the local road safety priorities through the preparation of Crash Analysis Reports which highlight the incidence of crashes in North Sydney over a period of several years, and how Council will address those issues through road safety educational and behavioural projects and initiatives.

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TfNSW statistics clearly indicate the need to address road safety through educational and behavioural projects and initiatives in North Sydney as a result of the number of crashes and casualties that have occurred.

In the ten-year period between 1 January 2010 and 30 June 2019, TfNSW data showed that a total of **1,481** crashes occurred in the North Sydney Local Government Area (LGA). Of that total, almost 30% (441) were serious injury crashes, over 38% (568) were moderate injury crashes and almost 32% (472) were minor crashes. There were **ten** (10) x fatalities, six of those involved pedestrians, two involved cyclists and one involved a motorbike and another a collision between a truck and a car. These statistics include a recent pedestrian fatality, involving a truck, at Albany Street, Crows Nest in May 2019, which was widely reported in the Media.

Three of these fatalities which have occurred since 2017 were pedestrian related, one in 2017 and two occurring in April and May 2019. In addition to those statistics, in November 2019 three pedestrians, including two young children, were seriously injured after being hit by a car while using a pedestrian crossing outside a local primary school.

Table 1 outlines the break-up of North Sydney Council's Road Safety Budget 2017-2020 related to education and behavioural projects including the Road Safety Officer salary contributions from TfNSW and North Sydney Council. and targeting issues, such as those identified above through Crash data statistics.

**Table 1 Road Safety Education and Behavioral Project Budgets North Sydney Council/TfNSW 2017-2020**

Funding and Project description	2017-18		2018-19		2019-20	
	NSC	TfNSW	NSC	TfNSW	NSC	TfNSW
<b>Road Safety Officer Salary</b>	<b>48,000</b>	<i>60,000</i>	<b>58,298</b>	<i>64,000</i>	<b>77,322</b>	<i>64,000</i>
Child Restraint Checking Days	<b>\$2,000</b>	<i>\$3,000</i>	<b>\$2,000</b>	<i>\$3,000</i>	<b>\$2,000</b>	<i>\$4,500</i>
Safety Around Schools	<b>\$8,000</b>	<i>\$0</i>	<b>\$9,000</b>	<i>\$0</i>	<b>\$7,000</b>	<i>\$0</i>
Pedestrian Safety Campaigns	<b>\$25,000</b>	<i>\$3,000</i>	<b>\$0</b>	<i>\$0</i>	<b>\$0</b>	<i>\$0</i>
Road Safety Calendar	<b>\$5,000</b>	<i>\$0</i>	<b>\$3,000</b>	<i>\$0</i>	<b>\$3,000</b>	<i>\$0</i>
Speed Campaign	<b>\$15,000</b>	<i>\$0</i>	<b>\$0</b>	<i>\$0</i>	<b>\$0</b>	<i>\$0</i>
Drink Driving Campaign	<b>\$8,000</b>	<i>\$4,000</i>	<b>\$1,000</b>	<i>\$4,000</i>	<b>\$0</b>	<i>\$0</i>
Learner Driver Workshops	<b>\$1,500</b>	<i>\$1,500</i>	<b>\$1,500</b>	<i>\$1,500</i>	<b>\$750</b>	<i>\$0</i>
Driver Distraction Campaign	<i>\$0</i>	<i>\$0</i>	<b>\$0</b>	<i>\$3,000</i>	<b>\$0</b>	<i>\$0</i>
Heavy Vehicles (new project)	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$3,000</i>
Community engagement/workshops	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$4,000</i>
<b>Sub Total</b>	<b>\$64,500</b>	<i>\$11,500</i>	<b>\$16,500</b>	<i>\$11,500</i>	<b>\$12,750</b>	<i>\$11,500</i>
<b>TOTAL</b>	<b>\$112,500</b>	<i>\$71,500</i>	<b>\$74,798</b>	<i>\$75,500</i>	<b>\$90,072</b>	<i>\$75,500</i>
	<b>\$184,000</b>		<b>\$151,298</b>		<b>\$165,572</b>	

A detailed explanation of each of the road safety education and behavioural projects, inclusive

of TfNSW initiatives, can be found in the North Sydney Council Road Safety Action Plan in *Attachment 1*.

Table 2 provides an overview of the road safety education and behavioural projects that have been delivered by North Sydney Council and its project partners since 2017.

**Table 2 Road Safety Education and Behavioral Project Budgets North Sydney Council/TfNSW 2017-18**

<b>2017/18 Road Safety Projects – 7 PROJECTS</b>				
<b>Project Name</b>	<b>Project Delivery Date</b>	<b>Project Partners</b>	<b>Total Budget</b>	<b>NSC Contribution</b>
<b>Child Restraint Checking Days</b>	September 2017, March 2018	NSC and TfNSW	\$5000	<b>\$2000</b>
<b>Safety Around Schools:</b> <ul style="list-style-type: none"> <li>• Newsletters</li> <li>• Kiss'n'Drop Banners</li> <li>• Walk Safely Resources</li> </ul>	July 2017 – June 2018	NSC	\$8000	<b>\$8000</b>
<b>Distracted...?</b> <ul style="list-style-type: none"> <li>• Pedestrian Safety Campaign</li> <li>• 'Take a Look Around' Ballad Rap Pedestrian Campaign</li> </ul>	November 2017 – December 2018	NSC and TfNSW	\$28,000	<b>\$25,000</b>
<b>2018 Road Safety Calendar</b>	April 2017 – December 2017	NSC, Hornsby, Ku-ring-gai, Lane Cove, Northern Beaches, Ryde	\$28,500	<b>\$5000</b>
<b>It's Local. It's 50!</b> Speed Campaign	November 2017 – November 2018	NSC, Lane Cove, Willoughby Councils	\$20,000	<b>\$15,000</b>
<b>Plan B</b> Drink Driving Campaign	July 2017 – December 2017	NSC, Ku-ring-gai Council and TfNSW	\$23,000	<b>\$8000</b>
<b>Graduated Licensing Scheme (GLS)</b> Learner Driver Workshops	September 2017, March 2018	NSC and TfNSW	\$3000	<b>\$1500</b>
<b>TOTAL FUNDING</b>			<i>\$115,500</i>	<b>\$64,500</b>

*Note: This table excludes Road Safety Officer Salary contributions from NSC and TfNSW.*

**Table 3 Road Safety Education and Behavioral Project Budgets North Sydney Council/TfNSW 2018-19**

<b>2018/19 Road Safety Projects – 6 PROJECTS</b>				
<b>Project Name</b>	<b>Project Delivery Date</b>	<b>Project Partners</b>	<b>Total Budget</b>	<b>NSC Contribution</b>
<b>Road Safety Officer</b>				
<b>Child Restraint Checking Days</b>	September 2018, February 2019, May 2019	NSC and TfNSW	\$5000	<b>\$2000</b>
<b>Safety Around Schools:</b> <ul style="list-style-type: none"> <li>• Newsletters</li> <li>• Kiss'n'Drop Banners</li> <li>• Walk Safely Resources</li> </ul>	July 2018 – June 2019	NSC	\$9000	<b>\$9000</b>
<b>2019 Road Safety Calendar</b>	April 2018 – December 2018	NSC, Hornsby, Ku-ring-gai, Lane Cove, Northern Beaches, Ryde	\$31,000	<b>\$3000</b>
<b>Plan B Drink Driving Campaign</b>	July 2018 – December 2018	NSC, Ku-ring-gai Council and TfNSW	\$12,000	<b>\$1000</b>
<b>Graduated Licensing Scheme (GLS) Learner Driver Workshops</b>	September 2018, March 2019	NSC and TfNSW	\$3000	<b>\$1500</b>
<b>Driver Distraction</b>	November 2018 – May 2019	NSC and TfNSW	\$3000	<b>\$0</b>
<b>TOTAL FUNDING</b>			<b>\$63,000</b>	<b>\$16,500</b>

*Note: This table excludes Road Safety Officer Salary contributions from NSC and TfNSW.*



Table 4 Road Safety Education and Behavioral Project Budgets North Sydney Council/TfNSW 2019-20

<b>2019/20 Road Safety Projects – 5 PROJECTS</b>				
<b>Project Name</b>	<b>Project Delivery Date</b>	<b>Project Partners</b>	<b>Total Budget</b>	<b>NSC Contribution</b>
<b>Road Safety Officer</b>				
<b>Child Restraint Checking Days</b>	September 2019, February 2020, May 2020	NSC and TfNSW	\$6500	<b>\$2000</b>
<b>Safety Around Schools:</b> <ul style="list-style-type: none"> <li>• Newsletters</li> <li>• Kiss'n'Drop Banners</li> <li>• Walk Safely Resources</li> </ul>	July 2019 – June 2020	NSC	\$7000	<b>\$7000</b>
<b>2020 Road Safety Calendar</b>	April 2019 – December 2020	NSC, Hornsby, Ku-ring-gai, Lane Cove, Northern Beaches, Ryde	\$31,000	<b>\$3000</b>
<b>Be Truck Aware Heavy Vehicles Campaign</b>	December 2019 – May 2020	NSC and TfNSW	\$3000	<b>\$0</b>
<b>Safer Driving For Seniors Community Engagement/Workshops</b>	December 2019 – May 2020	NSC and TfNSW	\$3750	<b>\$750</b>
<b>TOTAL FUNDING</b>			<b>\$51,250</b>	<b>\$12,750</b>

Note: This table excludes Road Safety Officer Salary contributions from NSC and TfNSW.

### **Road Safety Education and Behavioural Projects and Initiatives Implemented**

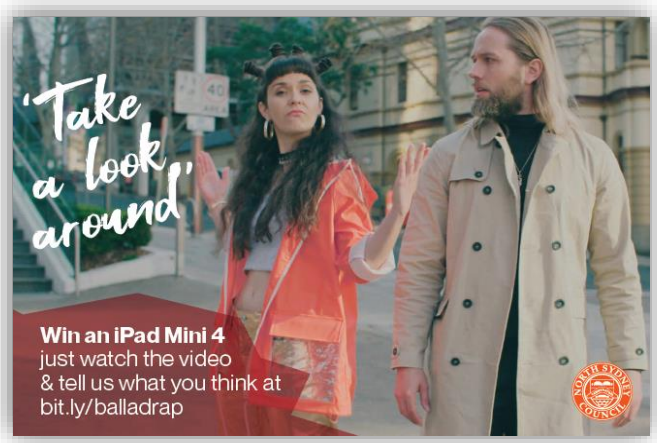
Council has always responded to road safety issues through the development of effective and timely road safety education and behavioural projects and initiatives supported by successful TfNSW funding proposals and Council contributions. The following is a summary of some of these initiatives that have been rolled out in North Sydney since 2017.

#### **Projects included the following:**

##### **‘Take a Look Around’ Ballad Rap Pedestrian Campaign**

In 2017/18, as a result of pedestrian issues being identified as a priority by Council and TfNSW and with a total Council only budget of \$25,000, Council developed an innovative pedestrian ballad rap video using tongue-in-cheek humour and a touch of nostalgia to captivate its audience, and resonate with the diverse community to communicate a very serious road safety issue. ‘Take a Look Around’ ballad rap pedestrian campaign was launched and posted on our social media channels in November 2018 in an effort to raise awareness of pedestrian safety issues in North Sydney, and during the lead up to Christmas when pedestrian activity is at its highest. The funding provided by Council allowed for a professional marketing and educational campaign to be developed and delivered broadly. Within the first week of the launch, the campaign attracted immediate attention with a great deal of engagement and much discussion around road safety on social media with over 5,700 views on Facebook alone, as well as over

2,500 views on YouTube, and the evaluation results indicated that people’s behavior was effected. Council has been successful in receiving a Highly Commended Award for Excellence in Road Safety under the National Awards for Local Government 2019, announced in July 2019.



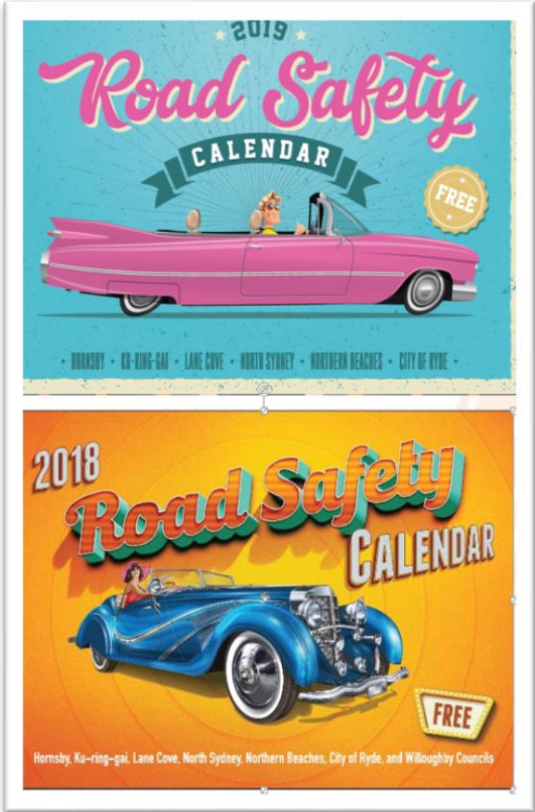
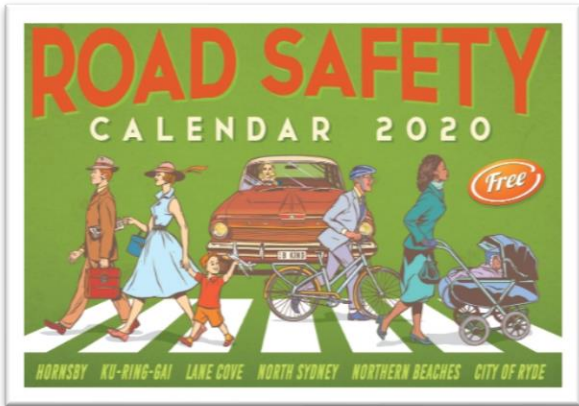
**It’s Local. It’s 50! Speed Campaign**

Developed in 2017, the *It’s Local. It’s 50!* campaign used retro-style comic figures to speak mainly to the target group comprising males 21-39, who make up the greatest number of casualties in speed related crashes. It took a more humorous approach – asking drivers if they’re ‘strong enough to drop and give us 50’ and emphasising safety as a strength.



**Annual Road Safety Calendar**

The Annual Road Safety Calendar is a Council only funded project produced in collaboration between Hornsby, Ku-ring-gai, Lane Cove, North Sydney, Northern Beaches, and City of Ryde Councils and features messages relating to road safety such as general courtesy, pedestrian awareness, driver distraction, heavy vehicles, motorcycle awareness and more.



**Child Restraint Checking Days**

Provided three times per annum and jointly funded by TfNSW, Council provides free child restraint checks to over 220 participants each year to ensure our children are secured safely in their car seats.



## Safety Around Schools Campaigns

Information and resources are developed for distribution to all 10 local primary schools to help educate parents/carers and children about road safety around schools. This also includes a Road Safety Newsletter 'Safety Around Schools' produced every term and the Kiss 'n' Drop flag banners. This is funded by Council contributions only.



## Learner Driver Workshops

Each year, Council holds two *free* workshops for supervisors of learner drivers. This is a joint Council/TfNSW funded initiative.





### **Plan B**

North Sydney Council works closely with participating licensed venues and bottle shops to promote the NSW Government's 'Plan B' drink drive campaign. Information including posters, coasters and bottle bags are offered to all 70 venues and bottle shops in North Sydney during the Christmas/New Year festive season.



### **Current Initiatives 2019/20**

Road safety initiatives for 2019/20 include a continuation of:

- Child restraint checking days
- Safety Around Schools campaign
- 2020 Road Safety Calendar and planning for 2021
- Re-release of 'Take a Look Around' ballad rap

New road safety initiatives for 2019/20 include:

#### **Truck Awareness Campaign**

Council was successful in receiving funding from TfNSW for a truck awareness campaign this financial year, as a response to an increase in heavy vehicles and construction in the area and following a fatality which occurred in May 2019 involving a truck and pedestrian. This project is solely funded by TfNSW with no Council contributions. This limits the projects capacity to be tailored specifically to address the North Sydney community, relying on generic materials prepared by TfNSW to be promoted at the local level.

#### **Slow Down Bollard Wraps**

Council began rolling-out the 'Slow Down' bollard wraps on local roads in North Sydney. The bollard wraps, which are an extension of the previous speed campaign 'It's Local. It's 50!', aim to help decrease the speed on our local roads where speeding has been identified as an issue.



### Safer Driving for Seniors

Council held a *free* workshop for seniors in February 2019 as part of Seniors Week. The workshop was facilitated by a qualified road safety expert specialising in driving and safety for seniors to help provide a greater understanding of confusing road rules; the driving assessment process; risk factors; practicalities of driving; skills for staying calm and stress free; and what to do when thinking about giving up their licence. A similar workshop will be held during Seniors Week in February 2020.

**SAFER DRIVING FOR SENIORS FREE WORKSHOP**

North Sydney Council is holding a free Workshop for Seniors to help provide you with a greater understanding of confusing road rules; the driving assessment process; risk factors; the practicalities of driving and getting in and out of your car safely; skills for staying calm and stress free; and what to do when you're thinking about the possibility of giving up your licence. Come along and ask all the questions you need to get involved and hear from a professional in the industry about all this and much more.

**WORKSHOP DETAILS**  
FRIDAY 14 FEBRUARY 2020 / 11.30AM - 1.30PM  
North Sydney Council, Hutley Hall, Entrance off Civic park, Miller Street

**BOOKINGS ARE ESSENTIAL**  
Book on-line at the link below:  
<https://www.trybooking.com/ZZXE>  
or call Stella Stefan 9936 8246.  
Light Lunch will be provided

**HOW TO GET HERE**

**LOCATION MAP, PARKING & BUS STOPS**

- SMILEY FACE DENOTES THE VENUE LOCATION
- ENTRY FROM MILLER STREET JUST PAST THE COUNCIL BUILDING
- CLOSEST BUS STOPS ARE ON MILLER STREET NEAR MCLAREN STREET
- METERED ON-STREET PARKING AVAILABLE CLOSE TO THE VENUE ON MILLER STREET, MCLAREN STREET, WEST STREET, CHURCH STREET, RIDGE STREET
- RIDGE STREET CAR PARK IS AVAILABLE FOR PARKING - FEES APPLY

**MOBILITY PARKING PERMITS**

- VEHICLES DISPLAYING VALID PERMITS CAN PARK IN METERED, COUPON OR TICKET PARKING AREAS AT NO CHARGE
- IN PARKING AREAS WHERE TIME-LIMITED PARKING IS MORE THAN 30 MINUTES - PARKING IS UNLIMITED
- IN PARKING AREAS WHERE TIME RESTRICTIONS ARE LIMITED TO 30 MINUTES - PERMIT HOLDERS CAN PARK FOR 2 HOURS
- THERE ARE 2 DESIGNATED PARKING SPACES AVAILABLE FOR PEOPLE WITH A DISABILITY IN KELROSE LANE NEXT TO THE VENUE

### Road Safety Messages on Banners

Council banner poles have been utilised to promote road safety messages throughout the North Sydney CBD and village areas to keep our communities safe.



### CONCLUSION

North Sydney Council's Road Safety Action Plan 2019/20 provides the framework in which Council delivers its road safety educational and behavioural projects and programs for this financial year.

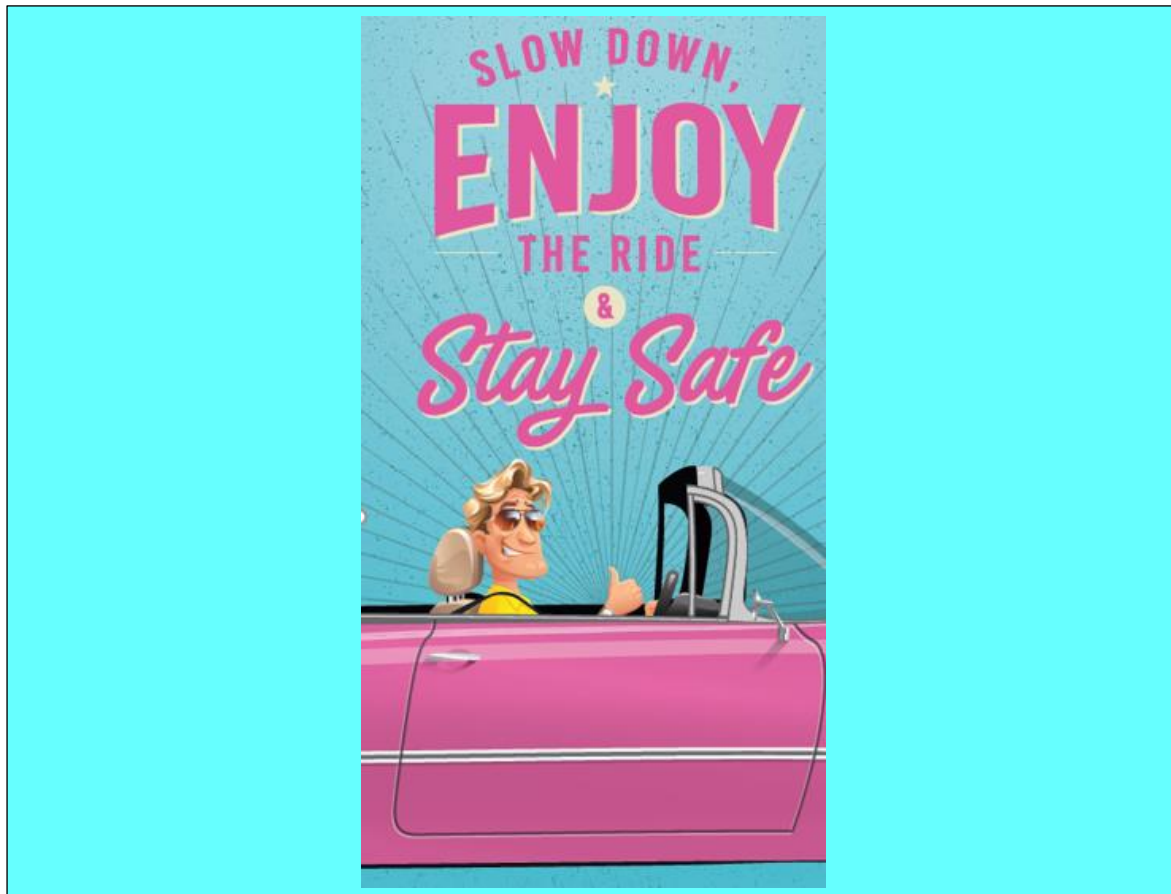
The projects and programs that are outlined in the Action Plan are based on local crash data analysis, Council priorities, community feedback, and the road safety priorities set out in the NSW Road Safety Plan 2021.

North Sydney Council as recognised by the State Government (TfNSW) plays a critical role in reducing crashes and road trauma on all roads in the North Sydney LGA.

This report outlines all the projects and programs that have been undertaken by North Sydney Council and its Road Safety Coordinators (who are funded by TfNSW) over the last three years. It also outlines the projects and programs that will be undertaken in 2019/20.

While the funding contribution for road safety education and behavioral projects and initiatives is relatively small compared to the overall Road Safety budget, the impact and effectiveness of these projects and initiatives in contributing the safety of our community is significant, particularly when implemented in coordination with the provision of traffic facilities and sustainable and active transport initiatives.





# ROAD SAFETY ACTION PLAN

North Sydney Council



Traffic & Transport Operations  
November 2019



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## Executive Summary

The Road Safety Action Plan (the Action Plan) is a requirement of Transport for NSW (TfNSW) under the Local Government Road Safety Program (LGRSP). It sets out proposed projects based on local crash data analysis, council priorities, community feedback, and the road safety priorities set out in the NSW Road Safety Plan 2021 (The Plan).

The Plan recognises the critical role Councils play in reducing road trauma. It includes a commitment to delivering and refining the LGRSP, providing funding to Councils for projects and initiatives to assist in reducing the likelihood of deaths and injuries from road trauma in local communities.

TfNSW partly funds the Road Safety Officer positions within Councils under current three-year funding arrangements that coincide with the Program Funding Agreement (PFA). In 2021, TfNSW proposes to extend the PFA to four years for better integration into Council's strategic planning and budget cycles.

The Action Plan is completed annually in the LGRSP database and provides a clear and succinct overview of Council's road safety projects and activities over the period. It provides details on how Council proposes to address key road safety issues, in partnership with TfNSW, by addressing road safety issues at the local level. Funding for road safety projects is received both from TfNSW as part of the LGRSP and Council. Included in the Action Plan for each project on the LGRSP database is an outline of proposed strategies, outcomes, evaluation measures, timelines and budgets.

The Action Plan also provides an opportunity to form partnerships with other stakeholders who have similar road safety objectives to integrate road safety actions into local planning, build a safety culture and accelerate innovative local road safety solutions. It links council and community activities in the achievement of road safety objectives within the broader framework of the Council's Community Strategic Plan and related delivery and operational plans.

## 1 Links to Council Plans

### 1.1 North Sydney Community Strategic Plan

The North Sydney Community Strategic Plan 2018-2028 sets the future direction for the community of North Sydney. The plan identifies the community's main priorities and aspirations for its future, and details strategies for achieving them. The North Sydney Community Strategic Plan 2018-2028 outcomes for road safety includes:

**2.3.5** *Improve safety for pedestrians, motorists and bus and bike riders*

### 1.2 Delivery Program

Council's Delivery Program 2018/19-2020/21 sets out what Council will do over the next three years to deliver on the strategic directions, outcomes and strategies of the North Sydney Community Strategic Plan 2018-2028. The Delivery Program outcome for road safety includes:

**2.3.5.1** *Implement the Road Safety Action Plan*

### 1.3 Operational Plan

Council's Operational Plan details the projects and services to be delivered in the Delivery Program 2018/19-2020/21. The Operational Plan outcome for road safety includes:

**2.3.5.01** *Implement the Road Safety Action plan including education and awareness programs*

### 1.4 Crash Analysis Report (see Attachment 1)

The Crash Analysis Report is updated annually and includes an analysis of the most recent five-year crash data and a review of LGA wide crashes. The report assists in determining if tasks and activities outlined in the Action Plan are meeting local needs. A copy of the Crash Analysis Report for North Sydney LGA 2013 – 2017 can be found in Attachment 1.

## 2 Links to State Government Plans

### 2.1 The NSW Road Safety Plan 2021

The Road Safety Plan 2021 sets out priority areas to address recent increases in the road toll and to move us towards achieving the NSW Government's State Priority Target to reduce fatalities by 30 per cent by 2021. The aspirational long-term goal is zero trauma on the NSW road network. The Plan recognises the critical role local councils play in reducing road trauma and includes a commitment to delivering and refining the Local Government Road Safety Program (LGRSP) which assists NSW councils to reduce the likelihood of deaths and injuries from road trauma in their local communities.

### 3 Road Safety Projects

#### 3.1 Current Road Safety Projects 2019/20

Table 1 outlines the major current road safety projects planned to be implemented in the 2019/20 financial year. Included for each project is a project description, objectives, actions and evaluation results. Images of road safety projects can be found in Attachment 2.

**Table 1** Current Road Safety Projects 2019/20

	<b>Project Name</b>	<b>Project Description and Objectives</b>	<b>Project Actions</b>	<b>Evaluation Results</b>
<b>1</b>	<b>Child Restraint Checking Days</b>	<p>3 child restraint checking days are held per year (February, May and September) to:</p> <ul style="list-style-type: none"> <li>improve the safety of children in vehicles and</li> <li>to provide practical advice and support for parents and carers.</li> </ul>	<ul style="list-style-type: none"> <li>Book authorised restraint fitters for 3 checking days per year. 3 fitters required per day for 4 hours.</li> <li>Update promotional material and send out to local childcare centres, post on social media and update website.</li> <li>Update and manage online booking form, respond to enquiries, send out booking confirmations.</li> <li>Hold event 3 times per year.</li> <li>Send out survey to all participants.</li> </ul>	<p>Although restraint use is high, these checking days highlight the need for this event as a significant number of child restraints are incorrectly installed.</p> <p>For 2019/20 (one day held so far on 28 September):</p> <ul style="list-style-type: none"> <li>70 participants (cars) were registered and a record number of 111 child restraints were installed, checked or adjusted.</li> <li>95% of respondents to the survey found the checking day to be "very useful", agreed that the day had increased their understanding about the installation of child restraints, and felt more confident about their child/children's safety in the car.</li> <li>Very positive feedback received from participants e.g. "Great initiative from council. We are very thankful council</li> </ul>

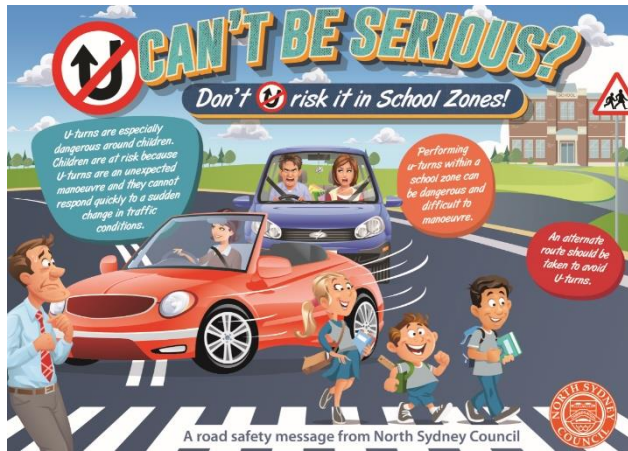
	<b>Project Name</b>	<b>Project Description and Objectives</b>	<b>Project Actions</b>	<b>Evaluation Results</b>
				provides this service. Well organised from Cassie.”
<b>2</b>	<b>Safety Around Schools Campaign</b> <ul style="list-style-type: none"> <li>• Newsletters</li> <li>• Kiss’n’Drop Banners</li> <li>• Walk Safely Resources</li> </ul>	Parents and carers are the target of the Safety Around Schools road safety campaign. This campaign targets primary schools within North Sydney and aims to: <ul style="list-style-type: none"> <li>• Raise awareness of road safety issues around schools.</li> <li>• Improve the safety of children around schools.</li> <li>• Increase knowledge and awareness of parents and carers of the importance of driving and parking safely around schools.</li> <li>• Encourage active travel to and from school.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop content and organise artwork and design for the Road Safety Newsletter produced each term. The newsletter reinforces road safety messages and addresses issues faced around schools. Topics include reminders about road rules, encouraging active travel to and from school, reinforcing the importance of road safety around schools. The newsletter is sent to all primary schools and distributed to all families.</li> <li>• Promote back to school and bus safety at the start of each term, promote Walk Safely to School Day each May.</li> <li>• Develop and distribute road safety resources for schools promoting road safety and active travel e.g. rulers, magnets, slap bands, pens etc.</li> <li>• Engage with schools, maintain good working relationships and respond to road safety issues and enquiries.</li> <li>• Continue to encourage schools to utilise the Kiss and Drop flag banners.</li> </ul>	A good working relationship is maintained with all local primary schools who are grateful for the road safety newsletter and information they receive each term, as well as any road safety resources that are distributed.  Information and resources reach all 10 local primary schools with a combined total of approximately 6000 students and 4000 families.
<b>3</b>	<b>2020 Road Safety Calendar</b>	The 2020 Road Safety Calendar is a collaboration of North Sydney, Hornsby,	<ul style="list-style-type: none"> <li>• Analyse past evaluations, investigate current road safety issues and decide</li> </ul>	38,000 calendars have been distributed over northern Sydney, to 189 distribution

	Project Name	Project Description and Objectives	Project Actions	Evaluation Results
		<p>Ku-ring-gai, Lane Cove, Northern Beaches and City of Ryde Councils. It uses 1950s inspired vintage road safety posters to convey an important and different road safety message each month.</p> <p>The objectives of the Road Safety Calendar are to:</p> <ul style="list-style-type: none"> <li>• Raise awareness of and contribute to the reduction of the incidence and severity of pedestrian and motor vehicle crashes involving road users in the northern Sydney area.</li> <li>• Further enhance and develop Council's road safety presence in the community and continue to provide current, concise and relevant road safety information responsive to the needs expressed by residents.</li> </ul>	<p>on topics to include for each month of the calendar.</p> <ul style="list-style-type: none"> <li>• Prepare a detailed content and design brief.</li> <li>• Develop media plan and evaluation survey.</li> <li>• Arrange printing, proofs and delivery of all calendars.</li> <li>• Collate survey results.</li> </ul>	<p>points, including 4000 in the North Sydney Council area.</p> <p>An online evaluation survey is currently open and will close at the start of May 2020 when the data will be collated and analysed.</p> <p>The eye-catching retro-inspired Road Safety Calendar has become a well-known resource and is very popular amongst the community. There is great anticipation for its release every year with numerous requests received from the community prior to its distribution date.</p>
4	<p><b>Be Truck Aware</b></p> <p>Safety Around Heavy Vehicles Campaign</p>	<p>Crashes involving heavy vehicles are often serious because of their size and weight, regardless of who is at fault. Heavy vehicle usage has increased significantly in the North Sydney LGA with several large developments and the Sydney Metro Project. There has also been a fatality involving a pedestrian and heavy vehicle highlighting the need for a road safety project targeting these road user groups.</p>	<ul style="list-style-type: none"> <li>• Develop a map of crashes involving heavy vehicles and a map of constructions sites in the North Sydney LGA.</li> <li>• Determine heavy vehicle travel routes through LGA.</li> <li>• Investigate crash sites, intersections, travel routes for possible engineering solutions.</li> <li>• Develop promotional campaign and resources to engage with and</li> </ul>	<p>An evaluation will be completed once the project is finalised. The evaluation will involve:</p> <ul style="list-style-type: none"> <li>• Number of site inspections and recommendations completed.</li> <li>• Number of construction sites and heavy vehicle operators targeted and level of engagement with them.</li> <li>• Level of engagement with the community.</li> </ul>

	Project Name	Project Description and Objectives	Project Actions	Evaluation Results
		<p>The objectives of this project are to:</p> <ul style="list-style-type: none"> <li>• Educate all road users on the importance of being safe around trucks.</li> <li>• Investigate possible engineering treatments to improve road safety.</li> <li>• Engage with the community and heavy vehicle operators to improve road safety around trucks.</li> </ul>	<p>distribute to the community, construction site foremen and heavy vehicle operators.</p>	
5	<p><b>Safer Driving For Seniors Free Workshop</b></p> <p>Community Engagement / Workshops</p>	<p>A variety of community engagement projects and workshops will be run throughout the year targeting different road user groups including older road users, young drivers, school communities and other high-risk groups identified.</p> <p>The objectives of this project are to:</p> <ul style="list-style-type: none"> <li>• Educate the community and raise awareness about road safety issues.</li> <li>• Help change behaviour, create a safer road environment and decrease crashes.</li> <li>• Identify and develop appropriate strategies to improve road safety.</li> </ul>	<ul style="list-style-type: none"> <li>• Hold workshops for senior drivers and pedestrians, including one during Senior's Week.</li> <li>• Use social media, website, information boards etc to promote workshops and other road safety messages.</li> <li>• Liaise with schools to target and address young driver issues.</li> <li>• Identify other avenues for targeting high-risk road user groups.</li> </ul>	<p>The evaluation will include:</p> <ul style="list-style-type: none"> <li>• Number and types of workshops held.</li> <li>• Feedback received and number of attendees at workshops.</li> <li>• Level of coverage and engagement on social media and other activities undertaken.</li> </ul>



Road Safety Images 2019/20



## SAFETY AROUND SCHOOLS

Term 3 2019

### Keep Children Safe – Do the Right Thing!

**Important safety rules to remember in school zones:**

<p><b>U-TURNS/THREE-POINT TURNS</b> These can be dangerous and difficult to manoeuvre and should be avoided.</p>	<p><b>NO STOPPING ZONES</b> You cannot stop in a 'No Stopping zone' for any reason.</p>
<p><b>DRIVEWAYS AND FOOTPATHS</b> It's illegal to park on or across driveways and footpaths.</p>	<p><b>BUS ZONES</b> You cannot stop in a Bus Zone for any reason.</p>
<p><b>DOUBLE PARKING</b> Blocks visibility and forces other cars to go around you.</p>	<p><b>PEDESTRIAN CROSSINGS</b> You must not park on or too close to a pedestrian crossing.</p>
<p><b>SPEEDING</b> A 40km/h speed limit applies in school zones.</p>	<p><b>SCHOOL ZONE</b> It is illegal to use mobile phones while driving and the penalty for doing so in a school zone is substantial.</p>
<p><b>NO PARKING ZONES</b> You can stop here for a maximum of 2 minutes and must stay within 3 metres of your vehicle. They are used as a drop-off and pick-up area.</p>	<p><b>BUSES</b> Slow down to 40 when bus lights flash.</p>

Children can be unpredictable, so expect the unexpected. Rules and parking signs are in place with children's safety in mind. Significant penalties apply for committing an offence in a school zone.

Why not reduce traffic and improve road safety around your school, as well as avoid the risk of a fine, and try walking all or some of the way to school?

## SAFER DRIVING FOR SENIORS

### FREE WORKSHOP

North Sydney Council is holding a free Workshop for Seniors to help provide you with a greater understanding of confusing road rules; the driving assessment process; risk factors; the practicalities of driving and getting in and out of your car safely; skills for staying calm and stress free; and what to do when you're thinking about the possibility of giving up your licence. Come along and ask all the questions you need to, get involved and hear from a professional in the industry about all this and much more.

**WORKSHOP DETAILS**

FRIDAY 14 FEBRUARY 2020 / 11.30AM – 1.30PM  
North Sydney Council, Hutley Hall, Entrance off Civic park, Miller Street

**BOOKINGS ARE ESSENTIAL**  
Book on-line at the link below:  
<https://www.trybooking.com/ZZXE>  
or call Stella Stefan 9936 8244.

Light Lunch will be provided

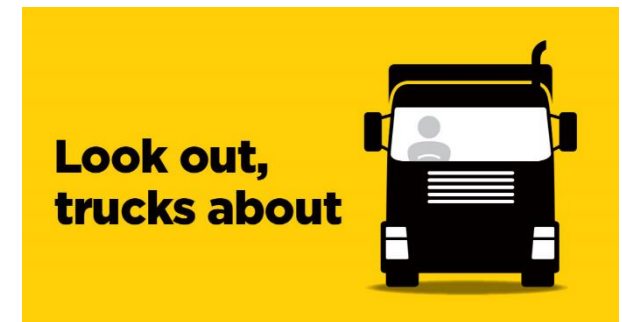
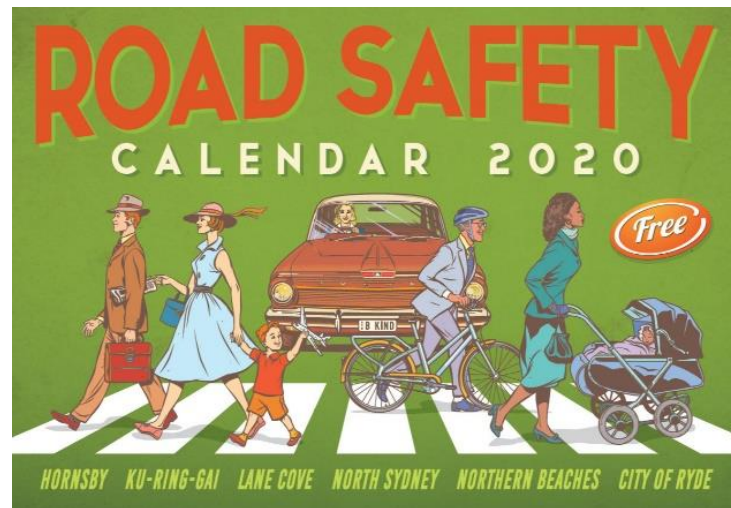
## HOW TO GET HERE

**LOCATION MAP, PARKING & BUS STOPS**

- SMILEY FACE DENOTES THE VENUE LOCATION
- ENTRY FROM MILLER STREET JUST PAST THE COUNCIL BUILDING
- CLOSEST BUS STOPS ARE ON MILLER STREET NEAR MCLAREN STREET
- METERED ON-STREET PARKING AVAILABLE CLOSE TO THE VENUE ON MILLER STREET; MCLAREN STREET; WEST STREET; CHURCH STREET; RIDGE STREET
- RIDGE STREET CAR PARK IS AVAILABLE FOR PARKING – FEES APPLY

**MOBILITY PARKING PERMITS**

- VEHICLES DISPLAYING VALID PERMITS CAN PARK IN METERED, COUPON OR TICKET PARKING AREAS AT **NO CHARGE**
- IN PARKING AREAS WHERE TIME-LIMITED PARKING IS **MORE THAN 30 MINUTES** – PARKING IS UNLIMITED
- IN PARKING AREAS WHERE TIME RESTRICTIONS ARE LIMITED TO **30 MINUTES** – PERMIT HOLDERS CAN PARK FOR **2 HOURS**
- THERE ARE **2 DESIGNATED PARKING SPACES** AVAILABLE FOR PEOPLE WITH A DISABILITY IN KELROSE LANE NEXT TO THE VENUE



**BE TRUCK AWARE**





### 3.2 Road Safety Projects 2018/19

Table 2 provides a list of the major road safety projects implemented in 2018/19. Included for each project is a project description, objectives, actions and evaluation results. Images of road safety projects can be found in Attachment 2.

**Table 2** Road Safety Projects 2018/19

	<b>Project Name</b>	<b>Project Description and Objectives</b>	<b>Project Actions</b>	<b>Evaluation Results</b>
<b>1</b>	<b>Child Restraint Checking Days</b>	<p>To keep up with demand, the number of child restraint checking days for 2018/19 was increased from 2 to 3 days. The days were held in February, May and September and aim to:</p> <ul style="list-style-type: none"> <li>• improve the safety of children in vehicles and</li> <li>• to provide practical advice and support for parents and carers.</li> </ul>	<ul style="list-style-type: none"> <li>• Book authorised restraint fitters for 3 checking days per year. 3 fitters required per day for 4 hours.</li> <li>• Update promotional material and send out to local childcare centres, post on social media and update website.</li> <li>• Update and manage online booking form, respond to enquiries, send out booking confirmations.</li> <li>• Hold event 3 times per year.</li> <li>• Send out survey to all participants.</li> </ul>	<p>Although restraint use is high, these checking days highlight the need for this event as a significant number of child restraints are incorrectly installed.</p> <p>For the 3 days held in 2018/19:</p> <ul style="list-style-type: none"> <li>• 222 participants (cars) were registered and 371 child restraints were installed, checked or adjusted.</li> <li>• 100% of respondents to the survey found the checking day to be "very useful", agreed that the day had increased their understanding about the installation of child restraints, and felt more confident about their child/children's safety in the car.</li> <li>• Very positive feedback received from participants e.g. "This is a fantastic, essential service that ensures the safety of our families on the road. Thorough and professional service, very well organised and easy to book."</li> </ul>

	Project Name	Project Description and Objectives	Project Actions	Evaluation Results
2	<b>Safety Around Schools Campaign</b> <ul style="list-style-type: none"> <li>• Newsletters</li> <li>• Kiss'n'Drop Banners</li> <li>• Walk Safely Resources</li> </ul>	Parents and carers are the target of the Safety Around Schools road safety campaign. This campaign targets primary schools within North Sydney and aims to: <ul style="list-style-type: none"> <li>• Raise awareness of road safety issues around schools.</li> <li>• Improve the safety of children around schools.</li> <li>• Increase knowledge and awareness of parents and carers of the importance of driving and parking safely around schools.</li> <li>• Encourage active travel to and from school.</li> </ul>	<ul style="list-style-type: none"> <li>• The idea was developed for a Road Safety Newsletter to be distributed each term to all primary schools.</li> <li>• Develop content and organise artwork and design for the Road Safety Newsletter produced each term. The newsletter reinforces road safety messages and addresses issues faced around schools. Topics include reminders about road rules, encouraging active travel to and from school, reinforcing the importance of road safety around schools. The newsletter is sent to all primary schools and distributed to all families.</li> <li>• To improve the efficiency of No Parking (or Kiss and Drop) zones around schools, flag banners were developed. The colourful 'Kiss'n'Drop' flags were designed to highlight these zones and, together with education, encourage safe and proper use of these zones.</li> <li>• Promote back to school and bus safety at the start of each term, promote Walk Safely to School Day each May.</li> <li>• Develop and distribute road safety resources for schools promoting road safety and active travel e.g. rulers, magnets, slap bands, pens etc.</li> </ul>	A good working relationship is maintained with all local primary schools who are grateful for the road safety newsletter and information they receive each term, as well as any road safety resources that are distributed.  Information and resources reach all 10 local primary schools with a combined total of approximately 6000 students and 4000 families.  In 2018/19: <ul style="list-style-type: none"> <li>• 8 schools requested the Kiss and Drop flag banners.</li> <li>• 778 child restraint height charts were distributed for all Kindergarten students.</li> <li>• 1665 'Walking is Fun' slap bands were distributed for all Stage 1 students.</li> <li>• 1675 'Walking is Fun' rulers were distributed for all Stage 2 students.</li> <li>• 1930 'Watch Out, Say Safe' banner pens were distributed for all Stage 3 students.</li> </ul>

	Project Name	Project Description and Objectives	Project Actions	Evaluation Results
			<ul style="list-style-type: none"> <li>Engage with schools, maintain good working relationships and respond to road safety issues and enquiries.</li> </ul>	
3	<b>2019 Road Safety Calendar</b>	<p>The 2019 Road Safety Calendar is a collaboration of North Sydney, Hornsby, Ku-ring-gai, Lane Cove, Northern Beaches and City of Ryde Councils. It targets all road users of all ages, combining punchy graphics and humour to convey some serious road safety messages. It also aims to remind all road users to take responsibility for their actions on the road.</p> <p>The objectives of the Road Safety Calendar are to:</p> <ul style="list-style-type: none"> <li>Raise awareness of and contribute to the reduction of the incidence and severity of pedestrian and motor vehicle crashes involving road users in the northern Sydney area.</li> <li>Further enhance and develop Council's road safety presence in the community and continue to provide current, concise and relevant road safety information responsive to the needs expressed by residents.</li> </ul>	<ul style="list-style-type: none"> <li>Analyse past evaluations, investigate current road safety issues and decide on topics to include for each month of the calendar.</li> <li>Prepare a detailed content and design brief.</li> <li>Develop media plan and evaluation survey.</li> <li>Arrange printing, proofs and delivery of all calendars.</li> <li>Collate survey results.</li> </ul>	<p>In 2018/19, 34,000 calendars were distributed over northern Sydney, to over 150 distribution points, including 3300 in the North Sydney Council area.</p> <p>A hard copy evaluation survey was included with the calendar and the survey was also available online. Over 550 people responded to the survey. The survey showed that:</p> <ul style="list-style-type: none"> <li>89% of people agreed the calendar messages made them stop and think about their own behaviour towards other road users.</li> <li>96% agreed the calendar messages reminded them to take responsibility for their own actions on the road.</li> <li>94% agreed the calendar is a valuable tool for creating road safety awareness for all road users.</li> </ul> <p>The eye-catching retro-inspired Road Safety Calendar has become a well-known resource and is very popular amongst the community. There is great anticipation for its release every year with numerous</p>

	Project Name	Project Description and Objectives	Project Actions	Evaluation Results
				<p>requests received from the community prior to its distribution date.</p> <p>In 2019, the 2018 Road Safety Calendar won the IPWEA Engineering Excellence Awards for Local Government Excellence in Road Safety.</p>
4	<p><b>Plan B</b></p> <p>Drink Drive Campaign</p>	<p>The Drink Drive awareness campaign was a collaboration of North Sydney and Kuring-gai Councils. The campaign targets patrons of pubs and clubs in these LGAs and those purchasing alcohol from participating bottle shops.</p> <p>The objectives of this project were to:</p> <ul style="list-style-type: none"> <li>• Reduce the incidence and severity of drink drive related crashes and casualties.</li> <li>• Reduce the rate of PCA charges.</li> <li>• Promote the presence of RBT.</li> <li>• Promote the consequences of drink driving.</li> <li>• Encourage patrons who are drinking to think about alternatives to driving.</li> </ul>	<ul style="list-style-type: none"> <li>• Gain support from local licensed venues and bottle shops and liaise with the Liquor Accord.</li> <li>• Liaise with and gain support from local Police.</li> <li>• Arrange resources including drink coasters, posters, t-shirts and plasma screen adverts with the 'Plan B' message for licensed venues and bottle bags and posters with the 'Plan B' message for bottle shops.</li> <li>• Develop detailed media plan and evaluation survey.</li> <li>• Collate survey results.</li> </ul>	<p>34 bottle shops and 21 licensed venues participated in the campaign and promoted the 'Plan B' message.</p> <p>165,000 bottle bags, 20,000 coasters and 60 posters were distributed.</p> <p>Feedback received was very positive with managers happy to promote such an important message.</p>
5	<p><b>Graduated Licencing Scheme (GLS)</b></p>	<p>Two GLS 'Helping Learner Drivers Become Safer Drivers' workshops were held to educate parents and supervisors of Learner Drivers. It assists them to teach</p>	<ul style="list-style-type: none"> <li>• Promote workshops to local high schools and the greater community.</li> <li>• Organise workshop, engage with participants and distribute relevant information and resources.</li> </ul>	<p>Although very positive feedback is always received on these workshops unfortunately they attract only very low numbers with only 10 people attending the workshops in 2018/19.</p>

	Project Name	Project Description and Objectives	Project Actions	Evaluation Results
	Learner Driver Free Workshops	<p>their learner driver how to drive and gives them skills to do it confidently.</p> <p>The objectives of these workshops were to:</p> <ul style="list-style-type: none"> <li>• Raise awareness and educate parents/supervisors of learner drivers of the importance of supervised driving practice.</li> <li>• Provide parents/supervisors of learner drivers with strategies to help their teenagers learn to drive safely.</li> <li>• To increase compliance of the Learner Driver Log-Book.</li> <li>• To help parents/supervisors of learner drivers understand restrictions and conditions for L and P licence holders.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide and collate evaluation survey.</li> </ul>	
6	<p><b>'Take a Look Around' Ballard Rap</b></p> <p>Pedestrian Safety Campaign</p>	<p>The 'Take A Look Around' ballad rap pedestrian safety music video provided an innovative approach to road safety using tongue-in-cheek humour and a touch of nostalgia to captivate its audience, create a sense of curiosity and resonate with the community to communicate a very serious road safety issue.</p> <p>The aim of the project was to:</p> <ul style="list-style-type: none"> <li>• Raise awareness of pedestrian safety issues in North Sydney.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a different road safety awareness campaign by using video and social media to engage with all pedestrians in the North Sydney LGA.</li> <li>• The idea for a humorous music video was developed and the 'Take A Look Around' ballad rap music video was created.</li> <li>• A detailed social media strategy was developed and implemented in the lead up to Christmas.</li> <li>• An evaluation survey was developed.</li> </ul>	<p>Funding for this campaign was received in the 2017/18 financial year which was when this project was developed. The campaign was rolled-out in 2018/19.</p> <p>Within the first week of the launch, the campaign attracted immediate attention with a great deal of engagement and much discussion around road safety on social media.</p> <p>The campaign was advertised broadly across a range of mediums and the reach</p>

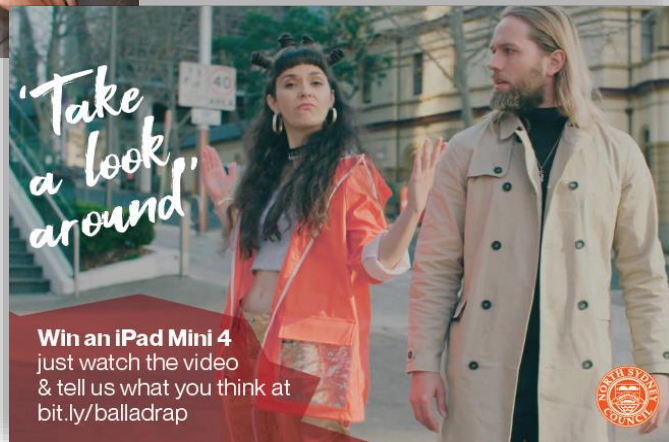
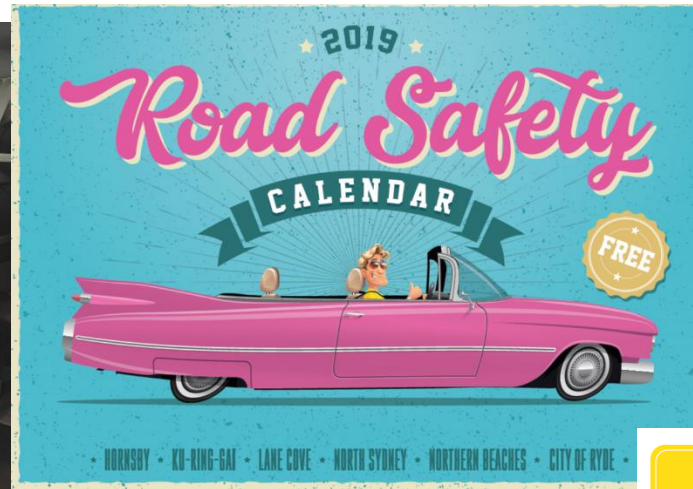
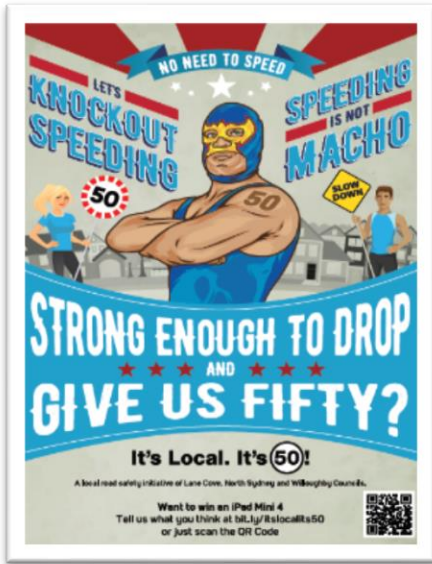
	Project Name	Project Description and Objectives	Project Actions	Evaluation Results
		<ul style="list-style-type: none"> <li>Reduce the incidence and severity of pedestrian crashes in North Sydney.</li> </ul>		<p>for the campaign is indicative of its success. The following was undertaken:</p> <ul style="list-style-type: none"> <li>Social media posts – full video reached over 5.7k views and 1.1k views for the trailer with 47 shares.</li> <li>YouTube – 2.5k views.</li> <li>Council’s website – thousands of people read Council’s website per week.</li> <li>Customer Service screen – 2 screens displayed the campaign over a three-week period.</li> </ul> <p>An online survey was created. 118 participants responded to the survey. Results from the survey indicated:</p> <ul style="list-style-type: none"> <li>55% agreed they liked the campaign.</li> <li>56% agreed it was an effective road safety campaign.</li> </ul> <p>Despite some of the negative feedback received, which is not unusual for a social media campaign, the video received amazing positive feedback and an indication that pedestrian safety awareness has been raised, people are listening, and their behaviour has changed and will stay that way long-term.</p> <p>Council received a Highly Commended Award for Excellence in Road Safety under</p>

	Project Name	Project Description and Objectives	Project Actions	Evaluation Results
				the National Awards for Local Government 2019 for this innovative campaign.
7	<b>It's Local. It's 50!</b>  Speed Campaign	<p>The 'It's Local It's 50!' speed campaign used retro-style comic figures to speak mainly to the target group comprising males 21-39, who make up the greatest number of casualties in speed related crashes, taking on a more humorous approach – asking drivers if they're 'strong enough to drop and give us 50' and emphasising safety as a strength.</p> <p>The campaign's aim was to:</p> <ul style="list-style-type: none"> <li>• Change consumer behaviour, in particular young male drivers aged 21-39 in regard to the perception and acceptability of speeding within 50km/h areas.</li> <li>• Raise awareness and educate drivers of the default 50km/h speed limit on our local roads.</li> <li>• Promote and instil a sense of responsibility to do the right thing and drive to the speed limit.</li> <li>• Help to decrease the number of crashes on our roads.</li> </ul>	<ul style="list-style-type: none"> <li>• Investigate and develop appropriate advertising mediums and resources to most effectively reach the target group.</li> <li>• Develop a detailed media plan.</li> <li>• Bus backs, taxi backs, billboards, phone booths, rates notices, websites and social media were all used to promote the message</li> <li>• Coasters, gym towels and glasses lens cleaning cloths with the 'It's Local It's 50!' message were distributed to local licensed venues, gyms, cafes and other community venues.</li> <li>• Develop evaluation survey.</li> </ul> <p>An extension of the campaign included 'Slow Down' bollard wraps. Signs are placed around poles on local roads with an existing speeding problem as well as on streets that have been identified by the community as having a speeding problem.</p>	<p>Funding for this campaign was received in the 2017/18 financial year which was when this project was developed. The campaign was rolled-out in 2018/19.</p> <p>The campaign was advertised broadly across a range of mediums and the reach for the campaign is indicative of its success. The following was undertaken:</p> <ul style="list-style-type: none"> <li>• Social Media Posts – reached over 6,000 people</li> <li>• Rates Notices – over 30,000 rates notices were distributed</li> <li>• 10 Bus Backs reaching over 266,000 audience over 4 weeks</li> <li>• 5 Taxi Backs reaching 676,000 audience over 4 weeks</li> <li>• Phone Booths on Berry Street &amp; Miller Street viewed by over 150,000 per day over 2 weeks</li> <li>• Council Billboards – postcards placed at 65 billboards throughout North Sydney</li> <li>• Council's Website – thousands of people read Council's website per week.</li> </ul>

	Project Name	Project Description and Objectives	Project Actions	Evaluation Results
				<ul style="list-style-type: none"> <li>• Customer Services Screen – 2 screens displayed the campaign over a three-month period</li> <li>• Article in Mosman daily – ½ page article was written with a reach of tens of thousands per week.</li> <li>• 15,000 coasters distributed to local licensed venues.</li> <li>• 1600 gym towels distributed to local gyms.</li> <li>• 500 glasses lens cleaning cloths distributed to gyms, cafes and other community venues.</li> </ul> <p>An online survey was created. 185 participants responded to the survey. Results from the survey indicated:</p> <ul style="list-style-type: none"> <li>• 62% of respondents found the campaign relevant, meaningful, engaging and eye-catching.</li> <li>• 79% knew that the default speed was 50km/h.</li> <li>• 66% said that this campaign made them think about the speed at which they were driving in their local area.</li> </ul> <p>Very positive feedback was received on this campaign.</p>



Road Safety Images 2019/20



**SAFETY AROUND SCHOOLS** ROAD SAFETY NEWSLETTER Term 3 2018

**Children are much more likely to be injured being driven to school rather than walking or riding.**  
Professor Rosemary Calder, Victoria University

**Riding to school**

- Riding a bike or scooter to and from school:
  - Boosts activity levels in children.
  - Sets them up with healthy habits for life.
  - Ensures children arrive alert at school and ready for a day of learning.
  - Improves road safety around the school.
  - Helps the environment.

**Wearing helmets**

Always remember to check that your child is wearing a helmet whenever they are playing or riding on:

- Bikes
- Scoters
- Skateboards
- Roller skates
- Rollerblades

**REMEMBER a helmet must be worn when riding a bike - it's the law!**

**Correctly wearing helmets**

- Helmets must meet Australian Standards - look for the red and silver sticker.
- Choose a helmet that is the right size for your child. It should fit snugly and stay securely in place - without wobbling or slipping to the sides.
- Straps need to sit flat without twists and be firmly fastened under the chin.
- A child's helmet should be worn two finger widths above the eyebrows so that it sits about half way down the forehead.
- Wearing anything under a helmet, such as a hat or ponytail, stops it from fitting properly and reduces its protection.

**Riding safely**

- Although children quickly learn to pedal, steer and brake, they aren't ready to cycle on their own and should be supervised by an adult on the ride to school.
- Riders should take special care at driveways.
- Riders must give way to pedestrians.
- At intersections, riders must dismount and wheel the bicycle across the road as a pedestrian - remember to STOP! LOOK! LISTEN! THINK!

**Don't FORGET children under 16 and their supervising riders can ride on the footpath.**

**Tips for first time riders to school:**

- Do some practice rides on the weekends so you and your child are comfortable with the ride and you know how long it will take.
- Choose the safest route, even if it's a bit longer - Council can help you with this if needed.
- Remember if your child doesn't have a bike or scooter, you can get the same benefits if you walk!



### 3.3 Other Council and TfNSW Non-Funded Initiatives

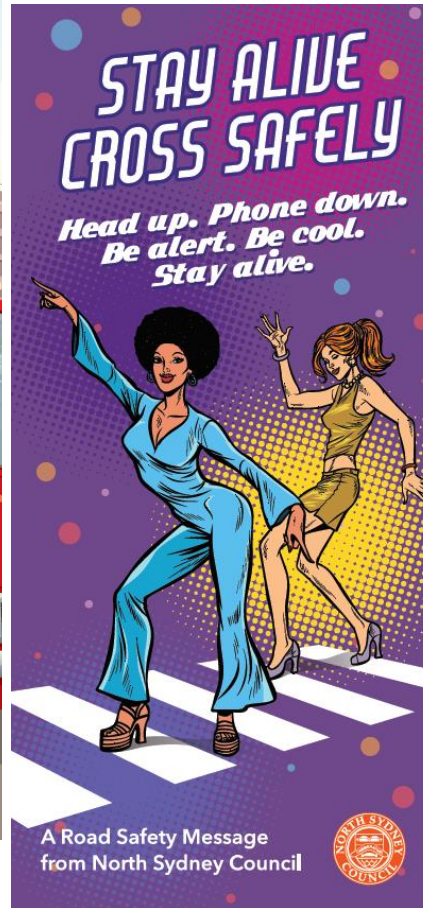
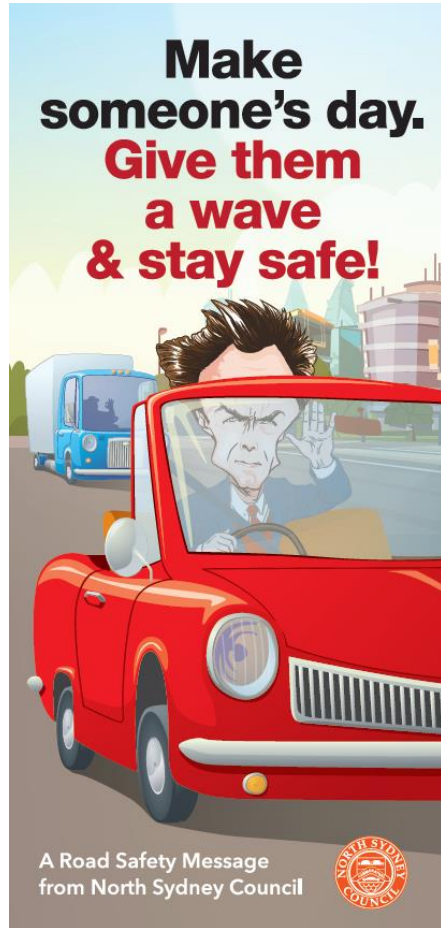
Table 3 gives an overview of the many non-funded road safety initiatives that are also promoted to the community throughout the year.

**Table 3** Other Council and TfNSW Non-Funded Initiatives

	<b>Council-directed Road Safety Initiatives</b>	<b>Funding</b>	<b>Details</b>
1.	Kiss 'n' Drop Banner Flags Slow Down Bollard Wraps Road Safety Flag Banners	These projects were not included as part of the annual Road Safety Action Plan, thus no road safety funding had been allocated towards their implementation. They were a Council-directed initiative so funds had to be sourced from alternative budgets within the Traffic and Transport Operations budget and the Engineering and Property Services budget.	More details on these projects can be found in Tables 2 and 3.
	<b>TfNSW-directed Road Safety Initiatives</b>	<b>Funding</b>	<b>Details</b>
1.	Road Rules Awareness Week Yellow Ribbon National Road Safety Week Be Bus Aware Be Truck Aware Senior Pedestrian Presentations Driver Distraction Driver Fatigue Motorcycle Awareness Month Road Safety in Your Workplace Campaign Safer Vehicles Campaign School Holiday Campaign New Road Rules / Announcements Double Demerits	These are state-wide initiatives developed by TfNSW that Council is expected to promote to the community. These are not included as part of the annual Road Safety Action Plan and have no funding allocated to them. The nature of these initiatives is that funding is not required to promote them, however they are still time consuming to implement.	Details for these state-wide initiatives are sent out to local Councils only a few days before they are launched leading to tight turn-around times. Several avenues are used to promote these initiatives including social media, website and intranet updates, information in both internal and external Council newsletters including e-newsletters, information at Council customer service counter and community centres, distribution to external stakeholders including school, local businesses and community groups.



Road Safety Images – non-funded initiatives



#### 4 Road Safety Budget Allocation 2015 – 2020

An outline of funding received for road safety projects over the last five years, from both TfNSW and Council, can be found in Table 4 below. Every year there is a cap on the funding that can be received for road safety projects from TfNSW. This is usually around \$11,500. Under the LGRSP Guidelines, Council's must also provide financial contributions for road safety projects. Table 4 demonstrates how this has fluctuated significantly over the last five years, and this has had an impact on the type and number of road safety projects that have been implemented.

**Table 4 Road Safety Budgets 2015-2020**

<b>Road Safety Budgets 2015-2020</b>										
	<b>2015-16</b>		<b>2016-17</b>		<b>2017-18</b>		<b>2018-19</b>		<b>2019-20</b>	
<b>Project</b>	<b>Council</b>	<i>TfNSW</i>	<b>Council</b>	<i>TfNSW</i>	<b>Council</b>	<i>TfNSW</i>	<b>Council</b>	<i>TfNSW</i>	<b>Council</b>	<i>TfNSW</i>
Child Restraint Checking Days	\$1,500	\$2,700	\$1,500	\$2,700	\$2,000	\$2,000	\$2,000	\$3,000	\$2,000	\$4,500
Safety Around Schools	\$4,500		\$5,000		\$8,000		\$9,000		\$7,000	
Pedestrian Safety	\$26,500	\$4,000	\$20,000	\$4,000	\$25,000	\$3,000				
Road Safety Calendar	\$2,000		\$2,500		\$5,000		\$3,000		\$3,000	
Speeding	\$5,000		\$6,000		\$15,000					
Drink Driving	\$1,000	\$3,000	\$1,000	\$3,000	\$8,000	\$4,000	\$1,000	\$5,000		
Learner Drivers	\$1,500	\$1,500	\$1,000	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$750	
Driver Distraction								\$3,000		
Heavy Vehicles (new project)										\$3,000
Community engagement/workshops										\$3,000
<b>TOTAL</b>	<b>\$42,000</b>	<i>\$11,200</i>	<b>\$37,000</b>	<i>\$11,200</i>	<b>\$64,500</b>	<i>\$10,500</i>	<b>\$16,500</b>	<i>\$12,500</i>	<b>\$12,750</b>	<i>\$10,500</i>
	\$53,200		\$48,200		\$75,000		\$29,000		\$23,250	

## 5 References

- I. NSW Road Safety Plan 2021  
<https://towardszero.nsw.gov.au/roadsafetyplan>
- II. North Sydney Community Strategic Plan  
[https://www.northsydney.nsw.gov.au/Council\\_Meetings/Policies\\_Plans/Integrated\\_Planning\\_Reporting/Community\\_Strategic\\_Plan](https://www.northsydney.nsw.gov.au/Council_Meetings/Policies_Plans/Integrated_Planning_Reporting/Community_Strategic_Plan)
- III. North Sydney Council Delivery Program  
[https://www.northsydney.nsw.gov.au/Council\\_Meetings/Policies\\_Plans/Integrated\\_Planning\\_Reporting/Delivery\\_Program\\_Operational\\_Plan](https://www.northsydney.nsw.gov.au/Council_Meetings/Policies_Plans/Integrated_Planning_Reporting/Delivery_Program_Operational_Plan)
- IV. North Sydney Council Operational Plan  
[https://www.northsydney.nsw.gov.au/Council\\_Meetings/Policies\\_Plans/Integrated\\_Planning\\_Reporting/Delivery\\_Program\\_Operational\\_Plan](https://www.northsydney.nsw.gov.au/Council_Meetings/Policies_Plans/Integrated_Planning_Reporting/Delivery_Program_Operational_Plan)
- V. North Sydney Council Crash Analysis Report 2013 – 2017  
[https://www.northsydney.nsw.gov.au/Community\\_Services/Safety/Road\\_Safety/North\\_Sydney\\_Crash\\_Analysis\\_Report](https://www.northsydney.nsw.gov.au/Community_Services/Safety/Road_Safety/North_Sydney_Crash_Analysis_Report)



**Crash Analysis Report**  
**NORTH SYDNEY LGA**  
**2013 - 2017**

## **PART 1**

### **INTRODUCTION**

North Sydney Local Government Area (LGA) is committed to making its roads a safe environment for all road users. Better understanding of road safety issues and solutions is important in achieving our goal.

In North Sydney LGA there are four main concerns when dealing with road safety. They are:

- Pedestrians
- Speed
- Motorcyclists
- Pedal Cyclists

Promoting community-based action addresses these issues at the local level.

North Sydney LGA commenced involvement with the NSW Local Government Program in 1996 with the employment of a full-time Road Safety Officer.

### **CHALLENGE**

The challenge is to identify road safety issues within North Sydney LGA, to address those issues and to make roads safer by raising community awareness through enforcement, education and engineering efforts.

### **OBJECTIVES**

Road safety is an issue for all members of the North Sydney community. North Sydney LGA is committed to road safety and the Road Safety Action Plan will help to ensure our objectives are met. These objectives are stated in each road safety project initiative outlined in the Action Plan. They have been decided upon based on the crash data evaluation of North Sydney LGA. The activities of the Road Safety Action Plan aim to reduce the casualties on North Sydney roads by educating the community and thereby changing driver and pedestrian behaviour.

The actions outlined in the Plan reflect both the commitment of the State Government and that of North Sydney LGA.



## PART 2

### NORTH SYDNEY DEMOGRAPHIC DATA

North Sydney LGA has an area of 10kms<sup>2</sup> and lies in the inner northern suburbs of the Sydney Metropolitan area, approximately 3kms from the centre of Sydney.

North Sydney LGA is bounded by Willoughby City in the north, the Municipality of Mosman in the east, Port Jackson in the south and the Lane Cove Council area in the west. It has 14 suburbs within its boundaries. +

The traditional Aboriginal owners of the land are the Cammeraygal clan of the Guringai tribe.

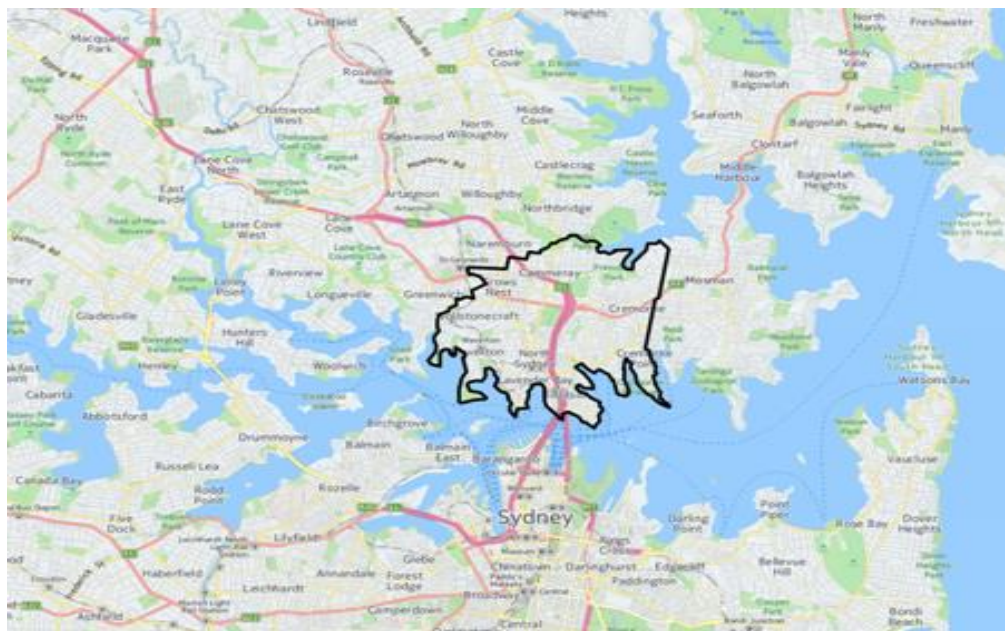
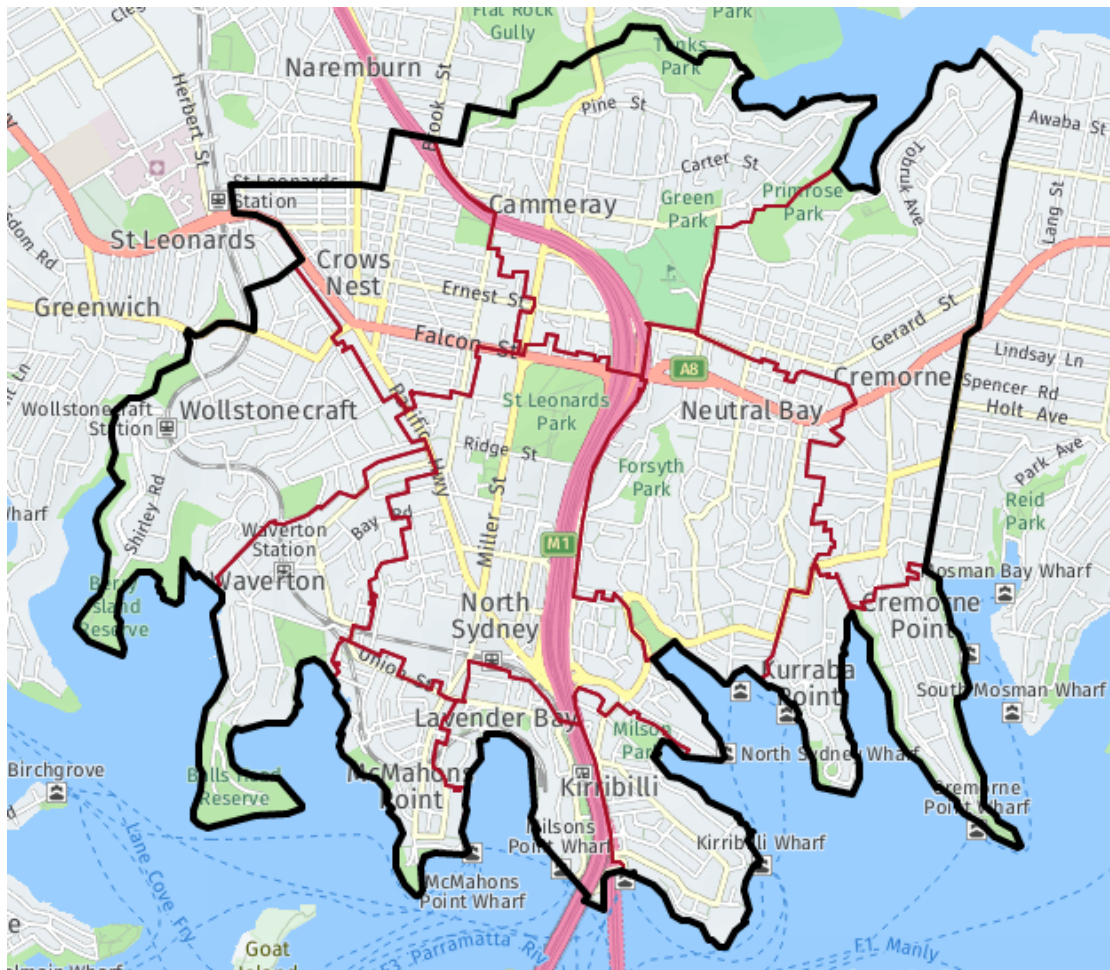


Figure 1: Location of North Sydney LGA





**Figure 2: North Sydney LGA Suburbs**

## The People

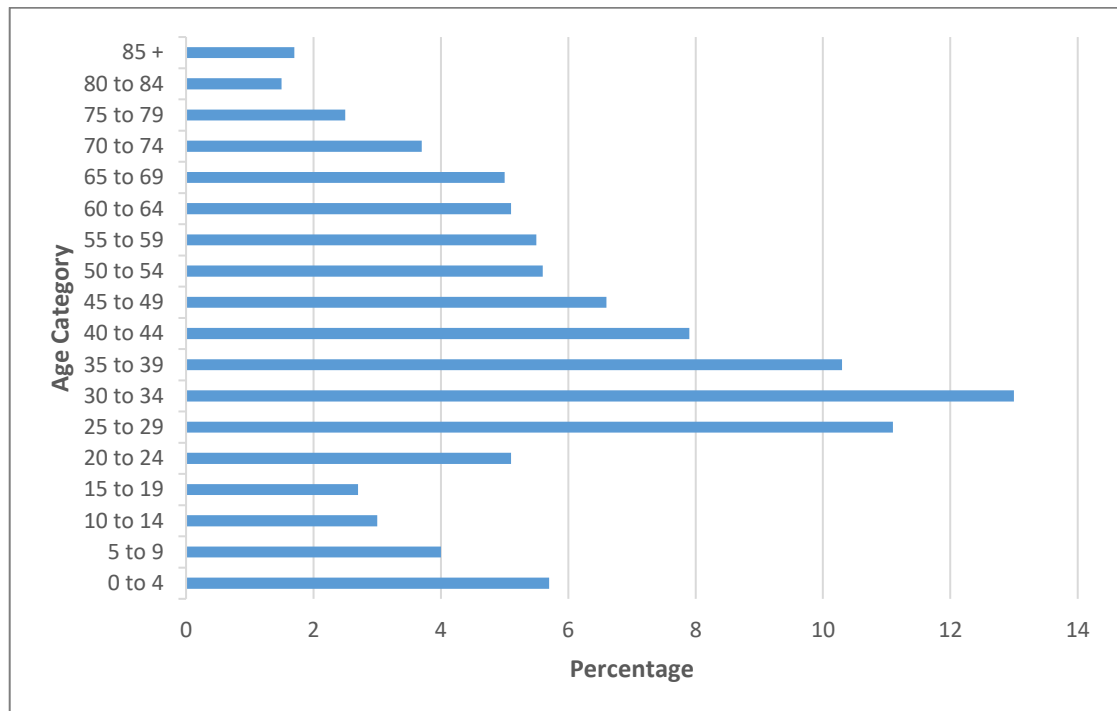
The residential population for North Sydney LGA, as at the 2016 Census, was estimated at 67,658. The largest age-group in the community is adults in their prime working age from 25–54 years, who make up 54.5% of the population (Figure 3).

Notable changes from the previous Census (2011 to 2016) are:

- North Sydney Council area's population increased by 5368 people.
- The largest changes in age structure in this area between 2011 and 2016 were in the age groups:
  - 5 to 14 (+1113 persons)
  - 35 to 44 (+966 persons)
  - 45 to 54 (+827 persons)
  - 65 to 74 (+1404 persons)

Figure 3 shows:

- The largest age group is adults aged 25-49 years who make up 48.9% of the population;
- Young people, 24 years and under, represent one fifth of the population (20.5%);
- Those aged 65 years or more make up 14.4% of the population.

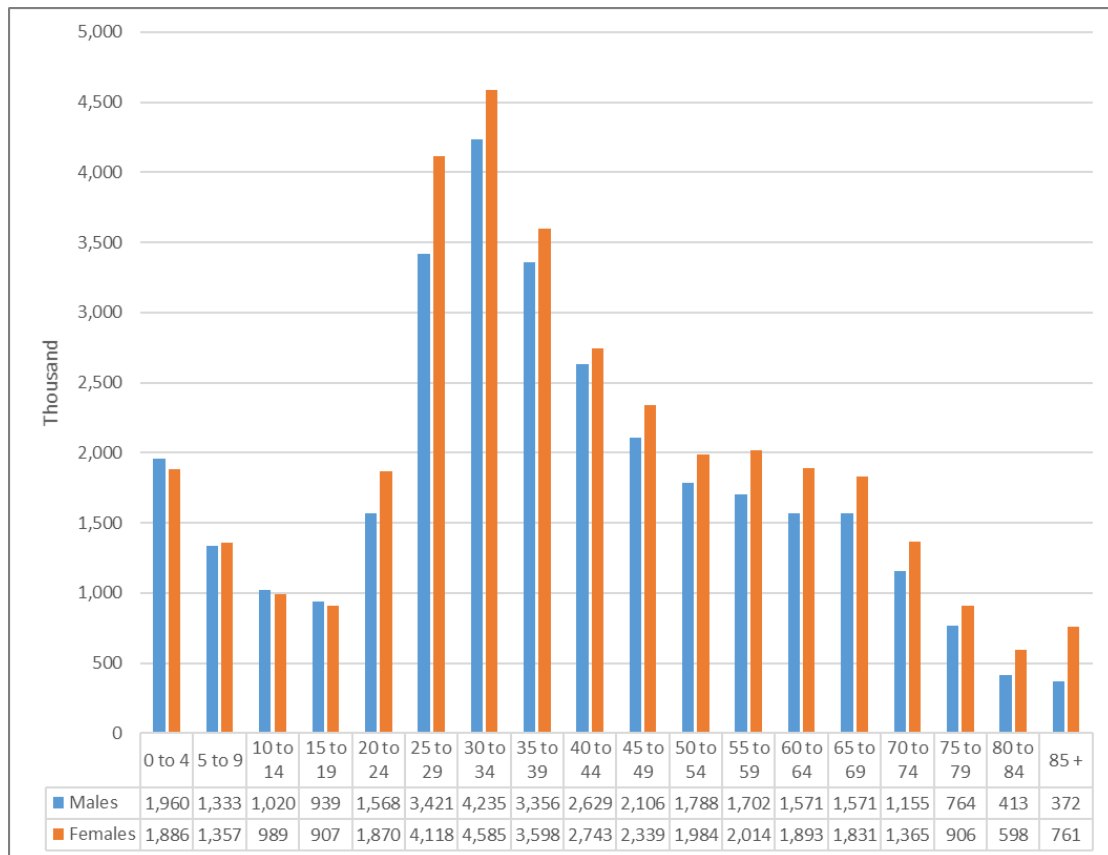


**Figure 3: Relative size of age groups North Sydney LGA (ABS 2016 Census of Population and Housing)**

Of the population:

- 41.9% are married couples;
- 11.5% are dependant children under 15 years;
- 35.4% live alone.

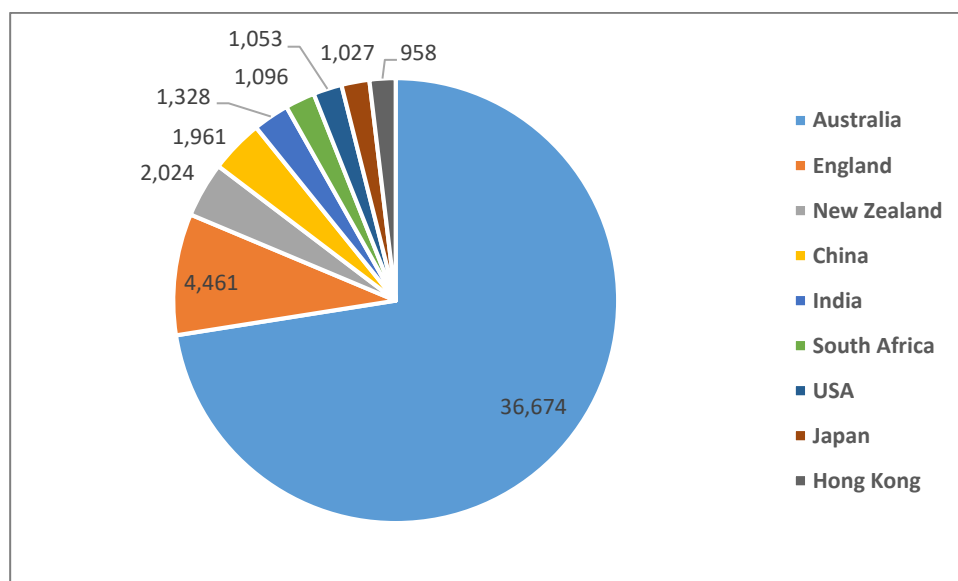
In the North Sydney LGA in 2016, there were 31,910 (47%) males and 35,744 (53%) were females (Figure 4).



**Figure 4: Relative size of age groups according to sex North Sydney LGA (ABS 2016 Census of Population and Housing)**

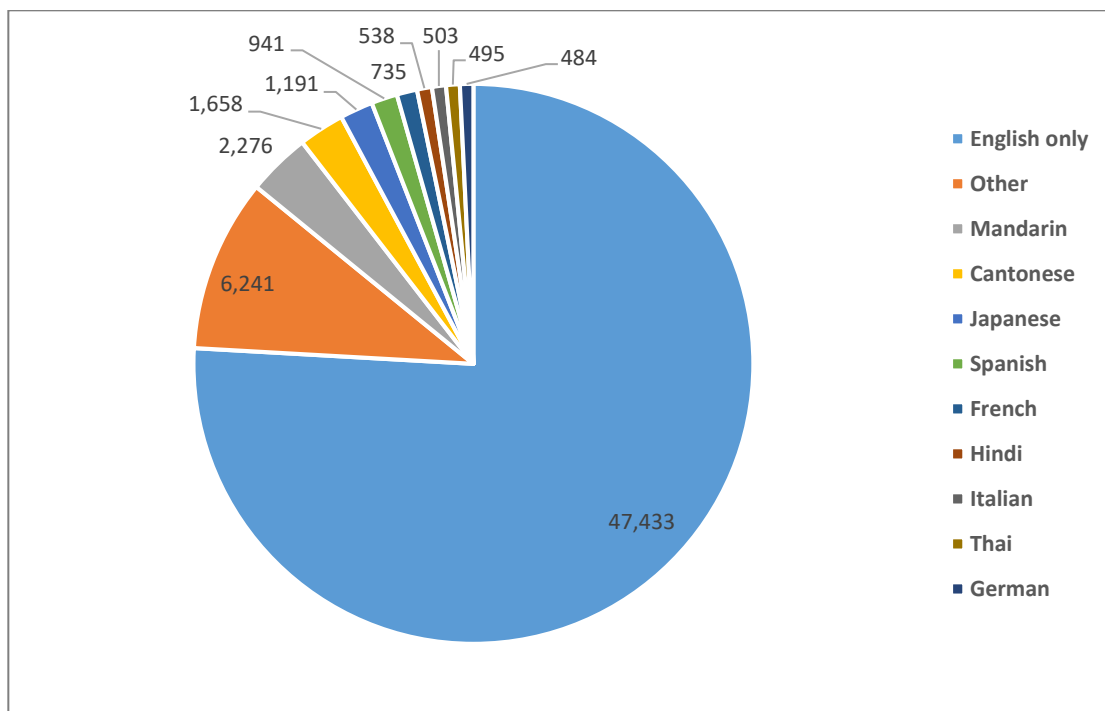
The LGA’s Aboriginal and Torres Strait Islander population in 2016 was 199 persons.

In 2016, 54.2% of the LGA’s people were born in Australia and 33.2% were born overseas. The most common overseas birthplaces are shown below (Figure 5).



**Figure 5: Country of birth North Sydney LGA (ABS 2016 Census of Population and Housing)**

People who spoke a language other than English at home made up 24.7% of the population. The most common of these languages was Mandarin with 3.4% of the population or 2,276 persons (Figure 6).



**Figure 6: Language spoken at home North Sydney LGA (ABS 2016 Census of Population and Housing)**

**PART 3****North Sydney LGA Crash Analysis, 2013-2017**

The following information provides a statistical overview of the road crash data for North Sydney LGA for the period 2013 to 2017.

**1. CRASHES**

Table 1 identifies the total number of crashes in North Sydney LGA by fatal/injury/non-casualty classification during the period 2013 to 2017.

**Table 1: Number of crashes by fatal/injury/non-casualty classification in North Sydney LGA, 2013-2017**

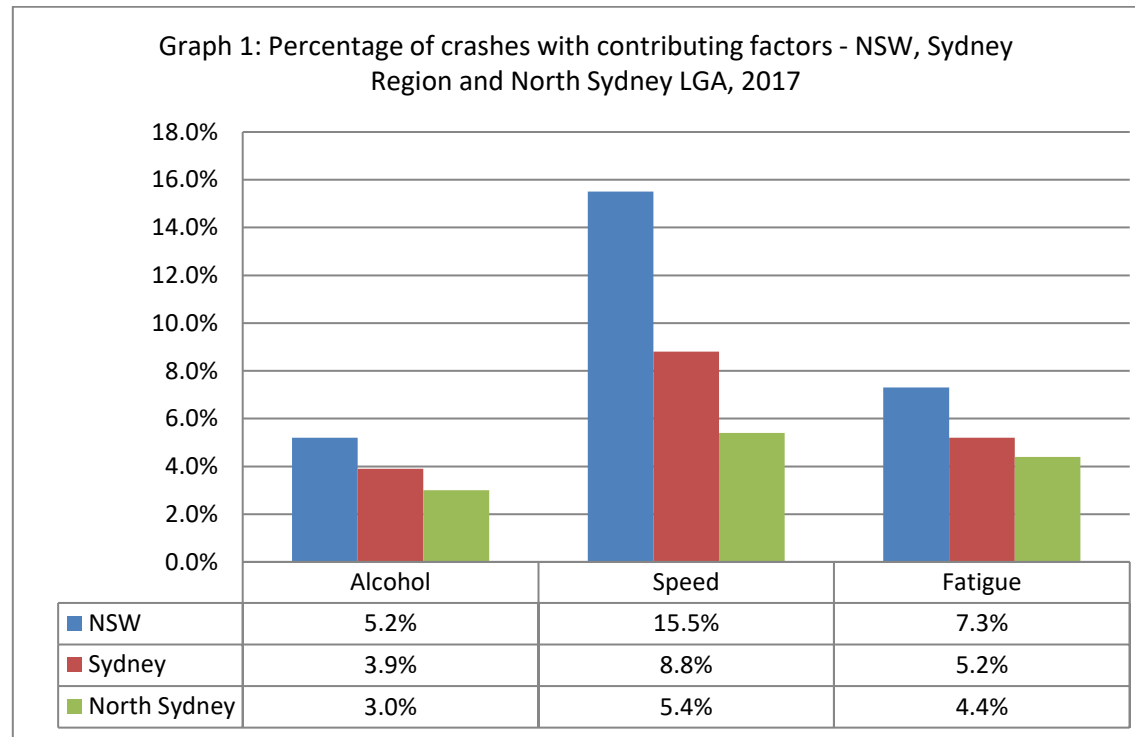
	2013	2014	2015	2016	2017	5-year Av.
<b>Fatal Crashes</b>	2	2	3	0	1	1.6
<b>Injury Crashes</b>	166	136	153	154	157	152
<b>Non-casualty Crashes</b>	155	130	64	62	45	91
<b>Total Crashes</b>	323	268	220	216	203	246

Table 1 indicates that:

- In 2017 there were 203 crashes in North Sydney, which is lower than 2016 and the five-year average of 246.
- There was one fatal crash in 2017.
- The number of injury crashes increased slightly from 2016 and was slightly higher than the five-year average of 152.
- Non-casualty crashes were significantly lower than the five-year average and in fact the lowest in the five-year period since 2013. However, the introduction of self-reporting of crashes from October 2014 has resulted in a decrease in the number of crashes recorded by NSW Police. Care should therefore be taken when making comparisons with data from previous years.

## 2. CONTRIBUTING FACTORS IN CRASHES

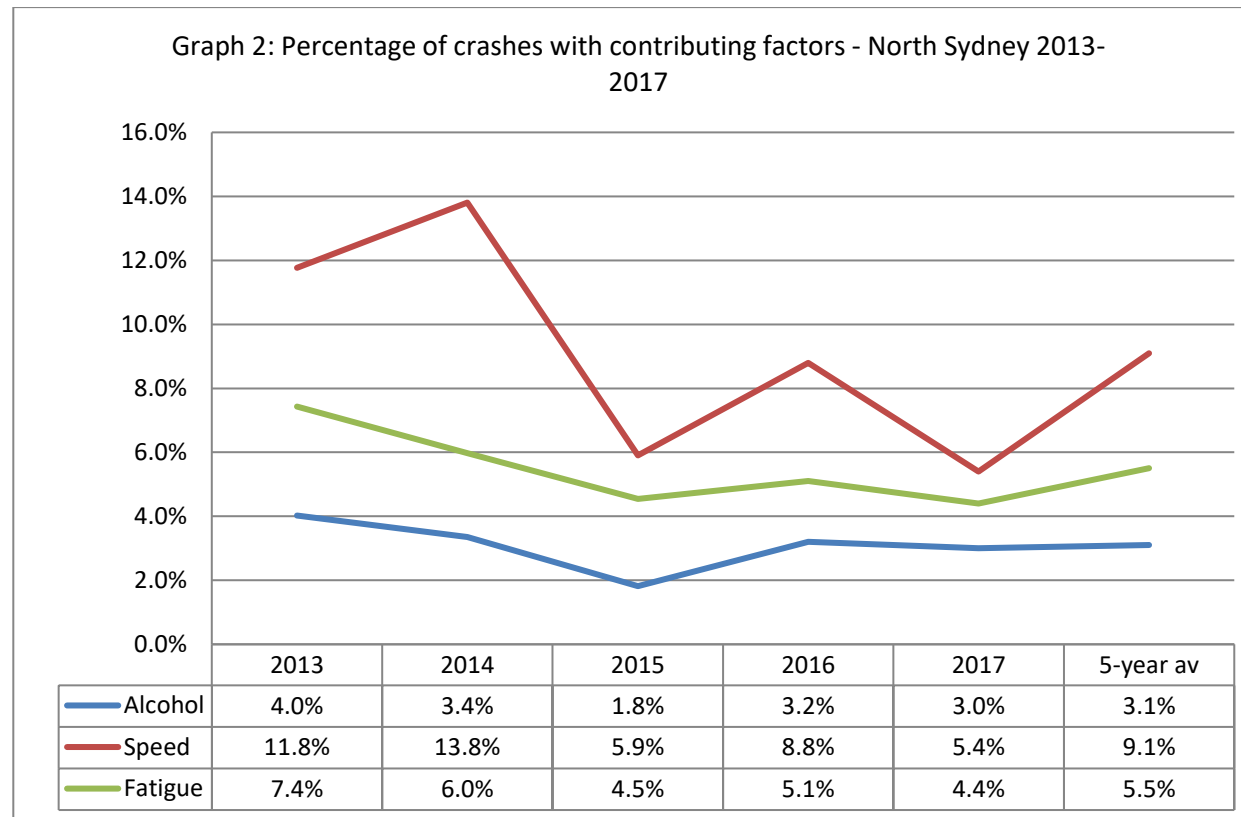
Graph 1 shows the percentage of crashes with contributing factors in NSW, Sydney Region and North Sydney LGA during 2017.



Graph 1 indicates that:

- **Speed** is the greatest contributing factor for all crashes locally, regionally and across the state with North Sydney's percentage of speed related crashes (5.4%) significantly lower than that of NSW (15.5%) and slightly lower than Sydney (8.8%).
- **Fatigue** was identified as the second highest contributing factor for North Sydney, Sydney and NSW. North Sydney had a lower proportion of fatigue related crashes (4.4%) in comparison to NSW (7.3%) and Sydney (5.2%).
- **Alcohol** related crashes overall were the lowest contributing factor locally, regionally and across the state and lower in North Sydney (3.0%) than in Sydney (3.9%) and NSW (5.2%).

Graph 2 shows the percentage of crashes with contributing factors in North Sydney LGA during the period 2013 to 2017.



Graph 2 indicates that:

- **Speed** is currently the highest contributing factor in North Sydney with 5.4% of crashes involving speed in 2017. As indicated by the graph, over the past five years the percentage of crashes has fluctuated. Crashes involving speed peaked at 13.8% in 2014 before a significant drop in 2015 to 5.9%. There was an increase again in 2016 to 8.8% but crashes involving speed dropped and were at their lowest in 2017 at 5.4%, which is significantly below the five-year average of 9.1%.
- The percentage of crashes involving **fatigue** in 2017 (4.4%) were at the lowest in the five-year period.
- **Alcohol** related crashes decreased slightly in 2017 (3.0%) and were below the five-year average (3.1%).

### 3. CASUALTIES

Table 2 shows the total number of casualties in North Sydney LGA by killed/injured classification during the period 2013 to 2017.

**Table 2: Number of casualties by killed/injured classification in North Sydney LGA, 2013-2017**

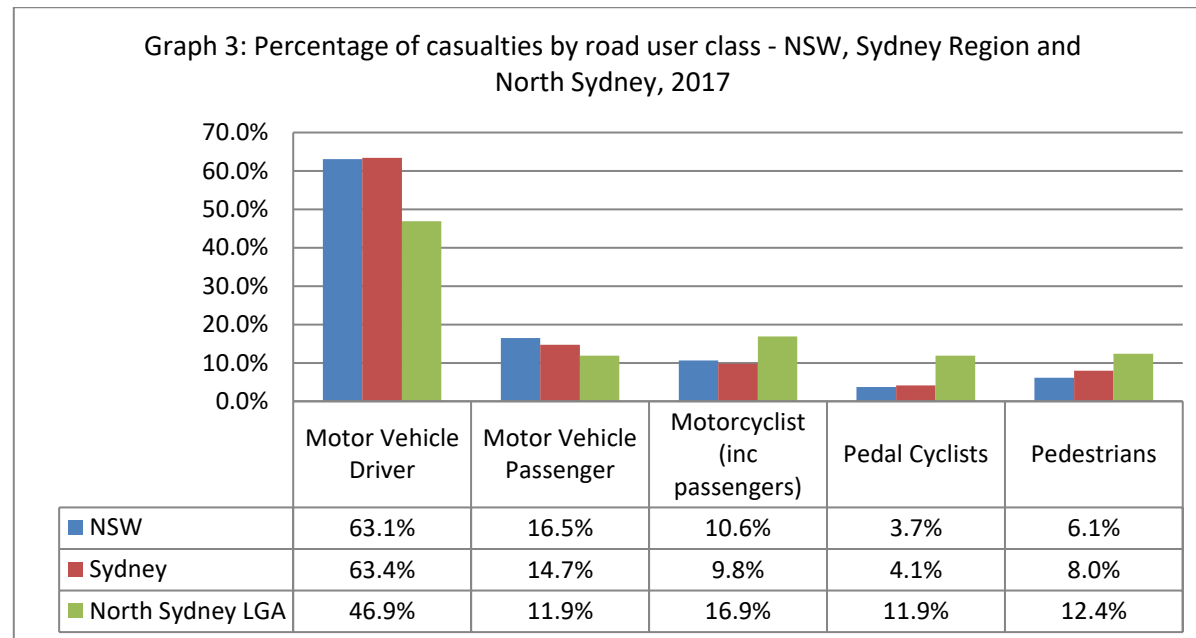
	2013	2014	2015	2016	2017	5-year Av.
<b>Killed</b>	2	2	3	0	1	1.6
<b>Injured</b>	194	161	173	177	176	176
<b>Total</b>	196	163	176	177	177	178

Table 2 indicates that:

- The average casualty rate for the five-year period 2013-2017 was 178.
- The number of casualties in 2017 (177) was similar to 2016 (177), 2015 (176) and the five-year average (178).
- There was one fatality in 2017.

### 4. ROAD USER TYPE

Graph 3 shows the percentage of casualties by road user class in 2017 for NSW, Sydney region and North Sydney LGA.

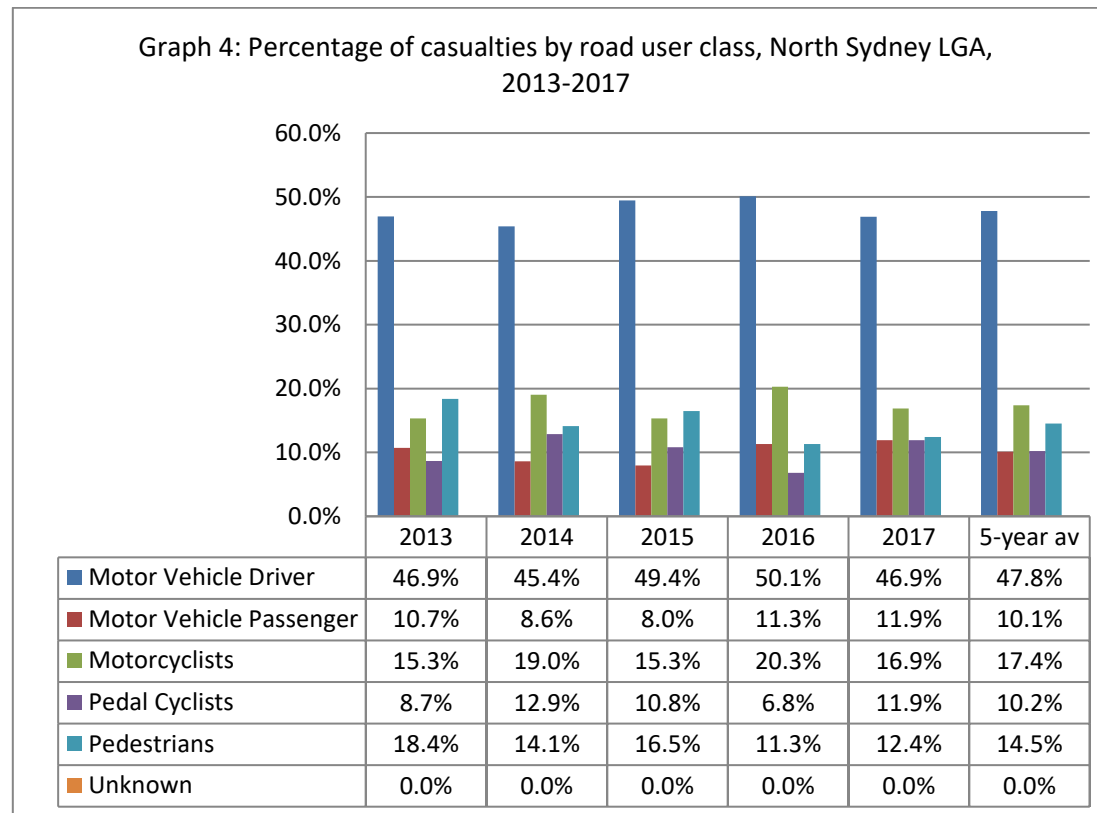




Graph 3 indicates that:

- **Motor vehicle driver** casualties are significantly higher than other road casualties for North Sydney, Sydney and NSW but North Sydney has fewer casualties with 46.9% compared to 63.4% for Sydney and 63.1% for NSW.
- **Motorcycle** casualties are the second highest casualties in North Sydney (16.9%) which is significantly higher than for Sydney (9.8%) and NSW (10.6%).
- **Pedestrians** are the third highest road user group for casualties for North Sydney at 12.4%, which is higher than Sydney's casualties at 8% and NSW casualties at 6.1%.
- **Motor vehicle passengers** are the equal lowest road user group for casualties for North Sydney with 11.9% which is lower than Sydney and NSW with 14.7% and 16.5% respectively.
- **Pedal cyclists** also had the lowest casualties for North Sydney (11.9%) but they were triple that of Sydney (4.1%) and NSW (3.7%).

Graph 4 shows the percentage of casualties by road user class during the period 2013 to 2017 in North Sydney LGA.



**4a. Motor Vehicle Driver Casualties**

**Driver casualties** consistently remain higher than other road user casualties. In 2017, casualties had dropped (46.9%) and were slightly lower than the five-year average (47.8%).

**4b. Motor Vehicle Passenger Casualties**

In 2017, **motor vehicle passenger casualties** were at their highest at 11.9% and higher than the five-year average of 10.1%.

**4c. Motorcyclist Casualties**

**Motorcycle casualties** decreased in 2017 to 16.9%, lower than the five-year average of 17.4%.

**4d. Pedal Cyclist Casualties**

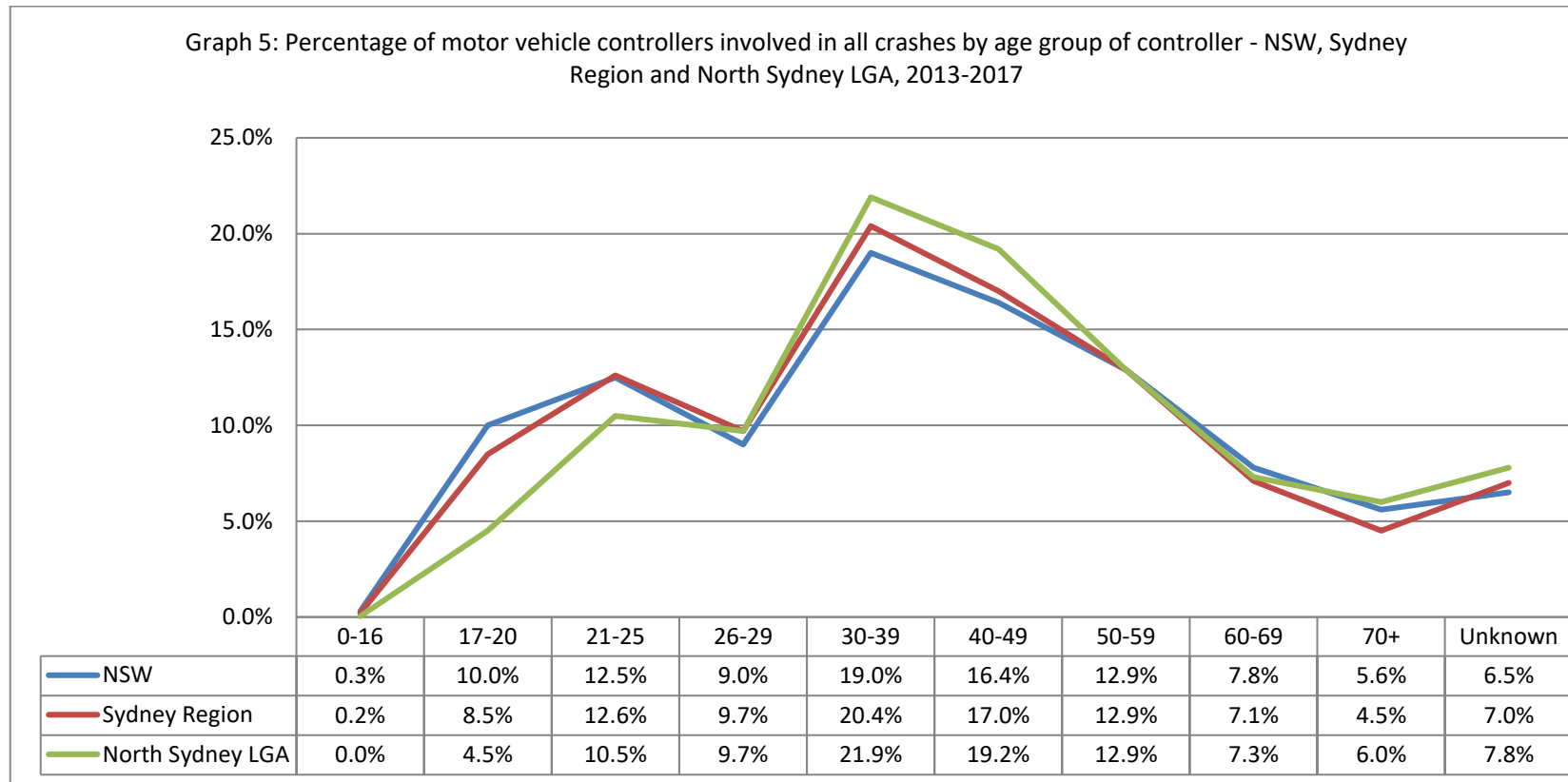
**Pedal cycle casualties** increased again in 2017 to 11.9%, a significant increase from 6.8% in 2016. They are now above the five-year average of 10.2%.

**4e. Pedestrian Casualties**

In 2017, **pedestrian casualties** increased slightly to 12.4% but remain below the five-year average of 14.5%.

**5. AGE GROUPS AND GENDER FOR ALL CRASHES****5a. Crashes by Age Group of Motor Vehicle Controller**

Graph 5 shows the average percentage of Motor Vehicle Controllers involved in all crashes by age group of controller for NSW, Sydney Region and North Sydney LGA during the period 2013 to 2017.

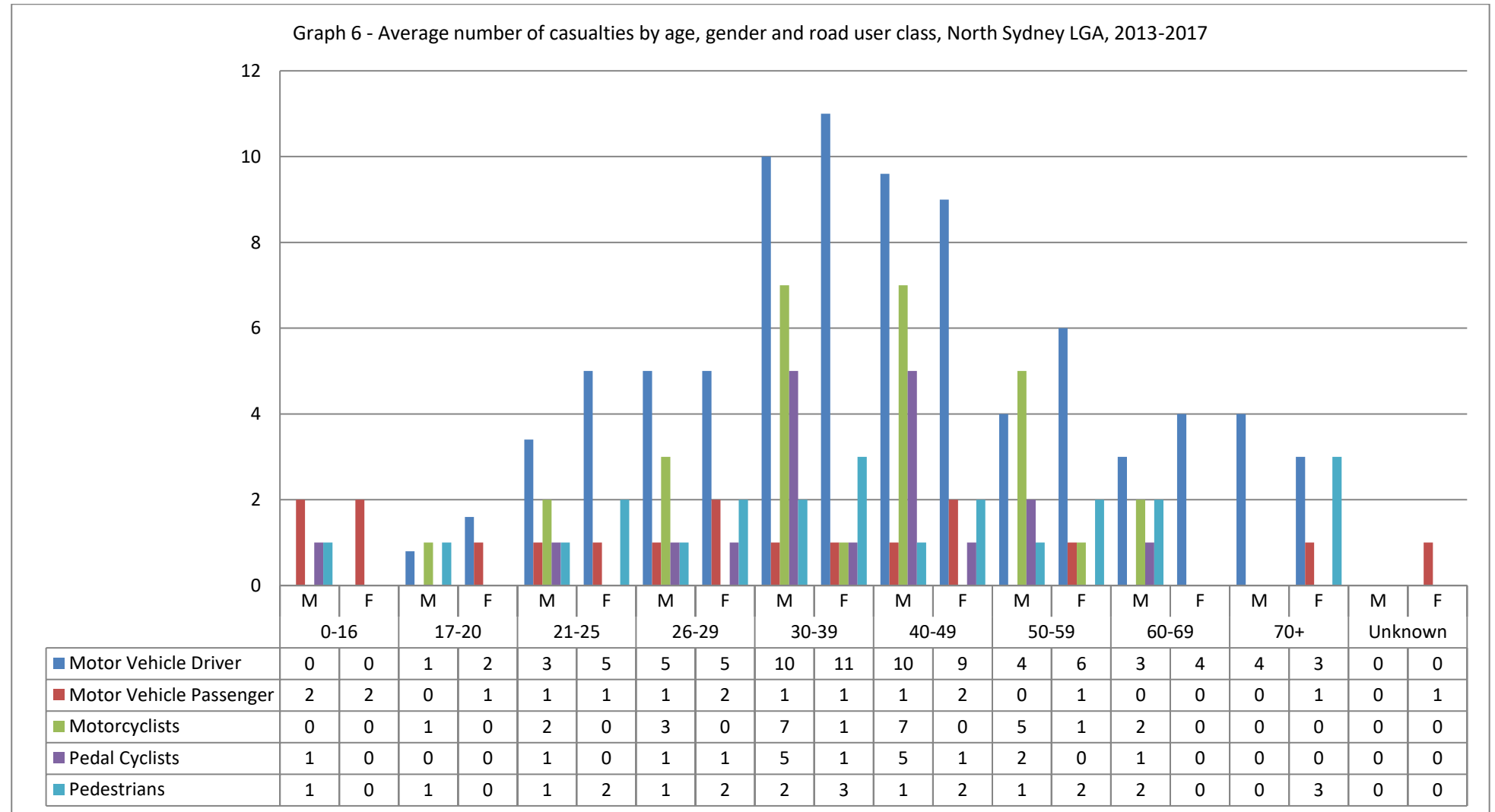


Graph 5 indicates that:

- The highest percentage of crashes for North Sydney occurred in the 30-39-year age group with 21.9% which was higher than the NSW and Sydney averages of 19% and 20.4% respectively.
- North Sydney average percentages for crashes were also higher than for NSW and Sydney region averages in the age groups 30-39, 40-49 and 70+ years.
- The 17-20-year age group for North Sydney had the lowest average percentage of crashes with 4.5% compared to 8.5% for Sydney and 10 % for NSW.
- North Sydney also had lower average percentages in the 21-25-year age group.

**5b. Casualties by Age Group, Gender and Road User Class**

This section addresses casualties in North Sydney LGA according to age and road user class. Graph 6 shows the average number of casualties by age group and road user class in North Sydney during the period 2013-2017.



The following has been identified from the data:

**5bi. Motor Vehicle Driver Casualties**

Graph 6 indicates that:

- Over the five-year period from 2013-2017, **motor vehicle driver casualties** were, on average, much higher for the 30-39-year age category with 21 casualties and females having slightly higher numbers at 11 than males at 10 casualties.
- This was closely followed by the 40-49-year age group with a total of 19 casualties, 9 being female and 10 being male.

**5bii. Motor Vehicle Passenger Casualties**

Graph 6 indicates that:

- **Motor vehicle passenger casualties** were, on average, fairly consistent over all age groups and genders with slightly more casualties in the 0-16 age group and more female casualties overall.

**5biii. Motorcyclist Casualties**

Graph 6 indicates that:

- The average number of **motorcycle casualties** was 29, with 27 of these being male.
- The 30-39-year age group had the greatest number of casualties (8) followed by the 40-49 (7) and 50-59-year age groups (6).

**5biv. Pedal Cyclist Casualties**

Graph 6 indicates that:

- **Pedal cyclist casualties** were highest in the 30-39 and 40-49-year age categories with an average of 6 casualties, 5 of these being male.
- Of all casualties (19), 16 were male.

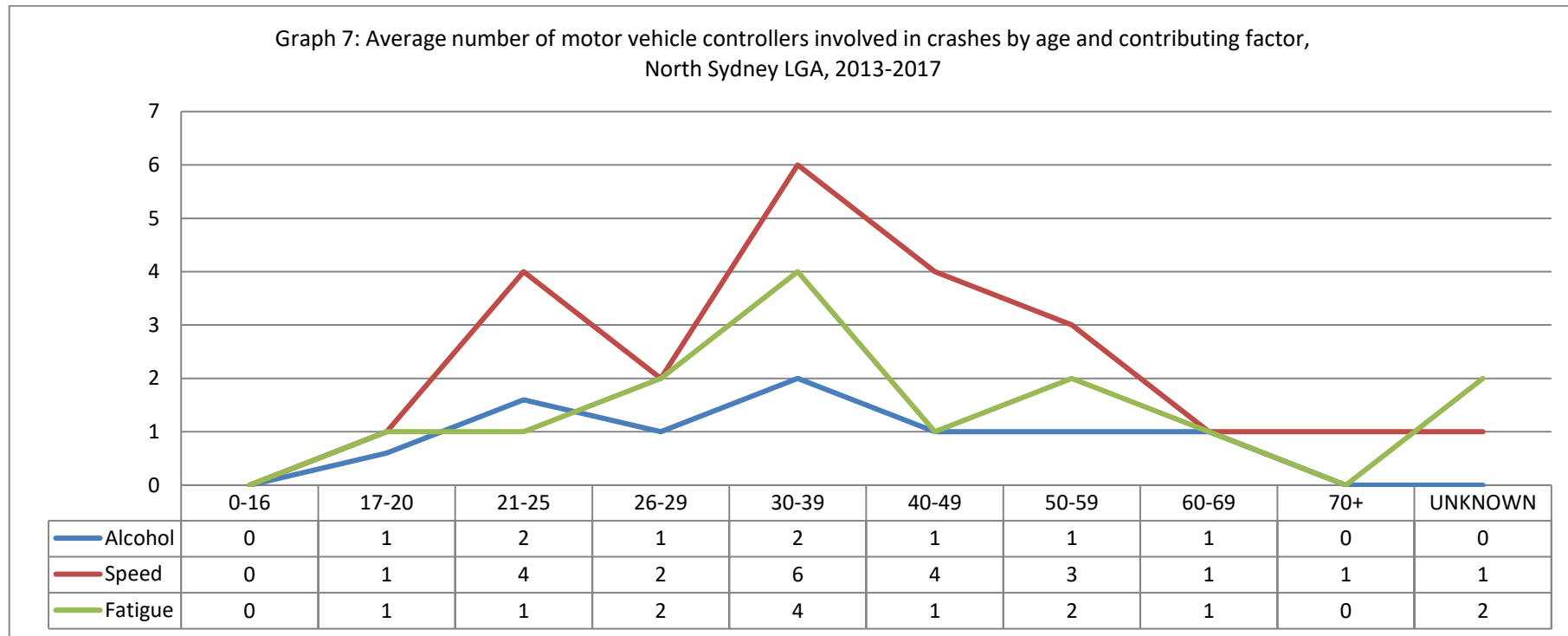
**5bv. Pedestrian Casualties**

Graph 6 indicates that:

- There were **pedestrian casualties** across all age groups with the 30-39-year-old age category having the highest number of casualties at 5 (2 male and 3 female).
- On average, females are overrepresented with 14 of the 24 casualties being female.

### 5c. Age Group and Contributing Factors

Graph 7 shows the average number of crashes by age of the motor vehicle controller and contributing factor in North Sydney 2013-2017.



Graph 7 indicates that:

- On average over the five-year period 2013-2017, speed was the greatest contributing factor to crashes in North Sydney over all age groups, peaking in the 30-39 year olds with 6, followed by the 40-49 (4) and the 21-25 (4) year age groups.
- This was followed by fatigue, again peaking in the 30-39-year age group with 4.
- Alcohol was the lowest contributing factor, but was highest in the 30-39-year age group with 4 crashes.

## 6. OCCUPANT RESTRAINTS

Table 3 shows the use of restraints and indicates that:

- North Sydney had more motor vehicle driver casualties not wearing occupant restraints (0.9%) than Sydney Region (0.7%), but less than NSW (1.2%).
- North Sydney's proportion of motor vehicle passenger casualties not wearing seatbelts was higher with a total of 2.2% compared to 2.1% for NSW and 1.5% for Sydney Region.
- However, it must be noted that numbers are very small for North Sydney with only 1 motor vehicle driver casualty and 1 motor vehicle passenger casualty not wearing restraints.

**Table 3: Use of Restraints, 2013-2017 Average**

	<b>NSW</b>	<b>Sydney Region</b>	<b>North Sydney</b>
<b>All Motor Vehicle Driver Casualties</b>	15,226	8,882	85
Restraint fitted but not worn	176 (1.2%)	59 (0.7%)	1 (0.9%)
Not known	1,057	555	7
	<b>NSW</b>	<b>Sydney Region</b>	<b>North Sydney</b>
<b>All Motor Vehicle Passenger Casualties</b>	3,795	1971	18
Restraint fitted but not worn	81 (2.1%)	30 (1.5%)	0.4 (2.2%)
Not known	838	424	4

## 7. HELMET USE

Table 4 shows helmet use for motorcyclists and pedal cyclists and indicates that:

- North Sydney had a much lower proportion of motorcycle casualties not wearing helmets with 0.6% compared to 2.8% for NSW and 1.9% for Sydney.
- While 3.3% of pedal cyclist casualties in North Sydney were not wearing helmets the proportions were significantly higher for NSW with 12.9% and Sydney with 10.9%.
- Again, numbers are very small for North Sydney with, on average, no motorcyclist casualties and only 1 pedal cyclist casualty not wearing a helmet.



**Table 4: Helmet Use, 2013-2017 Average**

	<b>NSW</b>	<b>Sydney Region</b>	<b>North Sydney</b>
<b>All Motorcyclist Casualties</b>	2,455	1,362	31
Helmet not worn	69 (2.8%)	27 (1.9%)	0 (0.6%)
Not known	200	119	2
	<b>NSW</b>	<b>Sydney Region</b>	<b>North Sydney</b>
<b>All Pedal Cyclist Casualties</b>	868	555	18
Helmet not worn	112 (12.9%)	61 (10.9%)	1 (3.3%)
Not Known	119	81	2

## 8. SUMMARY

- In 2017 there were **203 crashes** in North Sydney, which is lower than 2016 and the five-year average of 246.
- There was **one fatality** in 2017.
- The highest percentage of crashes for North Sydney occurred in the **30-39-year age group** with 21.9%.
- **Speed** was the greatest contributing factor for all crashes in North Sydney contributing to 5.4% of all crashes. Crashes involving speed dropped and were at their lowest in 2017, significantly below the five-year average of 9.1%.
- The percentage of crashes involving **fatigue** were at their lowest in 2017 (4.4%).
- **Alcohol** related crashes decreased slightly in 2017 (3.0%) and were below the five-year average (3.1%).
- **Motor vehicle driver** casualties were significantly higher than other road casualties for North Sydney at 46.9%. In 2017, they were slightly lower than the five-year average (47.8%).
- **Motorcycle** casualties are the second highest casualties in North Sydney (16.9%) which is significantly higher than for Sydney (9.8%) and NSW (10.6%).
- **Pedestrians** are the third highest road user group for casualties for North Sydney at 11.4%, which is higher than Sydney's casualties at 8% and NSW casualties at 6.1%.
- **Motor vehicle passengers** are the equal lowest road user group for casualties for North Sydney with 11.9% which is lower than Sydney and NSW with 14.7% and 16.5% respectively.

- **Pedal cyclists** also had the lowest casualties for North Sydney (11.9%) but they were triple that of Sydney (4.1%) and NSW (3.7%).
- Between 2013-2017, the **30-39-year age group** on average had the highest number of casualties across most road user classes with:
  - 21 motor vehicle driver casualties;
  - 8 motorcycle casualties, 7 being male;
  - 6 pedal cycle casualties, 5 being male;
  - 5 pedestrian casualties.
- **Motor vehicle passenger casualties** were, on average, fairly consistent over all age groups and genders with slightly more casualties in the 0-16 age group and more female casualties overall.
- North Sydney had more **motor vehicle driver casualties not wearing occupant restraints** (0.9%) than Sydney Region (0.7%), but less than NSW (1.2%).
- North Sydney's proportion of **motor vehicle passenger casualties not wearing seatbelts** was higher with a total of 2.2% compared to 2.1% for NSW and 1.5% for Sydney Region. Though it must be noted that numbers were small.
- Helmet use for motorcyclists and pedal cyclists indicates that North Sydney had a much lower proportion of **casualties not wearing a helmet** than NSW and Sydney Region.

#### What issues need to be addressed in 2019/2020 road safety initiatives?

- Pedestrians
- Speed
- Motorcyclists
- Pedal Cyclists

#### 9. SOURCES

- ABS LGA Profile
- RMS Crash Data