



HEAVY VEHICLE SAFETY PROGRAM



Rationale for HVSP

- Eight years since last major program ('Mixing With Oversize Loads'- 2006).
- Since that time:
 - WA population has increased by 359,000 (17.3%)*.
 - Large numbers of new/inexperienced drivers behind the wheel.
 - Freight task on WA roads has increased dramatically.
 - Retirement of highly-experienced truck drivers.

*WA State Government Department of Planning 'WA Tomorrow' (2012)

- National heavy vehicle crash incidents trending down but increasing frequency of WA incidents – particularly on Great Northern Hwy - is causing concern.



Rationale for HVSP (Cont)

- Program in complete alignment with Towards Zero.
- Will aim to address community concerns.
- Program will draw on the support of Regional Road Safety Alliances and other interested stakeholders to help disseminate key safety messages.

Objective is to work with all stakeholders in government and the transport industry to fill gaps in Heavy Vehicle safety from a State perspective.



HVSP has 3 components

General motoring public awareness campaign

- A public awareness campaign educating the general motoring public on how to safely interact with heavy vehicles and Over Size Over Mass (OSOM) loads on the road network.

Industry Education and Research

- An education program on safe operating procedures.
- Educate new Heavy Vehicle drivers of safe operating procedures.
- Undertake research projects through Curtin-Monash Accident Research Centre (C-MARC)

Compliance

- Notification of requirements to comply with heavy vehicle regulations.
- Increase notification to transport industry to ensure compliance with regulations.
- Educate operators that there will be greater enforcement of regulations and standards in the form of road blocks and ad hoc checks.

Relationship with Chain of Responsibility legislation.



Program has three components

Public Awareness	Industry Education	Compliance
<ul style="list-style-type: none">- Initial low cost promotion featuring postcard message underway.- Larger program to commence in second half of 2014 when funding from Road Trauma Trust Account (RTTA) becomes available.	<ul style="list-style-type: none">- Curtin-Monash Accident Research Centre (C-MARC) epidemiology study of heavy vehicle crashes in WA.- Identify common skills required for safety improvement to be addressed through training qualifications.	<ul style="list-style-type: none">- Led by HVO.- Focus to include maintenance issues.- Separate RTTA application.



Public Awareness Component

- Aims to positively influence new/inexperienced driver behaviour in specific circumstances when interacting with Heavy Vehicles.
- Program elements not requiring external funding have commenced comprising:
 - Postcard campaign (including press releases/articles/letters for publication).
 - Online campaign (website).
- Program elements requiring funding to commence in second half of 2014 comprising:
 - Radio advertising.
 - Printed materials.
 - Evaluation.
 - TV campaign using commissioned Community Service Announcement.



The Mid West Industry Road Safety Alliance (MWIRSA) launched a road safety campaign consisting of two television commercials titled 'Tame the Beast' addressing the safe overtaking of road trains on regional WA roads.

Click the links below to view the campaign TVC's"

<http://www.youtube.com/watch?v=heePO80oJJ0>

<http://www.youtube.com/watch?v=PHciN8YPrAo>



Industry Education Component

Endorsed projects

- Curtin-Monash Accident Research Centre (C-MARC) epidemiology study of heavy vehicle crashes in WA. Research has not been undertaken to examine changes in these crashes since 2003.
- Identify the common skills requiring safety improvement to be addressed through training qualifications. Logistics Training Council to identify initiatives for progression through the HVSP.

Support industry led initiatives such as the Australian Trucking Association's road safety education exhibition Safety Truck.



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Thank you and questions