



# SPEEDING / DRIVE TO CONDITIONS



## ROADSIDE CRASH MARKERS

The Roadside Crash Marker program is a road safety initiative that has been operating in Tasmania since 2002. The program has been developed through a partnership between DIER and participating local government authorities.

Crash markers are designed to raise awareness of road trauma at the sites of fatal and serious injury crashes. They are installed to remind drivers that everyone is at risk of a crash and to slow down and take care.

The crash markers are designed to give motorists a first hand reminder of the dangers involved with driving and target crash factors such as speed, inattention, inexperience and drink driving.

With the support of the Coroner's Office, next-of-kin family members are informed about the program and notified of the intention to install a fatality marker. Serious injury markers are installed at the request of individuals who have been involved in a crash.

Currently 15 municipalities are involved. In the past 2 years Tasman, West Coast and Central Coast Councils have introduced the program.





Sgt Dale French, Mayor Tony Bisdee and Greg Hunt (Council) prepare the new trailer for action in the Southern Midlands



DIER's road safety consultant David McIntee hands over the new trailer to Break O'Day Mayor Robert Legge



Launceston Council's trailer in operation on East Tamar Highway (Easter 2011)

## DSD TRAILER PROGRAMS

The CRSP program has assisted several Tasmanian municipalities to purchase or hire Digital Speed Display (DSD) trailers to complement local speed reduction programs.

The trailers display vehicle speeds on an electronic board as vehicles approach, alerting the driver to their actual travel speed. Currently, the following municipalities are benefiting from the initiative: Glenorchy, Kingborough, Clarence, Glamorgan Spring Bay, Brighton, West Tamar, Break O'Day, Burnie, Circular Head, Kentish, Tasman Southern Midlands and Northern Midlands.

To maximise use of the DSD trailers, some communities are partnering with local service clubs, such as the Kingston Lions Club, to manage the operations of the DSD on a weekly basis, ensuring key events and locations are targeted.

Most of the DSD trailers have an electronic variable message sign facility which can be used to display important road safety messages to drivers about driving to conditions, fatigue and inattention.



Recently new DSD / variable message board trailers were funded by CRSP, and will form the centrepieces of local speed reduction projects in Break O'Day, Tasman, Southern Midlands and Northern Midlands communities. Negotiations are underway with other Councils to introduce more trailers to educate drivers and get important messages out to the community.

*“The trailer will be a great asset to help improve road safety awareness, particularly during peak holiday periods when there is an influx of visitors to our municipality”*

(Break O'Day Mayor Robert Legge)

## GEORGE TOWN SPEED PROJECT

The George Town CRSP is currently developing a local speed campaign to be released in 2011. The program, which will initially focus on the 'Costs of Speeding', will involve use of speed trailers, crashed car displays, posters in businesses, newspaper and community newsletter articles.





**WHAT'S AROUND THE CORNER?**

The *What's Around the Corner?* program, previously introduced to Meander Valley, is now happening in the West Coast and Dorset municipalities. The program aims to raise driver awareness of what may be encountered on rural roads.

These local campaigns encourage road users to be wary of unexpected road activity or conditions. They highlight that 'you don't know what's around the corner'. You may encounter, farm machinery, school buses, farmers moving livestock, recreational cyclists, wildlife and visitors unfamiliar with the road.

Campaign messages are promoted through local radio and newspapers, posters, coffee cup holders and on place mats and banners at local tourist attractions and cafes. With support from the Tourism Brochure Exchange company the West Coast *What's Around the Corner?* 'flyer' has also been included on the brochure stands on the two Spirit of Tasmania vessels to advise visitors travelling to the region.



West Coast CRSP representatives Council General Manager Peter Harder, Inspector Brian Edmonds and Naomi Miller Council Tourism Officer at one of the banner promotional sites



Mayor Barry Jarvis launches Dorset's What's Around the Corner? program.



**Look Out For Your Mates – Circular Head**

In 2010 the Circular Head CRSP Committee initiated a ‘Look Out For Your Mates’ program to highlight the dangers of speeding in the town centre. Messages were reinforced with banners, stickers and on electronic message boards at various locations around the municipality. A large billboard located in Smithton also promoted the key messages, which aimed to encourage the community to take care of each other when on the road.

**Drive to Survive – King Island**

It has been evident that a focus on encouraging tourists to slow down and to ‘drive to conditions’ needed to be continued on King Island. As a result the CRSP program has supported the reprint of the *Drive to Survive* mirror tags, introduced in 2009, which are placed in all of the P & A Car Rental hire cars. Feedback from tourists has indicated that the road safety messages are very useful reminders to them before they commence driving around the island.



*“We found the tag to be very appropriate in reinforcing the message to drive carefully while visiting the island”*



**Be Alert**

The ‘Be Alert’ road safety initiative, aimed at raising driver awareness of high risk road behaviours, was launched by the Minister for Infrastructure, David O’Byrne in March 2011.

‘Be Alert’ aims to influence drivers to adopt safer behaviour and attitudes, especially relating to speeding, driving to conditions, drink-driving and inattention. The campaign involves ‘Be Alert’ signage on the Southern Outlet which will be an ongoing message supported by interchangeable messages, such as ‘Watch Your Speed’, ‘Don’t Drink and Drive’ and ‘Drive to Conditions’ which will be displayed at different times of the year.

The Kingborough Council will also complement this campaign by using its variable message board trailer and the digital speed display trailer to provide consistent messages to drivers.

Throughout 2011 local businesses, schools, clubs and community organisations will be approached to support the campaign by raising awareness, promoting newsletter articles, distributing car bumper stickers, displaying road safety posters and encouraging their networks to be safe on the roads.

The campaign is jointly funded by the Kingborough Council, DIER’s CRSP program and the RACT.



Darren Moody (RACT), Mayor Graham Bury, Cr Donna Sommerville (Road Safety Committee) and Minister David O’Byrne launch Be Alert

