

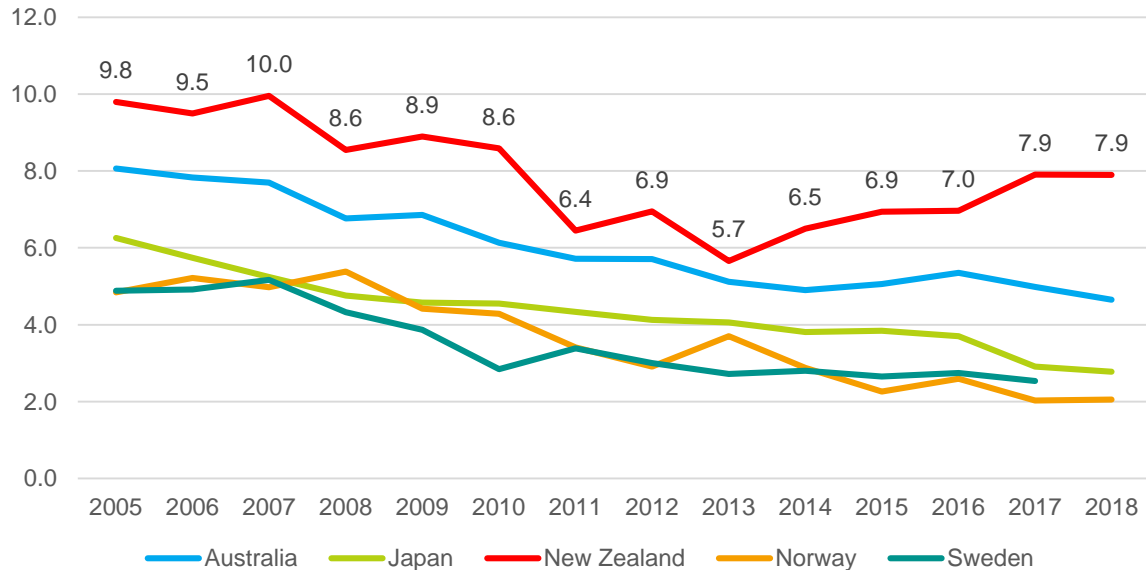
# A New Road Safety Strategy for New Zealand

TG Conference – 05 March 2019



# How NZ compares internationally

## Road deaths per 100,000 population

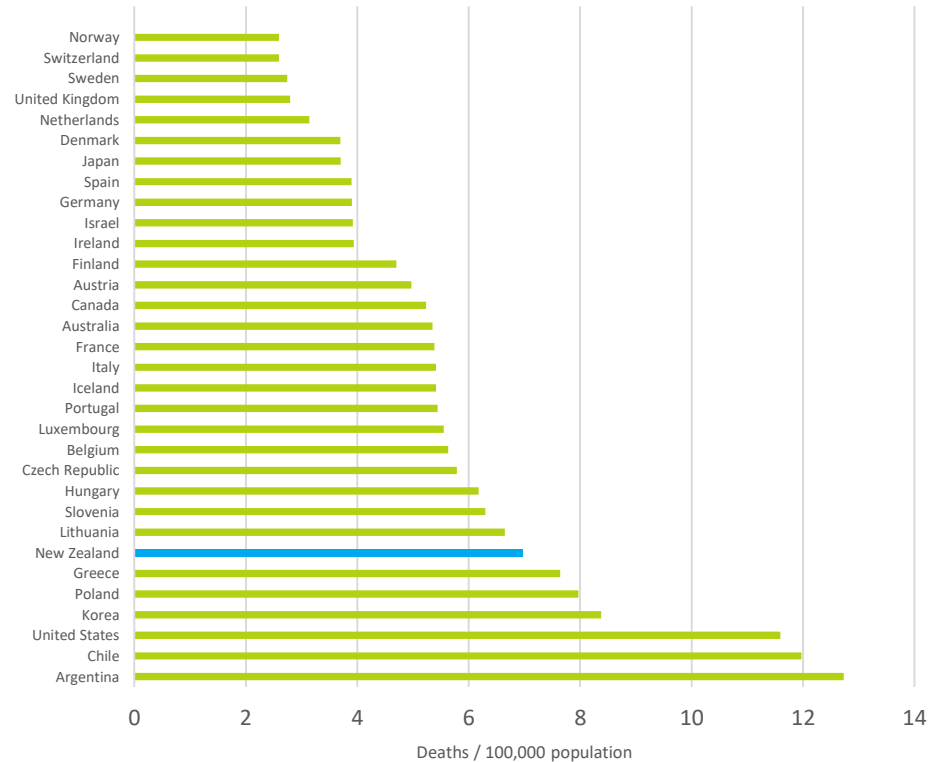


On average, 1 person is killed every day on New Zealand roads.  
Another 7 are seriously injured.

# International context

We're now in the bottom quarter of the OECD

International comparison of deaths per 100,000 population  
(2016)



# An effective Road Safety Strategy

- Builds a joint understanding of the problem
- Provides clarity of purpose
- Outlines decision-making principles
- Sets out what we want to achieve
- Enables effective prioritisation of actions
- Galvanises action from stakeholders
- Holds decision makers to account

# Our current approach



# Development of a new strategy

- More vision and ambition
- Clear targets and outcomes
- Greater focus on system factors
- Improving safety for all road users
- Linking to broader outcomes
- Strong evidence base
- Broad engagement and ownership

## Inclusive access

Enabling all people to participate in society through access to social and economic opportunities, such as work, education, and healthcare.

## Economic prosperity

Supporting economic activity via local, regional, and international connections, with efficient movements of people and products.

## Healthy and safe people

Protecting people from transport-related injuries and harmful pollution, and making active travel an attractive option.

## Environmental sustainability

Transitioning to net zero carbon emissions, and maintaining or improving biodiversity, water quality, and air quality.

## Resilience and security

Minimising and managing the risks from natural and human-made hazards, anticipating and adapting to emerging threats, and recovering effectively from disruptive events.

**A transport system that improves wellbeing and liveability**

# Engagement to date

## Reference Groups

- ▶ Speed
- ▶ Infrastructure, design and planning
- ▶ Vehicles, standards and certification
- ▶ Road user behaviour
- ▶ Vehicles as a workplace



- ▶ Discussion of key issues, priorities and potential future approach

## Broader stakeholder engagement

- ▶ Building a shared understanding of the problem
- ▶ Implications of Vision Zero – what would a more ambitious approach look like?



- ▶ Developing and building buy-in for an ambitious strategic approach and vision

# Key feedback from reference groups

## Speed

- Streamlining speed limit setting processes
- Improving speed compliance e.g. automated compliance

## Infrastructure

- Focus on safety throughout the lifecycle
- Integrate with land use planning

## Vehicles

- Proactively raise minimum standards
- Promote safety technology

## Vehicles as workplace

- Broader contextual factors
- Strengthen regulatory system

## User behaviour

- Focus on impairment, distraction, seatbelts
- Targeting education, enforcement and support



# Engagement to date

ACC	Cycling Action Network	IAG Insurance	Northland Road Safety Forum	Rural Women NZ	Trafinz
Auckland Transport	Disabled Persons Assembly	Living Streets Aotearoa	NZ Institute of Driver Educators	Safe and Sustainable Transport Association	Trafinz Conference
Automobile Association	Dunedin City Council	Local Government New Zealand	NZ Professional Firefighters Union	South Island Road Transport Committee Chairs	Transport Knowledge Conference
Bike Auckland	ERoad	Local Government Summit	NZ School Speeds	Southland Road Safety Influencing Group	Transportation Group New Zealand
Brake	E Tu	Ministry of Business, Innovation and Employment	NZ Tramways & Public Transport Employees Union	Sport New Zealand	Regional Councils' Transport Special Interest Group
Bus and Coach	Federated Farmers	Ministry of Education	NZ Transport Agency	Students Against Dangerous Driving	Uber
Business Leaders' Health and Safety Forum	FIRST Union	Ministry of Health	Office of Childrens' Commissioner	Tamaki Makaurau Road Safety Governance Group	Waikato Regional Council
Business NZ	Generation Zero	Ministry of Justice	Plunket	Tamaki Transport Table (iwi leaders' group)	Waikato Road Transport Forum
Canterbury Road Safety Working Group	Greater Auckland	Motorcycle Safety Advisory Council	Police	Tauranga City Council	Wellington City Council
Christchurch City Council	Hamilton City Council	New Zealand Planning Institute	Rental Vehicle Association	Taxi Federation	Woolworths NZ
Civil Contractors NZ	Health Promotion Agency	North Island Road Transport Committee Chairs	Road Transport Forum	Timaru District Council	WorkSafe

# Feedback to date

- Broad support for Vision Zero
  - Needs meaningful change to be credible
- Appetite for substantial change, but differing views on pace
- Safe System needs to be strengthened and embedded
- The need for strong leadership and effective coordination
- Challenges of collecting and understanding road safety data and trends (capacity and capability)
- Need to bring community with us

# Vision Zero in the strategy development process



**VISION ZERO.**  
FEHLER SIND NICHT VERMEIDBAR. SCHWERE UNFÄLLE SCHON.

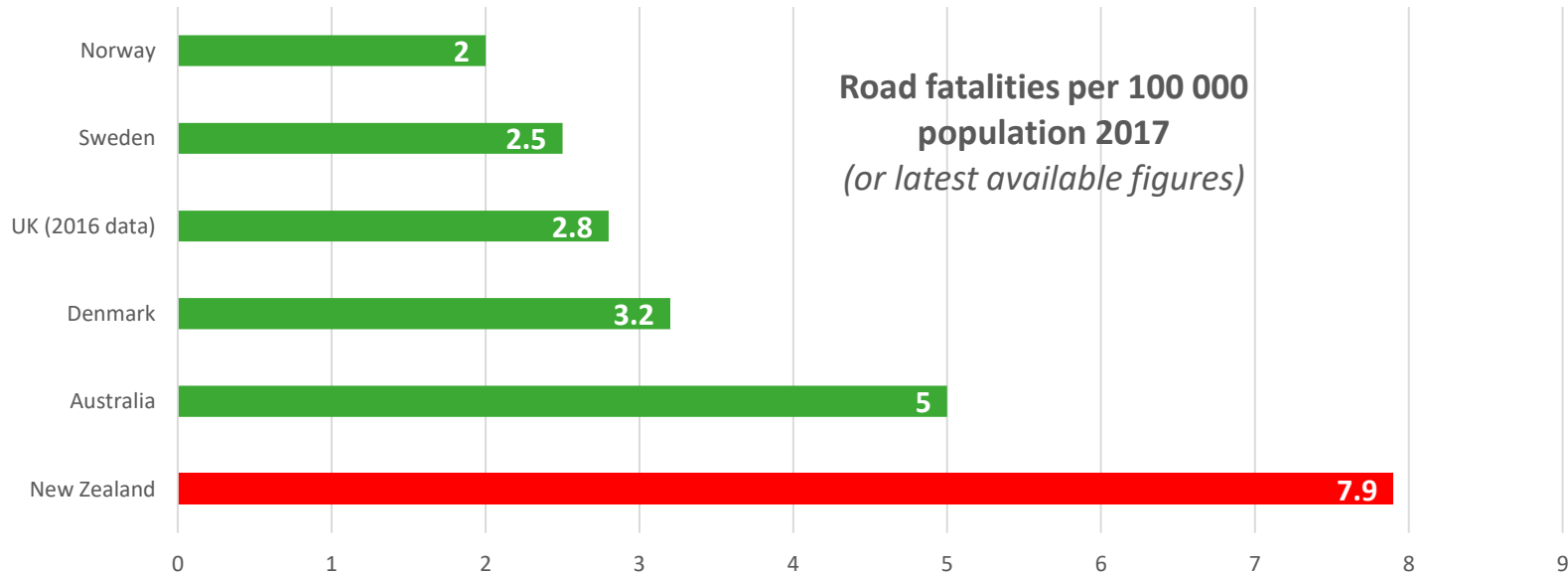


# What does it look like in practice?



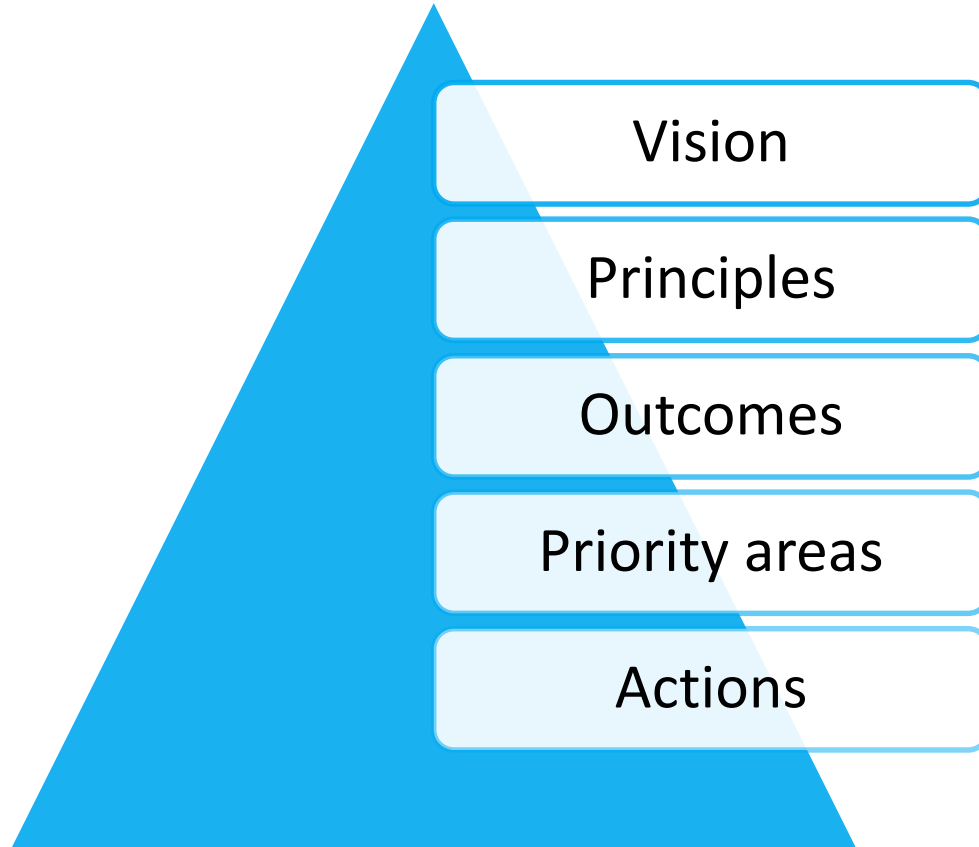
# What are the impacts?

Countries that have Vision Zero-type approaches have made big strides in reducing deaths and injuries on their roads.



**Vision Zero-type approaches are also effective in other sectors like aviation and Workplace health & safety**

# The new strategy and action plan



# The communications challenge

- We know New Zealanders care about road safety, but proven road safety interventions often meet community resistance
- Some belief that the crashes are inevitable and personal risk is low, which can create a lack of buy-in
- There's also a strong focus on driver behaviour with less awareness of the system-wide factors that we need to change
- We know that people need to believe we can prevent the harm before they engage in the issue

We need your help to building understanding and support meaningful discussion about road safety

Further questions or comments?  
Please contact us

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**Thank you**

