

Roadworks safety education campaign – TMAA



The Department of Infrastructure, Planning and Logistics is committed to road safety around road works

The Department of Infrastructure, Planning and Logistics has engaged local Territory business Ambrose Solutions and industry expert Dr Dan Sullivan, to develop a suite of education modules and materials to improve road safety around road works.

Currently under development, the two animated safety modules are focused on 'how to drive safely through a road work site' and 'how to be safe whilst working on the road'.

The dual-faceted safety education campaign is being developed from the research of key risks as identified by Centre for Accident Research and Road Safety Queensland, Austroads, Traffic Management Association of Australia and other industry bodies, as well as leveraging Dr Sullivan's expertise and experience on roadwork site safety.

Department of Infrastructure, Planning and Logistics General Manager of Transport and Civil Services, Louise McCormick, said a key element of the modules is the focus on mutual responsibilities and mutual respect, recognising that road safety is everyone's responsibility.

"The Department remains committed to improving road safety around road work sites, for both road users and road workers," said Ms McCormick.

"The two animated modules currently under development are centred on creating easy to remember messages for drivers and road workers, while highlighting the main known risks at roadwork sites."

"The aim is that by remembering and applying the lessons in these modules, drivers and road workers will be able to minimise the risks of crashes and incidents. More-over, the educational materials aim to create an environment where both groups respect each other and the hazards they both experience around road works."

Solutions in Transport Pty Ltd Founding Director, Dr Dan Sullivan, said the safety modules provided an innovative way to improve safety around road works.

"The main focus to date has been improving the design and layout of temporary traffic management sites, however this is only one of the multiple elements that need to be targeted," said Dr Sullivan.

"The education modules I have been developing with Ambrose Solutions on behalf of the Department of Infrastructure, Planning and Logistics are focused on two elements - the education of both drivers and individual road works on the ways they can manage their personal safety and the safety of those around them.

"These topics will form a crucial part of the overall system for improving safety at road worksites and will contribute strongly to deliver lasting change."

The safety modules will be launched in late 2020, and will be available on www.towardszero.nt.gov.au and through Ambrose Solutions' DriveAbout app.

The first module will include the following sub topics:

- Watching for signs
- Slowing down
- Maintaining safe distance
- Expecting the unexpected
- Merging safely
- Following instructions
- Staying alert and minimising distractions
- Changed weather conditions.

The second module will cover the importance of:

- Education
- Worksite design
- Understanding types of crashes
- Risks with urban roads and highways
- Risks associated in the approach to the site
- Risk where the road geography is curvy or hilly
- Time of day
- Complacency.

The DriveAbout app won the National 2019 Australia Road Safety Foundation Innovation award, and was originally designed to assist new drivers pass the Learner licence test. The app has undergone further development to help other road users, regardless of literacy levels, to refresh their knowledge of the road rules - ultimately creating safer roads and saving lives through education.

This initiative complements the key priorities and actions within the Northern Territory's Towards Zero Road Safety Action Plan (2018-22), and the vision of a safer road transport system where no person is killed or seriously injured. This vision aims to inspire ownership of the Territory's road safety challenges, and motivate Territorians to take action to use our roads more safely. Vision Zero has been adopted by all Australian jurisdictions, and widely adopted globally.

The plan also adopts the Safe Systems approach and includes the following elements: Safe road use, safe roads and roadsides, Safe vehicles and Safe speeds.

Media contact

Rowland Richardson | 0437 868 115

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