Towards Zero
Key Message Guide

A directory of key messages regarding the main components and themes of the Towards Zero Strategy and Action Plan.

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Prepared by the Transport Accident Commission (TAC)

CONTENTS

INTRODUCTION 5

THE 'WHAT' 6

Towards Zero Strategy and Action Plan – overarching 6
Towards Zero Strategy and Action Plan – main priorities 6
Development and release of Victoria's next road safety strategy 7
Towards Zero – significance/cultural change 7
Towards Zero – zero is possible 7
Towards Zero – a national approach 7
Towards Zero – an international approach 8
Safe System Road Safety Model – overarching 8
Safe System Road Safety Model – Safer Roads 8
Safe System Road Safety Model – Safer Speeds 8
Safe System Road Safety Model – Safer Vehicles 9
Safe System Road Safety Model – Safer People 9

THE 'WHY' 10

Lives lost, serious injuries and 'ripple effect', i.e. people and communities impacted 10

THE 'WHO' 11

Towards Zero road safety partners 11
Department of Transport (incorporating VicRoads, Road Safety Victoria and Public Transport Victoria) 11
Road Safety Victoria (an agency within the Department of Transport's portfolio that incorporates the road safety functions of VicRoads) 12
Regional Roads Victoria (division of the Department of Transport) 12
Safer Roads Program (formerly Safe System Road Infrastructure Program - SSRIP) 12
Transport Accident Commission (TAC) 13
Victoria Police 13
Emergency services (including Victoria State Emergency Service, Ambulance Victoria and other first responders) 13
Victorian Government Department of Justice and Community Safety 13
Victorian Government Department of Health and Human Services 14
Local government municipalities 15
Road users/community 15

THE 'HOW' 16

Safe System Road Safety Model – overarching 16
Safe System Road Safety Model – Safer People 16
Distraction – drivers 16
Distraction – pedestrians 17
Drink and drug driving 17
Drug driving 18
Fatigue 18
Vulnerable road users – young drivers 19
Vulnerable road users – pedestrians and 40km/h zones 19
Vulnerable road users – older drivers 19
Safe System Road Safety Model – Safer Speeds overarching 20
Survivable impact speeds 20
Speed enforcement 21
Road safety cameras – overarching 21
Mobile road safety cameras 21
Red light enforcement 21
Point-to-point road safety cameras 22
Speeding fine revenue 22
Safe System Road Safety Model – Safer Roads 22
Regional roads 22
Regional road safety engineering treatments 23
Regional road safety engineering treatments – specific types of treatments and how they reduce crash risk 23
Safety upgrades versus maintenance 23
Pedestrians, cyclists and infrastructure to improve safety 24
Motorcycle riders and safety barriers 24
Safe System Road Safety Model – Safer Vehicles 25
Vehicle technologies 25
Vehicle selection, car safety ratings and howsafeisyourcar.com.au 26
Seatbelts and restraints 26
Emerging safety technologies 27
Australasia New Car Assessment Program (ANCAP) 27
Heavy vehicles 27
Cyclists – overarching 28
Cyclists – vulnerability 28
Cyclists – safe passing distance 28
Cyclists – two abreast 28
Pedestrians – overarching 28
Pedestrians – vulnerability 29

Pedestrians – 40km/h zones 29
Pedestrians – distraction 29
Motorcycle riders – overarching 29
Motorcycle riders – safety barriers 29
Motorcycle riders – protective gear 29
Motorcycle riders – vulnerability 29
Motorcycle riders – *Rider think driver, driver think rider* 30
Motorcycle riders – anti-lock braking system (ABS) 30
Young drivers – overarching 30
Young drivers – vehicle affordability 30

INTRODUCTION

In 2016, the Victorian Government released the *Towards Zero Strategy and Action Plan 2016-2020*, the most ambitious action plan in the state's road safety history to drastically reduce the number of people killed and seriously injured on our roads.

The Strategy and Action Plan involves a large number of government agencies, program 'owners' and stakeholders, including the Department of Transport, Transport Accident Commission (TAC), Victoria Police, the Department of Justice and Community Safety and the Department of Health and Human Services.

Given the extensive stakeholder list and 'moving parts', it is important to have clear and consistent key messages about the Towards Zero objectives, priority issues, program descriptions, funding and more. Therefore, we have collated this comprehensive directory of key messages regarding the main components and themes of the Towards Zero Strategy and Action Plan.

This key message guide is intended to be a resource to assist preparation of marketing collateral, corporate publications, web content, media statements, interview points and more.

If you have any queries, please send an email to **askus@tac.vic.gov.au**

Tips for using this guide:

- **Use the hyperlinks in the contents list at the front of the document as well as the 'Find' or 'Search in document' functions in Word (computer program) to find key messages and statistics related to your specific topic/s of interest.**
- **We have inserted hyperlinks to relevant websites, research findings as well as related topics within the document.**
- **The key messages do not need to be used verbatim – they can be adapted to meet your specific purpose or context.**

THE 'WHAT'

Key messages describing what the Towards Zero Strategy and Action Plan is aiming to achieve and what it involves.

Topic	Key messages	Background/rationale/statistics
Towards Zero Strategy and Action Plan – overarching	The *Towards Zero Strategy and Action Plan 2016-2020* is Victoria's most ambitious plan to reduce road trauma to zero, where no person is killed or seriously injured on our roads.	In 2016, the Victorian Government released the *Towards Zero Strategy and Action Plan 2016-2020* to drastically reduce the number of people killed and seriously injured on Victorian roads.
		The immediate goal of the Towards Zero Strategy and Action Plan is to bring about a reduction in the number of road deaths to 200 or below and cut serious injuries by 15 per cent over five years (i.e. by 2020).
		The TAC has developed a free online learning module designed to help the community understand the Towards Zero approach, including: • how to describe what Towards Zero is • the principles that underpin Towards Zero • who is involved.
Towards Zero Strategy and Action Plan – main priorities	The *Towards Zero Strategy and Action Plan 2016-2020* targets three main priorities: • Country roads – (the location) where most road deaths happen in Victoria. • Our most vulnerable road users – young drivers, motorcycle riders, cyclists and pedestrians. • New technology to make our cars, roads and driving behaviour safer.	Nearly half of all road fatalities in Victoria happen on 100 and 110 km/h rural roads, killing a disproportionate number of country people.
	The *Towards Zero Strategy and Action Plan 2016-2020* is focused on improving the vehicles we drive, the roads we drive on, the speeds we travel and the decisions we make as road users.	

	The Towards Zero Action Plan has four key principles that will help us achieve the Towards Zero vision: • Safer Roads: to fix unsafe roads • Safer People: to encourage all road users to share responsibility for safety • Safer Speeds: to make sure speed limits suit the road environment • Safer Vehicles: to urge car-buyers to choose the safest cars in their price range.	
Development and release of Victoria's next road safety strategy	The *Towards Zero Strategy and Action Plan 2016-2020* will be replaced with a new strategy and plan at the end of 2020. This will set out Victoria's road safety priorities and programs.	The Victorian Government is working with key transport and road safety agencies, Local Governments and the community to develop Victoria's next road safety strategy. The new plan will follow on from Victoria's current road safety strategy, the *Towards Zero Strategy and Action Plan 2016-2020*, and continue focusing on reducing road trauma to zero.
Towards Zero – significance/cultural change	Towards Zero represents the most ambitious action plan in Victoria's road safety history. It will involve a major culture change.	In 1971, 1,061 people lost their lives on Victorian roads. Imagine where we'd be today if we'd accepted this level of death as the status quo and didn't act (and introduce compulsory seatbelts, random breath testing, safety cameras, etc). If back then we'd said that in the next five decades there would be four times as many cars and fewer than 250 people killed on the roads in a year, many people would have said it wasn't possible. Everything being done as part of Victoria's *Towards Zero Strategy and Action Plan 2016-2020* is working towards making zero deaths and serious injuries on Victorian roads a reality.
Towards Zero – zero is possible	Zero people killed or seriously injured on our roads *can* be achieved in our lifetime if we all play our part. This means being safer drivers, driving safer cars, travelling at safer speeds and building safer roads.	The short-term aim of the *Towards Zero Strategy and Action Plan 2016-2020* is to reduce the number of road deaths to 200 or below and cut serious injuries by 15 per cent over five years (i.e. by 2020). Victoria's long-term vision is for no person to be seriously injured or killed on our roads.
	The only acceptable number of people killed and seriously injured on the roads is zero.	It can never be ethically acceptable that people are killed or seriously injured when travelling on the roads.
Towards Zero – a national approach	Victoria's *Towards Zero Strategy and Action Plan 2016-2020* reflects the goals, objectives and actions identified in Australia's *National Road Safety Strategy 2011-2020*.	The Australian Government has recommended that every state and territory implement road safety strategies and action plans which align with the Safe System Road Safety Model. These recommendations were made in the *National Road Safety Strategy 2011-2020* and *National Road Safety Action Plan 2018-2020*.

Towards Zero – an international approach	Victoria is not the only jurisdiction aiming for zero deaths and serious injuries on its roads: Sweden, the Netherlands, the United Kingdom, New Zealand and New York City have similar road safety strategies to our *Towards Zero Strategy and Action Plan 2016-2020.*	The actions identified in the *Towards Zero Strategy and Action Plan 2016-2020* align with the Safe System Road Safety Model. This model is being used around the world to reduce the number of people being killed and seriously injured on the roads.
		Victoria's Towards Zero strategy was originally based on Sweden's Vision Zero which has been in effect since 1997.
Safe System Road Safety Model – overarching	The Safe System Road Safety Model is a holistic approach to reducing road trauma. The model identifies four factors which need to work together to protect people from being killed or seriously injured on the roads. These are: Safer Roads, Safer Vehicles, Safer Speeds and Safer People.	The guiding principles of the Safe System Road Safety Model identify that: • humans are vulnerable – we all make mistakes and our bodies can only withstand so much crash force before being seriously injured or killed • road safety is a shared responsibility • the entire road system needs to be safe and work together to eliminate road trauma. The *Towards Zero Strategy and Action Plan 2016-2020* is also guided by these principles.
	We all need to play our part in keeping each other safe on the roads, and that means being safer drivers, driving safer vehicles, travelling at safer speeds and the Government building safer roads.	
	The Safe System recognises that people will make mistakes on the road, but the system should be forgiving, and crashes should not result in death or serious injury.	
Safe System Road Safety Model – Safer Roads	Safer Roads: One of the four principles of the Safe System Road Safety Model is the need for safer roads to protect people. This means transport networks, urban planning and road design all working together to accommodate unexpected events and driver mistakes to ensure roads and roadsides are as safe as possible.	
	The Safer Roads principle (of the Safe System Road Safety Model) means roads are designed to both prevent crashes and, in the event of a crash, reduce the severity and minimise the chance of injury.	
Safe System Road Safety Model – Safer Speeds	Safer Speeds: One of the four principles of the Safe System Road Safety Model is the need for safer speeds. The Department of Transport is responsible for setting speed limits that are safe and appropriate for the particular road environment.	

	The Safer Speeds principle (of the Safe System Road Safety Model) requires people to travel at an appropriate speed for the conditions, including the state of the roads, weather, amount of traffic and number and type of other road users.	
Safe System Road Safety Model – Safer Vehicles	Safer Vehicles: One of the four principles of the Safe System Road Safety Model is the need for safer vehicles. New vehicle technology will help avoid crashes altogether.	
	Not all cars are created equal and some cars are safer than others. People are encouraged to buy the safest vehicle in their price range.	Visit howsafeisyourcar.com.au to compare vehicles.
	Well designed, safe vehicles can prevent a crash from happening or help absorb and reduce the force of impact in a crash.	This, in turn, can help lessen the impact forces transferred to a vehicle's occupants and reduce serious injuries and lives lost on our roads.
Safe System Road Safety Model – Safer People	Safer People: One of the four principles of the Safe System Road Safety Model acknowledges that road safety is a shared responsibility. It's up to everyone to understand their risks and make safe choices whenever they're walking, riding or driving.	Human bodies are not designed to survive the forces involved in a high impact crash, which is why we need to make safe choices to protect ourselves and others when using the roads.

THE 'WHY'

Key messages about why we need the Towards Zero Strategy and Action, including the immense human, social and economic cost of road trauma.

Topic	Key messages	Background/rationale/statistics
Lives lost, serious injuries and 'ripple effect', i.e. people and communities impacted	The *Towards Zero Strategy and Action Plan 2016-2020* is Victoria's most ambitious plan to reduce road trauma to zero, where no person is killed or seriously injured on our roads.	The problem with the term 'road toll' is that it dehumanises road trauma. By reducing the value of a person's life to a mere number, it makes it easier for the community to distance themselves from the issue.
	In the next five years, 1,250 more people could die, and more than 25,000 people will be hospitalised, many with traumatic injuries, if we don't take action. Road trauma is not about numbers published next to the words 'road toll'. It is about real people – someone's brother, sister, child, parent, friend or colleague.	Let's change the language [when talking about the number of road deaths] to reflect the fact that we're talking about people who have died. Instead of saying 'our road toll stands at 150', for example, let's say '150 lives have been lost on Victorian roads so far this year.'
	Zero is the only acceptable target for the number of people killed or seriously injured on our roads; otherwise we're saying that we accept it's okay that people are going to lose their lives and be seriously injured on the roads.	
	Every two hours someone is killed or sustains serious, life-changing injuries as a result of a road crash in Victoria.	The term 'serious injury' includes paraplegia, quadriplegia, acquired brain injury (ABI), amputations, permanent blindness and burns.

THE 'WHO'

Key messages regarding who developed the Towards Zero Strategy and Action Plan, who the key players are, and who it targets.

Topic	Key messages	Background/rationale/statistics
Towards Zero road safety partners	Towards Zero is a partnership between the Department of Transport, Transport Accident Commission (TAC), Victoria Police, the Department of Justice and Community Safety and the Department of Health and Human Services. Each of the agencies is responsible for delivering different programs, policies and infrastructure identified in the *Towards Zero Strategy and Action Plan 2016-2020*.	The *Towards Zero Strategy and Action Plan 2016-2020* was jointly developed by the Transport Accident Commission (TAC), VicRoads, Victoria Police, the Department of Justice and Community Safety and the Department of Health and Human Services.
Department of Transport (incorporating VicRoads, Road Safety Victoria and Public Transport Victoria)	The Department of Transport's role is to plan, deliver and operate Victoria's transport system.	On 1 July 2019, VicRoads and Public Transport Victoria (PTV) came together with the Department of Transport to create an integrated transport department.
	The Department of Transport's overarching aim is to make Victoria's transport system and people's journeys simpler, safer and more reliable.	The Department of Transport portfolio includes Transport for Victoria, Public Transport Victoria, VicRoads, Road Safety Victoria, Regional Roads Victoria, Better Boating Victoria, Freight Victoria and Active Transport Victoria.
	The Department of Transport is adopting a whole-of-system approach to improve coordination and management of Victoria's transport network.	Victoria is growing faster than any other state in Australia, which is why we have a plan to transform our public transport system, reduce congestion on our roads and improve safety for everyone.

	The Department of Transport is committed to delivering: • a safer and more accessible public transport network • more reliable and frequent public transport services for regional and suburban areas • a road network that is well maintained, efficient and safe to use.	Twenty-three million trips are made each day in Victoria and this is expected to increase to 38 million by 2050.
Road Safety Victoria (an agency within the Department of Transport's portfolio that incorporates the road safety functions of VicRoads)	Road Safety Victoria is working closely with road safety partners to develop strategies and programs to reduce the number of people killed and seriously injured on Victorian roads.	On 1 August 2019, the Victorian Government established Road Safety Victoria – merging the road safety functions of VicRoads and the Department of Transport.
	As well as supporting the delivery of the Towards Zero Strategy, Road Safety Victoria will develop road safety policies, coordinate programs and campaigns, and play a lead role in the development of the next road safety.	
Regional Roads Victoria (division of the Department of Transport)	Under the *Towards Zero Strategy and Action Plan 2016-2020*, Regional Roads Victoria's focus is providing safer and improved roads.	Regional Roads Victoria is a division of the Department of Transport focused on providing safer and better roads that support regional communities' growth and prosperity.
	The focus of Regional Roads Victoria is to repair and upgrade regional roads.	Regional Roads Victoria will oversee the Victorian Government's record $941 million investment in regional roads that will see more than 1,500km of road rebuilt and resurfaced.
	Working closely with local communities and councils, Regional Roads Victoria will make sure that all new investments in the regional road networks are carefully planned and directed to the right projects in a timely manner.	
Safer Roads Program (formerly Safe System Road Infrastructure Program - SSRIP)	The Safer Roads Program is a partnership between the Transport Accident Commission (TAC) and Department of Transport to transform some of Victoria's highest-risk roads with vital safety upgrades.	The Safer Roads Program is responsible for upgrading Victoria's most high-risk roads and road environments identified in the *Towards Zero Strategy and Action Plan 2016-2020.*
	High-risk regional roads, busy community precincts, pedestrian and cyclist facilities and local streets are priority areas being upgraded in Victoria by the Safer Roads Program.	

Transport Accident Commission (TAC)	Under the *Towards Zero Strategy and Action Plan 2016-2020*, the Transport Accident Commission's role is to promote road safety and support those who have been injured on our roads.	In Victoria, the Transport Accident Commission (TAC) supports those who have been injured on our roads and assists the families of people who have lost their life on Victoria's roads. The TAC also delivers road safety education programs and initiatives.
	The Transport Accident Commission (TAC) supports Local Governments (LGs) to progress local road safety initiatives and undertake research to support these efforts.	The Transport Accident Commission (TAC) is a Victorian Government-owned organisation whose role is to promote road safety, improve the state's trauma system and support those who have been injured on our roads.
Victoria Police	Under the *Towards Zero Strategy and Action Plan 2016-2020*, Victoria Police is targeting high-risk driver behaviours, such as speeding and hand-held mobile phone use, and undertaking increased random drug and alcohol testing.	Victoria Police provides policing services to the community 24 hours a day, seven days a week, to keep over 5.7 million Victorians safe.
	Research clearly shows that enforcement, combined with public education, is highly effective in reducing risky driving behaviour.	
Emergency services (including Victoria State Emergency Service, Ambulance Victoria and other first responders)	Victoria State Emergency Service is a volunteer-based organisation whose members assist during emergency situations, including road crash rescues, where they use their skills and equipment to safely remove people trapped in vehicles.	The Department of Transport is working with emergency services across Victoria to develop detailed mapping tools which show where breaks (i.e. emergency vehicle entry points) in safety barriers are located to improve access for first responders in the event of an emergency or incident.
	Ambulance Victoria paramedics provide emergency medical response to people injured in road crashes and transport them to hospital for medical assessment and treatment.	The Department of Transport has worked closely with emergency services to develop tools and training materials to educate first responders on how to cut safety barriers if needed.
Victorian Government Department of Justice and Community Safety	The Department of Justice and Community Safety works closely with Victoria Police, the Transport Accident Commission (TAC) and the Department of Transport to improve road safety as part of a joint long-term strategy to reduce the number of people killed and injured on the state's roads. Together, these partners target high-risk behaviour by enforcing road safety law, providing education and public awareness initiatives and undertaking research and development to improve Victoria's road network.	
	The Department of Justice and Community Safety oversees Victoria's road safety camera program, an integral part of the Towards Zero Strategy and Action Plan.	To support Victoria Police's additional and targeted enforcement activities, the Department of Justice and Community Safety is operating extra fixed and mobile speed cameras to help deter people from speeding.

	Under the *Towards Zero Strategy and Action Plan 2016-2020*, the Department of Justice and Community Safety is installing new point-to-point speed cameras to deter drivers from speeding.	
	Road safety cameras are proven to be one of the most effective ways to save lives and encourage motorists to slow down. Safety cameras and red light cameras have reduced injury crashes by up to 47 per cent at Victorian intersections.	The Department of Justice and Community Safety releases quarterly statistics about the number of infringements issued by the camera network. These statistics are available to the public at camerassavelives.vic.gov.au.
	Road safety cameras have a significant deterrent effect.	
Victorian Government Department of Health and Human Services	The Department of Health and Human Services is responsible for Victoria's public health and trauma system.	Victoria Police and the Transport Accident Commission (TAC) have access to information about the types of crashes that cause deaths and serious injuries on our roads through police reports and (personal injury insurance) claims received. This information helps shape road safety programs, community education and enforcement activities to prevent road trauma.
		Not everyone who is injured on the road will report the incident to Victoria Police or submit a claim with the Transport Accident Commission (TAC), however, they are likely to attend a GP clinic or hospital. The Department of Health and Human Services has access to this information which isn't captured by Victoria Police or the TAC, but is important for shaping future road safety programs, community education, enforcement activities and helping prevent road trauma.
		The Department of Health and Human Services shares GP and hospital data with Victoria's other road safety partners to help shape future road safety programs, community education and enforcement activities to prevent road trauma. This information has personal details removed and is kept confidential.

Local government municipalities	Local governments (LGs) are important stakeholders for the Transport Accident Commission (TAC) and Towards Zero mission as they: • have a strong understanding of their community's needs • provide a conduit to their residents and visitors • have responsibility for the management of 85 per cent of Victoria's road network.	
Road users/community	Towards Zero acknowledges that people will make mistakes and the human body has limited physical tolerance to high impacts.	One of the key principles of the Safe System Road Safety Model is the need for all road users to share responsibility for safety. It's up to everyone to make safe choices whenever they're walking, riding or driving as well as making vehicle purchases.
	The Towards Zero Strategy and Action Plan was developed with community input collected from road safety surveys (completed by nearly 2,800 people), face-to-face meetings and public forums across suburban and regional areas of the state.	

THE 'HOW'

Key messages describing how we will work towards, and achieve, the Towards Zero vision.

Topic	Key messages	Background/rationale/statistics
Safe System Road Safety Model – overarching	Click here for relevant key messages contained in other areas of the document.	
Safe System Road Safety Model – Safer People	Click here for relevant key messages contained in other areas of the document.	
Distraction – drivers	Taking your eyes off the road for two seconds or longer doubles your risk of crashing.	If your eyes are off the road for two seconds while travelling at 50km/h, you're effectively driving blind for 27 metres. Click here to see a table showing how far a driver travels for every two seconds of distraction at various speeds.
	Driver distraction is one of the leading causes of road trauma on Victoria's roads; with mobile phones one of the most common forms of driver distraction. Other distractions (that can affect your attention or focus on driving) include eating, drinking, smoking, adjusting the radio or GPS and the presence of loud passengers.	Research shows using a mobile phone while driving is associated with: • missing traffic signs and signals • reduced ability to maintain position in the lane or to keep a safe following distance • riskier speed selection, acceleration and deceleration • slower reaction times.
	The easiest and safest option is to remove the temptation to use your mobile phone in the car altogether. Put your phone on silent and out of reach in the backseat, glovebox or even the boot.	Another way to avoid mobile phone distraction while driving is to install a 'do not disturb' function on your phone.

Distraction – pedestrians	Pedestrians can also be distracted by mobile devices or when listening to music.	Research shows that pedestrians distracted by mobile devices: • are less likely to look both ways before crossing the road • take 18 per cent longer to cross the road • change direction more often • are less likely to be aware of other pedestrians.
Drink and drug driving	Alcohol impairs drivers' concentration, reaction times and ability to make safe judgements.	Click here for research findings about how drinking alcohol impairs driving ability and awareness.
	Drink driving remains one of the biggest causes of deaths and serious injuries on our roads.	Around one in five drivers and riders killed on Victoria's roads had a Blood Alcohol Concentration (BAC) over the legal limit of 0.05 (five-year average).
	The safest approach is to completely separate drinking from driving.	If you're planning on having a drink, plan ahead and make sure you've got a safe way of getting home that doesn't involve you being behind the wheel.
	To improve road safety and stamp out dangerous driver behaviour, Victoria has introduced the toughest penalties for drink driving in Australia, as part of the Towards Zero Strategy. Enforcement (combined with public education) is proven to be effective in deterring unsafe driver behaviour.	On 30 April 2018, the following changes to Victoria's drink and drug driving penalties came into effect. • All drink drivers (including first time offenders) recording a Blood Alcohol Concentration (BAC) of 0.05 or over will lose their licence for a minimum of three months. • All drink drivers will face mandatory alcohol interlock conditions for a minimum of six months. • All drink and drug drivers will be required to participate in a behaviour change program. • Victorian drivers convicted of drink or drug driving interstate will be subject to Victorian drink driving penalties.
	If killing or seriously injuring yourself or someone else and the ripple effect this has to family and friends isn't enough to deter people from driving under the influence of alcohol and/or drugs, we hope the thought of being caught is.	Under the Towards Zero Action Plan, 10 new alcohol and drug testing buses were rolled out between March 2018 and March 2019 in Victoria, replacing the existing (ageing) fleet. The new fleet includes six smaller buses that can access locations that were previously difficult for larger buses to reach. This means police can target more areas, more often to make our roads safe.

Drug driving	Drug driving now exceeds drink driving as a major cause of deaths on our roads. That's why there has been an increase in the number of roadside drug tests each year. Drivers and motorcycle riders in Victoria have never been more likely to be tested for drugs.	Click here for relevant key messages contained in other areas of the document.
	It's widely accepted that if you drink then drive you will be caught; Victorians need to think the same way about drug driving.	Victoria was the first jurisdiction in the world to introduce saliva testing to detect illegal drugs.
		Victoria Police conduct 150,000 drug tests per year across the state.
	In the last five years approximately 41 per cent of all drivers and motorcyclists killed who were tested, had drugs in their system.	One in four Victorians who use drugs admit to driving under the influence of recreational drugs.
		Like alcohol, drugs reduce a driver's ability to control a vehicle and assess road situations. Drugs can stay in your system for days.
		Like alcohol, many drugs reduce a driver's ability to have full control of a vehicle. Drugs have different and profound effects on a person's mood and behaviour depending on the type of drug involved.
Fatigue	Fatigue is one of the largest causes of serious crashes on Victoria's roads.	Fatigue is a contributing factor in 16–20 per cent of all crashes in Victoria.
	Before heading off on a long drive, rest up the night before and allow plenty of time to get to the destination. Take regular breaks and share the driving (if possible).	After being awake for 17 hours, driving performance is consistent with that of a driver with a Blood Alcohol Concentration (BAC) of 0.05, and the risk of crashing doubles. After being awake for 21 hours, driving performance is equivalent to having a BAC of 0.15, with seven times the crash risk.

Vulnerable road users – young drivers	As part of the Towards Zero Strategy and Action Plan, the Victorian Government has committed $146 million to developing and delivering a suite of pre-driver and young driver education and training initiatives. These initiatives, known collectively as the Young Driver Safety Program, include the following. • The world-first Road to Zero Education Complex at Melbourne Museum uses the latest digital technology and a curriculum-aligned learning program to demonstrate the science of road safety and communicate the Towards Zero vision. • Road Smart – a practical safe driving program aimed at Year 10 students. • Free licence scheme that rewards the most responsible young drivers (who have completed four years on P-plates with no traffic offences) with a free three-year licence. • The TAC L2P Learner Driver Mentor Program to help young Victorians without access to a car or supervising driver to gain the minimum 120 hours of supervised driving experience. • Grants and community projects aimed at reducing road trauma.	In their first year of driving, young drivers in Victoria are almost four times more likely to be involved in a fatal or serious injury crash than more experienced drivers.
Vulnerable road users – pedestrians and 40km/h zones	Pedestrians are some of the most vulnerable road users because they're not protected by a vehicle and are exposed to the forces involved in a crash.	Research shows us that a pedestrian hit by a car travelling at 60km/h is unlikely to survive, whereas a pedestrian struck at 30km/h or 40km/h has a much greater chance of survival.
Vulnerable road users – older drivers	Older drivers have fewer crashes than other age groups, but when they're involved in a crash, they're far more likely to sustain a serious injury.	Our bodies become more fragile as we age. Drivers aged 75 years or over have a higher risk (per distance travelled) of being killed in a crash than any other age group.
	Physical and mental changes that often come with ageing can affect how well people drive. This includes: • slower reaction times • loss of clarity in vision and hearing • loss of muscle strength and flexibility • use of prescription drugs which may cause drowsiness.	Click here for practical safety tips for older drivers.

	In Victoria you're able to continue driving to any age, on the condition that you're medically safe to do so. As you grow older, it's your responsibility to: • monitor your health for changes • notify VicRoads if you have (or develop) a medical condition or disability that could affect your driving.	You're not required to pass a licence test when you reach a certain age, but as you get older it's your responsibility to understand the changes that may affect your driving.
		As well as driving, older people need to be cautious and aware as pedestrians. Click here for practical safety tips for older pedestrians.
Safe System Road Safety Model – Safer Speeds overarching	Speeding is dangerous – it reduces the time drivers have to avoid crashes, diminishes drivers' ability to control their vehicle and lengthens stopping distances; increasing both the likelihood of crashing and the severity of the crash outcome.	Speed can be divided into three categories: • excessive – speeding is deliberate and substantially over the speed limit • low level – the driver travels at a speed marginally over the posted speed limit, typically by 5km/h • inappropriate – travelling at a speed that is unsuitable and dangerous for the conditions, such as travelling at the speed limit when the road is wet, and visibility is poor.
	A small increase – even a few km/h – in speed can increase your risk of having a crash and the severity of the injury outcome.	
	Research shows a direct correlation between increased speed and increased crash risk and injury outcome.	Every speed has a consequence.
	Speed limits are not an indication of the speed you must travel at, they're a maximum and not always safe. People should drive at speeds that are appropriate for the weather and road conditions, and slow down where necessary.	Nearly half of all road deaths in Victoria occur on high speed regional roads that have speed limits of 100km/h or higher.
	It's vital for drivers to evaluate the road they are travelling on and decide if it is actually safe to travel at the speed limit.	The time saved on a 10km journey by travelling at 110km/h instead of 100km/h is only 30 seconds, but your risk of a crash doubles. Cutting (a mere) 30 seconds off a journey is not worth the risk.
Survivable impact speeds	Our bodies are fragile and there is a limit to the level of force we can take before we are seriously injured or killed in the event of a crash.	Click here for research findings regarding survivable impact speeds in crashes.

Speed enforcement	Speeding is a major factor in over 30 per cent of deaths on Victoria's roads each year, which is why Victoria Police strictly enforce speed limits.	Victoria Police enforce speed limits on Victorian roads. The Department of Justice and Community Safety supports Victoria Police's enforcement efforts by managing Victoria's road safety camera network.
	Road safety cameras are critical to changing driver behaviour and keeping people safe on our roads, as they help save lives and prevent serious injury.	Most drivers do not speed. In fact, Victorian road safety camera data shows that: • at fixed camera sites, more than 99 per cent of vehicles are found not to be speeding • 98 per cent of vehicles assessed at mobile camera sites were not speeding.
Road safety cameras – overarching	Fixed and mobile road safety cameras reduce speeds and road trauma because they are placed in: high-risk or high speed areas; locations with a history of road trauma; and areas that will provide a road safety benefit.	Decisions about the placement of fixed road safety cameras are determined by the Fixed Camera Site Selection Committee comprising representatives of Victoria Police, the Department of Justice and Community Safety and Department of Transport.
	There are around 2,000 mobile camera sites across Victoria, with the locations and operating times determined by Victoria Police. The location of all fixed and mobile cameras is available at camerassavelives.vic.gov.au.	The Camera Site Selection Committee also considers letters and submissions received from members of the public about suggested road safety camera locations.
Mobile road safety cameras	Fixed and mobile road safety cameras are proven to reduce speeds and road trauma because they are placed in high-risk or high speed areas or locations that will provide a road safety benefit.	Evaluations by Monash University Accident Research Centre show that casualty crashes are reduced by 21–32 per cent in Victoria by mobile road safety cameras.
	There are approximately 2,000 mobile road safety camera sites across Victoria, with the locations and operating times determined by Victoria Police.	Road safety cameras play a critical role in reducing road trauma and saving lives by taking dangerous drivers off the road and helping change driver behaviour.
	Mobile road safety camera sites are determined by the road's crash history, reports of excessive speeding, identification by police as a location with speed-related problems or where other speed enforcement options are unsuitable.	Mobile road safety cameras can capture motorists across six lanes of traffic in either direction, regardless of what side of the road the camera is set up on. The cameras produce high-quality images, ensuring those people who choose to risk their lives and the lives of others by speeding are captured clearly both day and night.
Red light enforcement	It is never safe to 'run a red light.' Not only is it illegal, it puts the driver, their passengers and other motorists, cyclists and pedestrians in serious danger.	Those who flout the law by ignoring the traffic lights face tough penalties including the loss of three demerit points and a $413 fine.

Point-to-point road safety cameras	There are currently two point-to-point (P2P) camera systems operating in Victoria on the Hume Freeway and Peninsula Link.	Both the Hume Freeway and Peninsula Link camera system use point-to-point (calculated average speed) and instantaneous (the speed as detected at the location of a camera) recording methods of vehicle speed.
	Point-to-point cameras calculate the average speed of a vehicle by determining the time taken to travel between two points.	Cameras positioned at each 'point' take a set of digital images and also measure the speed of a vehicle at that location.
Speeding fine revenue	All revenue from road safety camera fines goes into the Better Roads Victoria Trust Account, with the funds used to improve road safety and the efficiency of Victoria's roads.	The economic cost of road trauma is estimated to be more than $3 billion each year, on top of the immeasurable human and social costs.
	Road safety speed cameras play a critical role in changing driver behaviour and helping keep people safe on our roads. They help save lives.	Fines from road safety cameras represent less than 12 per cent of the economic cost of road trauma, with $338 million in fines recorded for the 2017/18 financial year.
	We'd prefer it if no one received a fine, because it would mean that people aren't risking their lives and the lives of those around them.	The location of all fixed and mobile road safety cameras is available at camerassavelives.vic.gov.au.
	There are 16 road safety cameras that enforce vehicle speed in 40km/h zones in Victoria.	Research shows us that a pedestrian hit by a car travelling at 60km/h is unlikely to survive, whereas a pedestrian struck at 30km/h or 40km/h has a much greater chance of survival. Click here for research findings regarding survivable impact speeds in crashes.
Safe System Road Safety Model – Safer Roads	We're improving safety on some of Victoria's most high-risk roads to help protect people from being seriously injured or killed.	Creating safer roads helps to reduce the most common types of fatal and serious injury crashes, including when vehicles run off the road, head-on collisions, side-impact crashes at intersections, and crashes involving vulnerable road users such as pedestrians and cyclists.
	We're transforming some of Victoria's most high-risk roads to make them safer, by installing life-saving safety infrastructure and undertaking a wide range of safety upgrade initiatives.	
Regional roads	The majority of crashes in regional Victoria occur on high speed rural roads at 100km/h or above.	People are four times more likely to be killed or seriously injured on country roads than on city roads.

	The Victorian Government is investing more than $1.7 billion to create safer roads in Victoria as part of the *Towards Zero Strategy and Action Plan 2016-2020.*	The *Towards Zero Strategy and Action Plan 2016-2020* involves the biggest effort ever undertaken to make regional roads safer, because people travelling on country roads are being killed at four times the rate of people using roads in metropolitan areas.
	Some of Victoria's most high-risk roads are being upgraded to be safer as part of the *Towards Zero Strategy and Action Plan 2016-2020.*	
Regional road safety engineering treatments	As part of the Safer Roads focus of the Towards Zero Strategy and Action Plan, new safety infrastructure and improvements will be installed on Victoria's riskiest roads.	As part of the Safer Roads focus of the Towards Zero Strategy and Action Plan, we will invest $340 million on world class safety improvement to more than 2,500 kilometres of rural regional road across the state, including 20 of the most dangerous sections of Victoria's roads.
Regional road safety engineering treatments – specific types of treatments and how they reduce crash risk	Flexible safety barriers are being installed along some of Victoria's most high-risk roads to reduce the risk of run-off-road and head-on collisions occurring.	Flexible wire rope barriers are made up of four tensioned wire ropes supported by steel posts. They are highly effective at stretching and absorbing the force of a crash.
		Flexible roadside and centre line barriers have been shown to reduce run-off-road and head-on crashes by up to 85 per cent.
	Roundabouts are being installed at dangerous intersections because they help to slow traffic, direct traffic flow and reduce the impact angle of vehicles if a crash occurs.	Research shows that roundabouts can reduce serious injury crashes at intersections by up to 90 per cent.
	Tactile centrelines have raised or grooved patterns in the painted line that make a sound to warn a driver their vehicle is moving into oncoming traffic.	Tactile centrelines can help prevent crashes where a driver is drowsy, distracted or inattentive.
	In high-risk locations where the road is windy and visibility is poor, new curve warning signs are being installed.	
Safety upgrades versus maintenance	As well as installing new safety features and other improvements, we're also working hard to maintain Victorian roads.	A record $941 million is being invested to repair and upgrade regional roads, with $333 million (of this sum) allocated to road maintenance. This work is being undertaken by the Towards Zero Safer Roads Program and Regional Roads Victoria.

	Regional Roads Victoria carry out regular maintenance as part of its yearly maintenance plan, but each road is unique and requires different types (and levels) of work at different times.	Investment into the repair and upgrade of regional Victorian roads will help to accommodate the state's growing population as well as restore existing roads, many of which were built over 70 years ago.
	Regional Roads Victoria takes full advantage of the warmer, drier months to complete road resurfacing work that improves our roads and helps get you where you need to be.	
Pedestrians, cyclists and infrastructure to improve safety	As part of the *Towards Zero Strategy and Action Plan 2016-2020,* $100 million has been allocated to making the road network safer for pedestrians and cyclists in Victoria.	Click here for research findings regarding survivable impact speeds in crashes.
	Pedestrians and cyclists are some of the most vulnerable road users because they're not protected by their vehicle and are exposed to the forces involved in a crash.	
	To improve safety for cyclists, the Department of Transport's Safer Roads Program is: • installing traffic signals specifically for cyclists • creating separated bike lanes • building dedicated off-road bike tracks.	
	The Department of Transport's Safer Roads Program is establishing a number of cycling routes to provide safer and more accessible paths for cyclists to get around.	
	New raised pedestrian crossings are being installed to help people cross the road safely. Raised crossings provide greater visibility of pedestrians to drivers and riders, and also encourage drivers and riders to slow down when travelling through the area.	
	Pedestrian crossings are being widened to ensure there is enough room for pedestrians to cross the road safely in large numbers in busy areas.	
	Changes are being made to pedestrian crossing signals at traffic lights, to give people more time to safely cross the road.	
Motorcycle riders and safety barriers	Safety barriers installed down the centre of the road help to protect motorcycle riders by preventing oncoming vehicles from crossing onto the wrong side of the road, causing potential head-on collisions.	Motorcycle riders killed from crashing into safety barrier represents less than one per cent of all road deaths.

	Motorcycle riders are inherently more vulnerable on the roads due to their lack of protection from outside forces.	Motorcycle riders are vulnerable as they're not protected by their vehicle; this means hitting any object can cause riders or their passenger to be seriously injured, regardless of the object or barrier type.
	Swedish researchers have found that in some locations, safety barriers have reduced motorcycle rider deaths by between 40 and 60 per cent.	On some of Victoria's most popular motorcycle routes, the Safer Roads Program has installed padding on the posts of centre-line safety barriers to help cushion motorcycle riders in the event of a crash. Safer Roads Program is sealing gravel road shoulders on high-risk regional roads to help reduce loose gravel on the road, increase traction and reduce the risk for motorcycle riders losing control of their bike. To increase safety for motorcycle riders on Victorian roads, Safer Roads Program is installing rub-rails along the bottom of existing road-side safety barriers.
Safe System Road Safety Model – Safer Vehicles	Where safety is concerned, not all cars are created equal.	
	Research shows that if everyone upgraded their car to the safest in its class, serious road trauma would be cut by a third.	The risk of being killed or seriously injured in a crash can vary by up to five times depending on the car you are in, according to the Used Car Safety Ratings (UCSR).
	We're not saying that everyone needs to rush out and buy the latest and greatest. We are encouraging people to buy the safest car in their price range.	Put simply, 'more stars mean a safer car', i.e. cars rated five safety stars provide greater protection to drivers, passengers, motorcycle riders, pedestrians and other road users.
Vehicle technologies	Vehicle technologies, such as Autonomous Emergency Braking (AEB), Electronic Stability Control (ESC) and Intelligent Speed Assist (ISA), can help avoid crashes altogether or reduce the severity of outcomes when a crash does occur.	
	Electronic Stability Control (ESC) senses when a driver loses steering control and applies individual brakes of their vehicle, bringing it back on track and avoiding or reducing the risk of a crash.	
	Having Autonomous Emergency Braking (AEB) in your car alerts the driver that a crash is about to happen, so that the driver can brake quickly and fully.	Cars with AEB are 38 per cent less likely to crash with the car in front of them.

	Lane Keep Assist is activated when a vehicle begins to cross road lane markings, helping to avoid a head-on collision.	
Vehicle selection, car safety ratings and howsafeisyourcar.com.au	There is a safe car for every budget. Whether you're buying a new or used car, it's important to check safety ratings. Find out more at the website howsafeisyourcar.com.au	When choosing your next car, seek one that has the following safety technology: • side curtain airbags • frontal airbags • knee airbags • pedestrian protection • seatbelt pretensioners • head restraints • child restraint tether points.
	We are encouraging people to buy the safest car in their price range, preferably a vehicle with a five-star rating from the Australasia New Car Assessment Program (ANCAP). Put simply, 'more stars mean a safer car.'	The website howsafeisyourcar.com.au is a great place to start to find the safest car in your price range.
	Buying your first car is exciting and a big decision. To help guide that decision, check out the list of safe first cars that are affordable for younger drivers at howsafeisyourcar.com.au.	
Seatbelts and restraints	Research shows that wearing a properly adjusted lap and shoulder seatbelt reduces the risk of serious injury or death by half.	The wearing of seatbelts for all drivers and passengers become mandatory in Victoria in 1970.
	In a crash, most injuries to car occupants are caused by contact with the steering wheel, dashboard, windscreen and the car's roof and sides. Seatbelts have been proven to help prevent or limit these types of injuries in the majority of crashes.	See the VicRoads website for more details about the laws that apply to seatbelt wearing in Victoria as well as the penalties for not complying with these road rules.
	Drivers are responsible for making sure all passengers are wearing seatbelts or child restraints correctly.	The types of restraint to be used depends on the person's age and size.

		In approximately one in five of driver and passenger deaths on Victorian roads in the past five years seatbelts were not worn.
Emerging safety technologies	Over time, emerging safety technologies such as Adaptive Cruise Control, blind spot warning, adaptive headlights and fatigue detection, will become more common.	As part of the *Towards Zero Strategy and Action Plan 2016-2020*, the Department of Transport and the Transport Accident Commission (TAC) have a $9-million funding package called the Connected and Automated Vehicle (CAV) Trial Grants Program.
	Connected and Automated Vehicles (CAV) have the potential to significantly improve road safety in Victoria. These trials are another significant step toward a driverless future.	The funding is to trial Connected and Automated Vehicle (CAV) technologies to inform and support Victoria's readiness for these vehicles and to optimise safety benefits leading to reduced deaths and serious crashes on Victorian roads.
	Automated Driving Systems will not get tired, distracted or drive under the influence of drugs or alcohol. By removing these risks, and potentially other forms of human error from the equation, they will play a critical role in eradicating road deaths.	The Connected and Automated Vehicle (CAV) Trial Grants Program is part of the Victorian Government's efforts to achieve zero deaths on Victorian roads.
Australasia New Car Assessment Program (ANCAP)	Vehicle safety is constantly advancing and the Australasia New Car Assessment Program (ANCAP) makes choosing the safest car available easier.	ANCAP safety ratings are published for a range of new passenger vehicles, sports utility vehicles (SUVs) and light commercial vehicles (LCVs) entering the Australian and New Zealand markets, using a rating system of 0 to 5 stars. ANCAP star ratings indicate the level of safety a vehicle provides for occupants and pedestrians in the event of a crash, as well as its ability — through technology — to avoid or minimise the effects of a crash.
	Put simply, 'more stars mean a safer car', i.e. cars rated five safety stars (by ANCAP) provide greater protection to drivers, passengers, motorcycle riders, pedestrians and other road users.	Since 1993, ANCAP has published independent safety ratings for thousands of new vehicle makes and models. These independent safety ratings are used to compare the relative safety between vehicles of similar size and have become a critical factor in vehicle selection for private and fleet buyers.
Heavy vehicles	The number of heavy vehicles on Victoria's roads is growing rapidly. We all need to be aware that heavy vehicles: • are heavier than cars, motorcycles or bikes, and this weight creates greater impact force in the crash • take longer to stop.	Whenever possible, heavy vehicle drivers are encouraged to take up new vehicle safety technologies, such as advanced braking, lane departure warning, electronic stability control (ESC), under-run protection and seatbelt reminders.

	In recent years, more than 50 per cent of truck drivers killed on our roads weren't wearing a seatbelt. About a third of (truck) crashes involved fatigue.	Heavy vehicles are involved in approximately 18 per cent of road deaths.
		Tips for car drivers: • If you can't see the truck driver's face in their rear vision mirror, they can't see you. • Respect truck lanes and use them only if you're driving a truck. • Give plenty of space to heavy vehicles when turning if they have a 'Do not overtake turning vehicle' sign. They need more than one lane to turn.
Cyclists – overarching	Cyclists are required to obey the same road rules as drivers, plus some additional bicycle-specific rules. Like all road users, cyclists can be fined for failing to follow these rules.	
Cyclists – vulnerability	Cyclists are among Victoria's most vulnerable road users as they don't have the benefit of a car cabin, or safety features like airbags.	Road safety statistics and research findings about the effectiveness of helmets show: • helmets reduce the risk of head injuries, including skull fractures and brain bleeds, by up to 74 per cent in crashes with motor vehicles • since Victoria introduced compulsory helmet wearing in July 1990, head injuries have fallen by 40 per cent.
Cyclists – safe passing distance	Drivers of cars and heavy vehicles should always leave a safe space when passing a person riding a bicycle.	Victorian laws do not currently have a minimum distance that drivers must allow when passing and driving behind bicyclists.
	The recommended safety zone is one metre between your vehicle's left side mirror and a cyclist on your left in a 60km/h zone, and 1.5 metres in higher speed zones.	
Cyclists – two abreast	Cyclists are legally allowed to ride two abreast on the road and are urged to remain no more than 1.5 metres apart if doing so.	
	Bike riders maximise their visibility to drivers by riding next to each other.	
	Cyclists should be courteous when riding two abreast and avoid doing so when it will unnecessarily slow other traffic.	
Pedestrians – overarching	The risk of pedestrians being killed or seriously injured significantly increases at crash impact speeds of 30km/h and upwards.	

Pedestrians – vulnerability	Click here for relevant key messages contained in other areas of the document.	
Pedestrians – 40km/h zones	Research shows that lowering speed limits in high-density areas results in fewer crashes where death and serious injury are the outcome.	Research shows us that a pedestrian hit by a car travelling at 60km/h is unlikely to survive, whereas a pedestrian struck at 30km/h or 40km/h has a much greater chance of survival.
Pedestrians – distraction	Click here for relevant key messages contained in other areas of the document.	Click here for relevant key messages contained in other areas of the document.
Motorcycle riders – overarching	Motorcycle riders have a much higher risk of serious or fatal injury if they are involved in a crash. While helmets and protective clothing can reduce the severity of injuries, compared with drivers, riders are more directly exposed to the massive forces of a collision.	There is a misconception around wire barriers that they are like 'cheese cutters' when motorcycle riders collide with them in a crash. Research shows that this is a total myth.
Motorcycle riders – safety barriers	Flexible safety barriers are a proven method to save lives on Victoria's roads.	Click here for relevant messages contained in other areas of the document regarding wire rope barriers.
Motorcycle riders – protective gear	Quality protective riding gear is crucial in minimising the seriousness of an injury sustained while riding a motorbike.	To find out more information, visit the website spokes.com.au.
	Wearing high quality and durable protective gear – including a helmet, jacket, gloves and boots – could save your life and help you avoid a serious injury.	
	The Motorcycle Clothing Assessment Program (MotoCap) is making it easier for motorcyclists to find the best protective gear for them by providing a star rating system for safety items.	The MotoCap safety rating system considers abrasion resistance, seam strength and impact protection, while a comfort rating shows how comfortable the clothing is when worn in the Australian climate.
		MotoCap safety ratings can be found at the website motocap.com.au.
Motorcycle riders – vulnerability	Motorcycle riders are some of the most vulnerable road users on Victoria's roads because they don't have the protection of a vehicle cabin and other safety features that cars have.	
	When the unexpected happens, riders wearing the correct protective gear have a better chance of avoiding serious injuries, and motorcycles with safety technologies, such as anti-lock braking system (ABS), have a better chance of avoiding a crash altogether.	

Motorcycle riders – *Rider think driver, driver think rider*	The *Rider think driver, driver think rider* campaign encourages riders and drivers to share responsibility for keeping each other safe.	
Motorcycle riders – anti-lock braking system (ABS)	Having an anti-lock braking system (ABS) is crucial for motorcyclists to avoid a crash.	
	An anti-lock braking system (ABS) prevents a motorcycle's wheel, or wheels, from locking up by adjusting the braking pressure and helps maintain the bike's stability.	
	Anyone looking to upgrade or buy a new motorcycle should only consider one with an anti-lock braking system (ABS) as standard.	
Young drivers – overarching	In their first year of driving, young drivers are almost four times more likely to be involved in a crash resulting in fatal or serious injury than more experienced drivers.	The Victorian Government introduced a Graduated Licensing System in 2007, which requires learner drivers to obtain 120 hours of practice (in various conditions) with a supervising driver before they can obtain their probationary licence.
		Additional restrictions under the Graduated Licensing System, such as peer passenger restrictions and 0.00 Blood Alcohol Concentration (BAC), placed on probationary license holders when they are at their most vulnerable driving age, help create safer solo drivers.
		Victoria based its mandatory 120 hours' supervised practice system on a study out of Sweden where similar learner driver regimes and young driver injury crash patterns were seen. The study showed that extensive driving practice in real world conditions assisted in reducing injury crash rates for first year drivers by up to 30 per cent.
Young drivers – vehicle affordability		People can find the safest car in their budget by visiting the website howsafeisyourcar.com.au.