

SOUTH AUSTRALIA'S

# Road Safety Action Plan 2023-2025

# Annual Report 2023



**THINK!** ROAD SAFETY



Government of  
South Australia



**We acknowledge the Traditional Custodians of the Country throughout South Australia and recognise their continuing connection to land and waters.**

**We pay our respects to the diversity of cultures; significance of contributions and to Elders past, present and emerging.**

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# A message from the Ministers



**2023 was a tragic year on South Australia's roads, which reinforces the importance of the bold and decisive actions in South Australia's Road Safety Action Plan 2023-25.**

The *Road Safety Action Plan Annual Report 2023* is an important accountability mechanism within that framework that reflects actions over the past year and considers analysis to inform the future.

The Government of South Australia is committed to reducing injury and deaths on our roads and has increased its contribution to South Australia's Road Safety Program to match the Australian Government's \$84 million, in addition to providing \$98 million for a Road Safety Package in the 2023-24 State Budget.

There is now a combined \$266 million investment over five years to help reduce injuries and fatalities on South Australian roads.

This funding supports the action plan through the delivery of infrastructure, resources, and education to help reduce lives lost and serious injury on our roads. The annual report makes a valuable contribution towards that effort.

**The Hon. Dan Cregan MP**

Minister for Police, Emergency Services and  
Correctional Services, with responsibility for Road Safety



The Malinauskas Government has taken strong action over the past year to meet commitments under *South Australia's Road Safety Action Plan 2023-25*.

Important advances included a \$9.9 billion allocation to roads and public transport in the 2023-24 Budget, with a further \$98 million over five years for a road safety package.

In line with actions outlined in the plan, we are improving our road network and encouraging the use of public transport through measures such as expanded and more frequent services and delivery of new park and ride options.

With regional South Australians statistically over-represented in road-related deaths and serious injuries, we are identifying regional risks using the Australian National Risk Assessment Model, and developing a Network Safety Plan for Regional Roads focused on safe system treatments and priorities for investment.

The *Road Safety Action Plan Annual Report 2023* highlights many of the practical actions we're taking, and I look forward to the positive outcomes that will be delivered in coming years.

**The Hon. Tom Koutsantonis MP**  
Minister for Infrastructure and Transport

# Implementation overview

The *Road Safety Action Plan Annual Report 2023* (the Annual Report) is the first annual progress report of *South Australia's Road Safety Action Plan 2023-2025* (the Action Plan) which was released on 27 February 2023.

The Annual Report provides a snapshot of achievements and projects delivered in 2023 for each of the Action Plan's priority areas.

Snapshots of achievements and projects delivered in 2023 are presented under each priority area. Safety Performance Indicators (SPIs) were selected when establishing the Action Plan to improve our understanding of the road safety landscape in South Australia and to support achieving the outcomes of South Australia's Road Safety Strategy to 2031 (the Strategy). These SPIs are outlined at the end of the report.

The Action Plan builds on the priorities identified in the Strategy, which was shaped by consultation with the community and is in line with the National Road Safety Action Plan 2023-25.

The Action Plan identifies actions that will contribute to our target of at least a 50% reduction in lives lost and a 30% reduction in serious injuries on South Australian roads by 2031 (compared to the 2018-2020 average). This equates to fewer than 43 lives lost and 474 serious injuries by 2031. It also sets us on the path towards realising our vision of zero lives lost and zero serious injuries on our roads by 2050.

The Action Plan reflects evidence-based, safe system practices to protect our community, with a focus on actions that will progressively transform our road network and bring about cultural change in road user behaviour.

The Action Plan is being delivered by agencies including the Department for Infrastructure and Transport (the Department), South Australia Police (SA Police), SA Health, Department of Treasury and Finance and SafeWork SA in collaboration with key road safety stakeholders including the National Heavy Vehicle Regulator, Local Government, the Department for Education, and school leadership and emergency service organisations

In order to achieve the targets for schools and local places, regional roads, road user behaviour and motorcyclists, the South Australian Government is committing \$98 million to deliver a new road safety package, announced in the 2023-2024 State Budget. This is in addition to more than \$350 million that is expected to be spent on regional road maintenance over the next four years.

Baseline 2018-2020	2023 target	2023 actual
96 LIVES LOST	81 LIVES LOST	117 LIVES LOST
708 SERIOUS INJURIES	644 SERIOUS INJURIES	824 SERIOUS INJURIES



### **The new infrastructure projects funded in this package are:**

- \$40 million on the Mount Barker roundabout upgrade (Adelaide Road, Alexandrina Road, Wellington Road, Flaxley Road intersection).
- \$10 million (\$2.5 million per annum over four years) on regional road safety infrastructure, including audio tactile line marking, safety barriers and rural activated warning systems.
- \$17.8 million for new mobile speed cameras and the replacement of an anticipated 16 fixed speed and red light cameras with newer technology.
- \$13.4 million will be spent on an anticipated 10 additional mobile phone detection cameras to deter dangerous behaviour.

### **The road safety package also includes:**

- \$6.2 million over four years for Kangaroo Island road maintenance.
- \$6.2 million for additional road safety campaigns in an effort to reduce lives lost and serious injuries.
- \$3.8 million to deliver enhancements to Rider Safe which focus on awareness, judgement and decision making. This will boost the existing Rider Safe program with the aim of improving the skills of learner motorcyclists and reducing the number of motorcycle crashes.
- \$494,000 to implement a new licencing scheme for ultra high-powered vehicles.

Furthermore, a new \$168 million National Road Safety Program was announced in the *Mid-Year Budget Review 2023-2024* in December 2023, and will be jointly funded by the Australian and South Australian governments (50:50) over two years.

The program includes upgrading regional roads to a three-star rating, with proposed work including road widening, shoulder sealing, audio tactile line marking, safety barrier and curve easing. The program also includes an allocation toward cycling and walking infrastructure that will improve the safety for riders and pedestrians, including new crossings, safety upgrades at existing intersections and improvements to strategic bikeways.

# PROGRESS AGAINST TARGET REDUCTIONS:

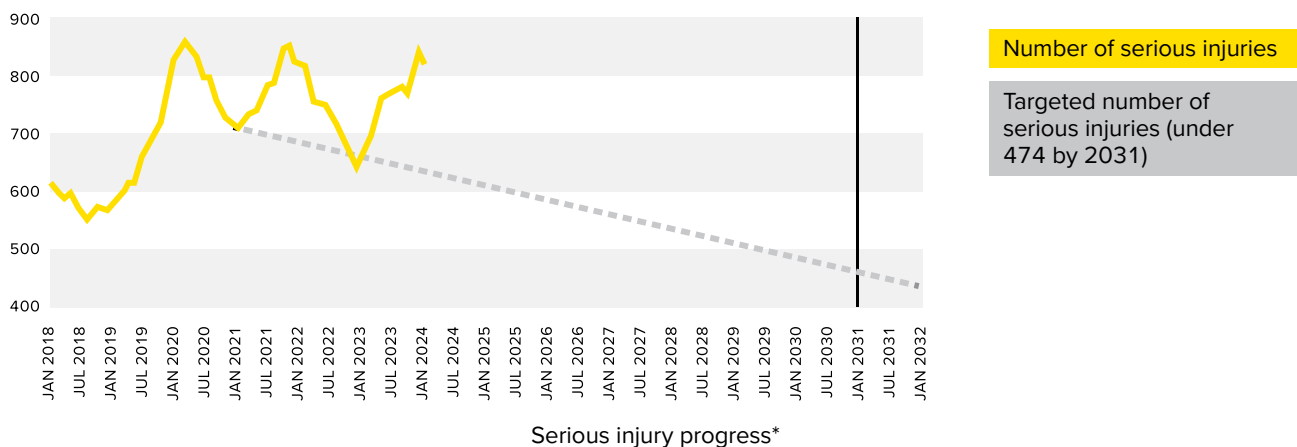
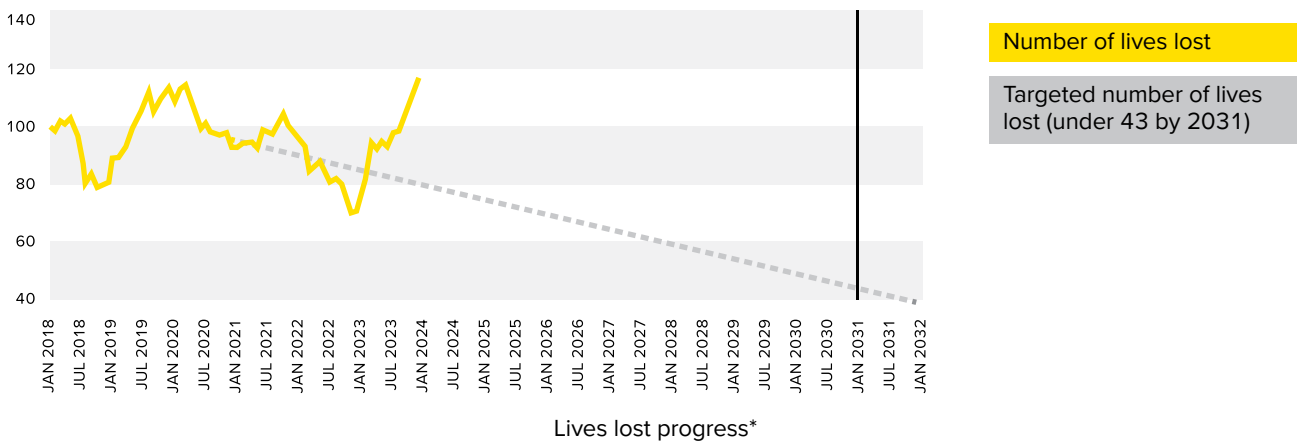
In 2023, 117\* people lost their life on South Australian roads. This is the highest number of lives lost in a single calendar year since 2011.

In 2023, there were more lives lost in crashes in the greater Adelaide area and an increase in the number of lives lost amongst vulnerable road users (motorcyclists, cyclists and pedestrians). 824 people were also seriously injured in road crashes across the State.

However there were fewer lives lost amongst people aged 16-19 years compared with previous years. This is a stark contrast to 2022 figures, where 71 people lost their life on South Australian roads - the state's lowest recording. These crashes have a devastating effect on families, friends, communities and first responders.

In developing the Strategy, a three-year baseline period (2018-2020) was used to help identify key road safety priorities for the State and establish targets for lives lost and serious injuries on our roads. The 2023 targets are compared with the 2023 actual lives lost and serious injuries below.

**The target reductions for South Australia in 2024 are 76 lives lost and 623 serious injuries.** We have reported on SPIs (at the end of the report), which are used to improve our understanding of the road safety landscape in South Australia and to support achieving the outcomes of the Strategy.



\*All road crash statistics are correct as at time of publication.



## 2023 SNAPSHOT:

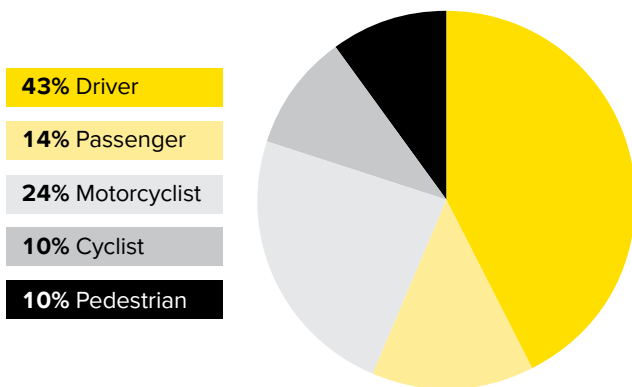
Each year a comprehensive overview of road crash data from the year prior will be published.

Below is the snapshot of 2023 data. This includes road users types who lost their lives or were seriously injured on South Australian roads, age groups and the three most frequent crash types by location.

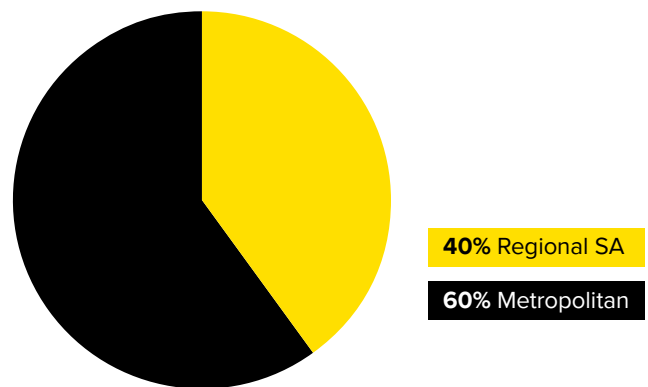
In 2023, the average age of registered vehicles in South Australia was higher than the national average. Vehicles in regional areas were even older. In 2023, 62% of vehicles involved in crashes where lives were lost were more than 10 years old.

Age group	Lives lost	Serious injuries	Population
0-15	0%	3%	18%
16-24	11%	18%	11%
25-49	41%	38%	32%
50-69	28%	27%	24%
70+	20%	13%	14%

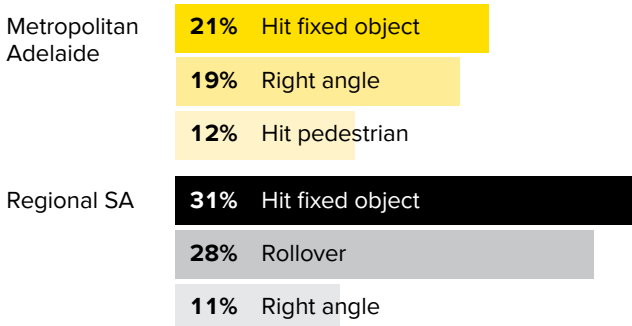
Percentage of lives lost and serious injuries by age group\*



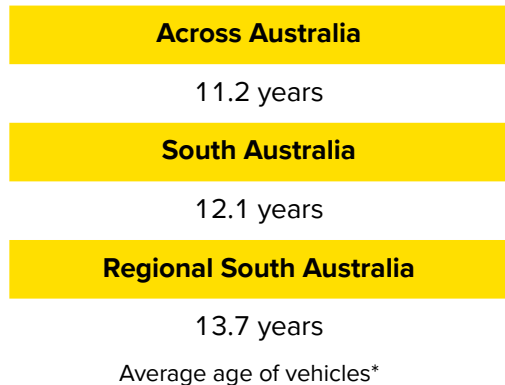
Percentage of lives lost and serious injuries by road user type\*



Percentage of lives lost and serious injuries by location\*



Three most frequent lives lost and serious injury crash types by location\*



Average age of vehicles\*

\*All road crash statistics are correct as at time of publication. Percentage totals may not add up to 100% due to rounding.

# Schools and local places

## Safety around schools

The South Australian Government has delivered safer local roads for communities by upgrading pedestrian crossings and refuges for children and families walking and cycling to school. These include:

- a new pedestrian actuated crossing on Wright Road, Modbury to replace the existing koala (flashing light) crossing at Modbury West School
- a pedestrian actuated crossing on Hancock Road, Surrey Downs to improve safety for all users. It replaced the existing koala crossing and allows families to access Surrey Downs Primary School
- pedestrian refuge crossings at the roundabout at Hancock Road and Milne Road, Banksia Park were upgraded to improve safety for all users accessing Banksia Park International High School, St David's Parish School and Ridgehaven Primary
- a new pedestrian refuge with upgraded lighting on Blyth Road, Clare to improve safety at Clare High School
- a new wombat (raised platform) crossing on Great Eastern Avenue, Sheidow Park to provide improved safety for pedestrians and cyclists using the Woodend Way shared path, including the safe movement of children travelling to Woodend Primary School and the Woodend Children's Centre
- the installation of law enforcement camera technology at the Kensington Road crossing outside Marryatville High School and other safety improvements to improve visibility of the crossing and reduce the risk of red light running
- installation of speed humps in the car park at Aberfoyle Park High School
- the emu (flagged) crossing on Grand Boulevard, Seaford at All Saints Catholic School was upgraded to a koala crossing
- the emu crossing on Jane Street, Port Noarlunga South at South Port Primary School was upgraded to a koala crossing
- the upgrade of the existing emu crossing on Jeanette Crescent, Aberfoyle Park and kerb ramp improvements to increase safety at Aberfoyle Hub Primary School
- the upgrade of an existing emu crossing on Campus Drive, Aberfoyle Park and pavement surface upgrade to improve safety at Pilgrim School
- the upgrade of the existing koala crossing on Murrays Hill Road, Flagstaff Hill and associated footpath improvements to increase safety at Craighburn Primary School
- the installation of a koala crossing on Barwell Avenue, Kurralta Park associated with the Kurralta Park Kindergarten
- the installation of a koala crossing on Errington Street, Plympton as part of the upgrades to the Plympton International College school precinct.

## Way2Go

Way2Go is a South Australian Government funded program that promotes safer, greener, and more active travel for primary school students and their communities.



### Creating safer school precincts

The program establishes partnerships between the Department, local councils and school communities, to create safer school precincts, while encouraging children and families to safely walk, cycle, scoot, or skate to school.



Under this program, infrastructure improvements were completed at 11 schools in 2023. End of trip facilities, such as bike and scooter parking facilities, were improved at eight schools to encourage active travel.

Way2Go Bike Ed, a practical bike education lesson for primary school students in years 4-7, was delivered to more than 4,000 students in 58 schools across South Australia. All student owned bikes and helmets were checked for roadworthiness. Way2Go Bike Ed develops student's road rule knowledge and traffic sense, developing their confidence to make safe decisions when riding on footpaths and roads.

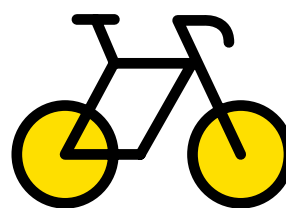
Way2Go trialed a precinct approach in Port Lincoln, partnering with five schools and the City of Port Lincoln, in the regional centre from 2021-2023. This project is nearing completion with the development of a local area traffic management plan identifying key priorities for improvements.

Pedestrian safety was improved on Oxford Terrace with construction of a koala school crossing, kerb extensions, footpath and ramp upgrades on this street improving access to two primary schools from the southwestern side of the town.

Delivered Way2Go  
Bike Ed to more than

**4,000**

students from across



**58**

schools

## New default speed limit on beaches

Following consultation with the community, councils, SA Police and other expert stakeholders, a decision was reached to reduce the default speed limit for South Australian beaches to improve safety for all beachgoers.



### Speed limit changes on South Australian beaches

The default beach speed limit of 40 km/h and 25 km/h when passing, or within 50 metres of a person unless otherwise signposted, commenced on 1 December 2023.



## Safer local roads and community environments

**The South Australian Government is working to improve local roads and community environments with an investment of over \$7 million.**

The Department has worked with the City of Onkaparinga to improve safety at 14 intersections in McLaren Vale using innovative solutions such as flashing LED Rural Junction Active Warning System Lights and improved signage. Seven further projects are continuing to progress in partnership.

The construction of a new shared path, upgraded footpaths and new crossing points near the Redbanks Road roundabout at Willaston has improved safety for the local community, especially students at Xavier College, Gawler Belt. The completed work makes it easier and safer to cross the roads in the area.

## Planning studies

The Department commenced a transport study in 2023 for the Fleurieu Peninsula and Kangaroo Island to inform future transport planning and investment in the region.

The study is considering key issues and opportunities to improve transport, such as road safety, public and active transport, freight efficiency, support liveability, and population and economic growth. Community consultation was undertaken in December 2023 with engagement sessions and an online survey.



## IMPLEMENTATION SNAPSHOT:

# Public transport, cycling and walking

## Public transport

Since July 2022, when public transport became free all day, every day for South Australian Seniors Card holders, seniors have chosen to travel more on public transport.

11.4 million trips have been undertaken by Seniors Card holders during the first 18 months of the initiative, collectively saving seniors \$8.1 million during the off-peak and \$4.6 million during the peak travel times, totalling \$12.1 million.

While seniors who were already travelling during off-peak times continued to do so, we've seen an increase in peak journeys by seniors who would otherwise have stayed home or who would have had to make alternative travel arrangements.

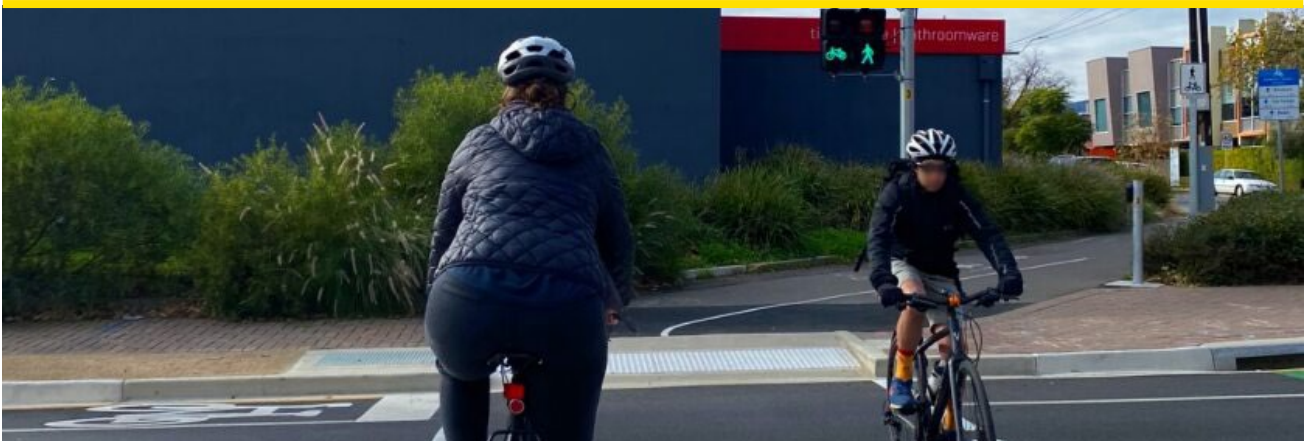
Smart validators have now been fitted to all trams and buses, and train passengers leaving the Adelaide Railway Station can use the fixed validator at Special Access Gate 1. This makes it easier to tap and pay with a Visa or Mastercard or an enabled smart phone or device. It is part of a network-wide ticketing upgrade that is designed to make public transport simpler, safer and easier to use.

In addition to ticketing improvements, the Department has also introduced service enhancements that have resulted in patronage growth in the affected regions. These enhancements include the upgrade of services between Lightsview and the City to a Go Zone frequency and the reinstatement of services within Dudley Park to improve accessibility to regular public transport services.

**\$12.1m**

saved by  
Seniors Card  
holders





## Cycling

The Department continues to undertake targeted upgrades of strategic cycling routes including greenways and bicycle boulevards.

The State Bike Fund improves cycling infrastructure on local roads by partnering with Local Government to develop their bike networks.

The annual funding program, which provides a dollar-for-dollar contribution provided almost \$2.3 million in funding towards projects worth more than \$5 million in 2022-2023. Three regional and 19 metropolitan projects were funded across 13 local councils. Funding was allocated for shared use and off-road paths, wayfinding, roundabout upgrades and safer crossing points, including a median refuge, wombat crossing and bicycle and pedestrian actuated crossing.

A ride along the Norwood-Magill Bikeway is now safer thanks to the newly activated push-button crossing on Fullarton Road in Kent Town.

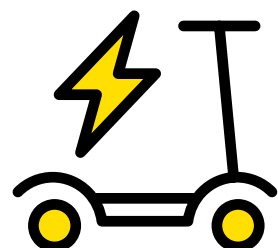
The new pedestrian and cycle crossing includes traffic lights, new landscaping and better bike turning lanes. The project allows people walking and riding bikes to safely cross Fullarton Road on this well used route.

The Department also partnered with the City of Playford, completing the shared use path from Elizabeth South Railway Station to Elizabeth Railway Station and into the Elizabeth CBD, as part of the Gawler Greenway project. This project improves safety and connectivity, as well as providing improved opportunities for walking and cycling.

## Personal mobility devices

**In April 2023 the South Australian Government undertook community consultation with private e-scooter users and the broader community to have their say on moving beyond a trial phase and allowing personal mobility devices on roads and in other public areas.**

Privately owned e-scooters, e-skateboards and other personal mobility devices are not currently allowed on South Australian public roads and paths. [The outcomes of the personal mobility devices public consultation](#) were released in December 2023. The South Australian Government is currently considering all feedback obtained from the community engagement process to inform future regulatory or legislative changes regarding the use of e-scooters and other personal mobility devices in South Australia.



# Motorcyclists



## RIDER SAFE

Work has progressed to enhance South Australia's Rider Safe training program, following the announcement of a \$3.8 million investment as part of the \$98 million road safety package in the 2023-2024 State Budget.

This has included developing a series of new safety education and assessment components that focus on awareness, judgement and decision making with the aim of improving the skills of learner motorcyclists and reducing the number of motorcycle crashes. The Rider Safe training program enhancements are planned to commence in late 2024.

## Learner Approved Motorcycle Scheme

The Department led the review of the Learner Approved Motorcycle Scheme (LAMS). Austroads published the findings in the *Learner Approved Motorcycle Scheme Review Report* in June 2023 with numerous recommendations to support further enhancements to LAMS, to reduce the risk of casualties for novice motorcyclists and optimise safety outcomes. A copy of the report can be found on the Austroads website\*. The Department will work with other Australian jurisdictions to implement the LAMS review recommendations.

\* "Latest research informs the recommendations to improve the Learner Approved Motorcycle Scheme"

## Motorcycle routes

The South Australian Government continues to assess popular motorcycle routes and implement effective safety treatments to improve rider safety such as shoulder sealing, roadside safety barriers and motorcycle barriers (under-run protection often referred to as rub rail).

A new motorcycle black length list (based on 2018-22 motorcycle casualty crashes) has been developed to identify high risk locations in both metropolitan and regional areas. The list will be used to identify and assess potential risks and to implement effective motorcycle safety infrastructure to improve rider safety.

Motorcycle safety improvements have also been incorporated into Black Spot projects on key motorcycle routes to ensure improved safety for all users on high-speed roads.

For example, recent work completed for a Black Spot project on Nangkita Road within the Alexandrina Council will improve road safety for all road users including motorcycle riders. It included lane and shoulder widening, additional signage (Chevron Alignment Markers) and roadside safety barriers with motorcycle under-run protection.

In 2023, approximately 4 km (4,140 metres) of motorcycle under-run protection has been installed on various high-risk locations at popular motorcycle routes in South Australia.



### Roadside safety barriers

The barriers are designed to absorb energy during impact and deflect a rider away from the impact point. Shielding riders from hitting roadsides hazards. The rub rail underneath is designed to protect motorcyclists from the barrier posts.



## MotoCAP

South Australia continues to support MotoCAP (the motorcycle protective clothing assessment program), including the provision of funding for the program. MotoCAP tests motorcycle protective clothing using rigorous, scientific methods to provide ratings for motorcyclists to choose the right gear with the best protection and breathability for their ride.





## IMPLEMENTATION SNAPSHOT:

# Aboriginal road users

The Aboriginal Road Safety and Driver Licencing program On the Right Track, has been expanded to cover Ceduna, Yalata, Coober Pedy, Oodnadatta, Marree, Leigh Creek, Copley, and Nepabunna in addition to existing delivery at Anangu Pitjantjatjara Yankunytjatjara (APY) and Maralinga Tjarutja (MT) lands.

The program also continues to provide child restraints, safe installation and education on the use and installation of child restraints. Since On the Right Track began in 2015, the service has assisted more than 3,000 customers, issued 1,664 learner permits and almost 388 provisional licences.

# 1,664

Learner permits

and almost

# 388

Provisional licenses

In March 2023, the On the Right Track program expanded with the addition of heavy vehicle licence training, delivered in collaboration with the Regional Anangu Services Aboriginal Corporation. Under the expansion, heavy vehicle driving lessons are now available in various communities including Pipalyatjara, Kanpi, Amata, Umuwa, Pukatja, Kaltjiti, Mimili and Iwantja. It has been popular, with 14 people across six communities already starting lessons and eight people now Medium Rigid (MR) licensed.

This expansion of the program aims to improve road safety, personal and social well-being and open doors to greater employment opportunities. It will increase the employment pool for local businesses across regional and remote Aboriginal communities where access to services is limited.

# Road user behaviour

## Enforcement

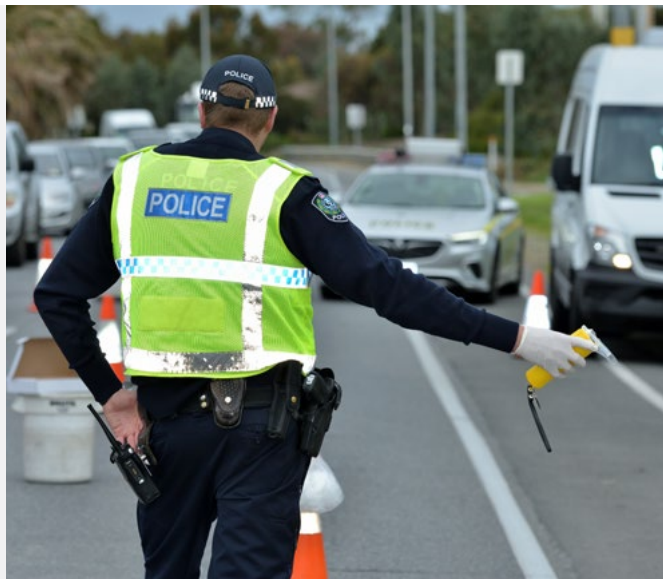
Most people who use the roads in our State obey the road rules and use roads safely most of the time.

A small group of road users are at higher risk of being involved in a serious crash because of the dangerous behavioural choices they make, including speeding, drink and/or drug driving, using a mobile phone while driving, failing to wear a seatbelt and driving unlicensed.



### High visibility enforcement

General high visibility enforcement by police is an important approach as it helps to influence road user behaviour. Observing others being detected for offending behaviour increases the perceived likelihood of being caught.



Operation Safe Roads led by SA Police is a state-wide corporate operation that focuses on repeat traffic offenders, vulnerable road users and the Fatal Five offences (drink and drug driving, dangerous driving, speeding, mobile phone use and seatbelts). During 2023 there were 42 separate operations of various lengths, targeting:

- the Fatal Five offences for a protracted period, in addition to during holiday periods (such as Easter and Christmas), long weekends, the AFL Gather Round and to coincide with the VAILO super car event
- drink and drug driving
- seatbelt compliance
- dangerous road users
- mobile phone use
- high visibility road safety policing and drink and drug driving around schools
- road safety behaviour that places vulnerable people (such as cyclists and pedestrians) at harm as well as monitoring road safety behaviour towards and by cyclists to coincide with the Tour Down Under event
- speed detection
- speeding and motorcyclist behaviour within the Adelaide Hills.



## NEW LAWS TARGETING DANGEROUS ROAD USERS

New legislation to reduce road trauma including immediate loss of licence for high level speed and drug driving offences came into effect on 13 February 2023.

This is a significant change from the previous process where offending drivers were issued with an expiation notice or summons to attend court but were allowed to continue driving in the meantime, pending the court outcome.

New driving laws aimed at ensuring drivers face justice, whose carelessness results in the death or serious injury of others, came into effect on 1 January 2024. The new laws include:

- a new offence of causing death or serious harm by careless use of a vehicle or vessel, featuring a penalty of up to seven years in jail for an aggravated offence, with a licence disqualification of at least three years. For a basic offence, the penalty will be up to five years in jail with a licence disqualification of at least 12 months
- giving the police greater powers to suspend a driver's licence on the spot when they are involved in a serious crash
- preventing drivers of ultra high-powered vehicles from disabling an automated intervention system, with a maximum penalty of up to \$5,000.

## Automated enforcement

As part of the \$98 million road safety package, \$15.9 million was committed in the 2023-2024 State Budget for 15 new mobile speed cameras and the replacement of an anticipated 16 fixed speed and red light cameras with newer technology.

South Australia's first mobile phone detection cameras will be rolled out in 2024 on key metropolitan corridors in a \$15.9 million initiative as the South Australian Government pushes to reduce road trauma caused by driver distraction.

Following a competitive tender process in 2022, a trial of the technology was undertaken from March to April 2023 to evaluate the

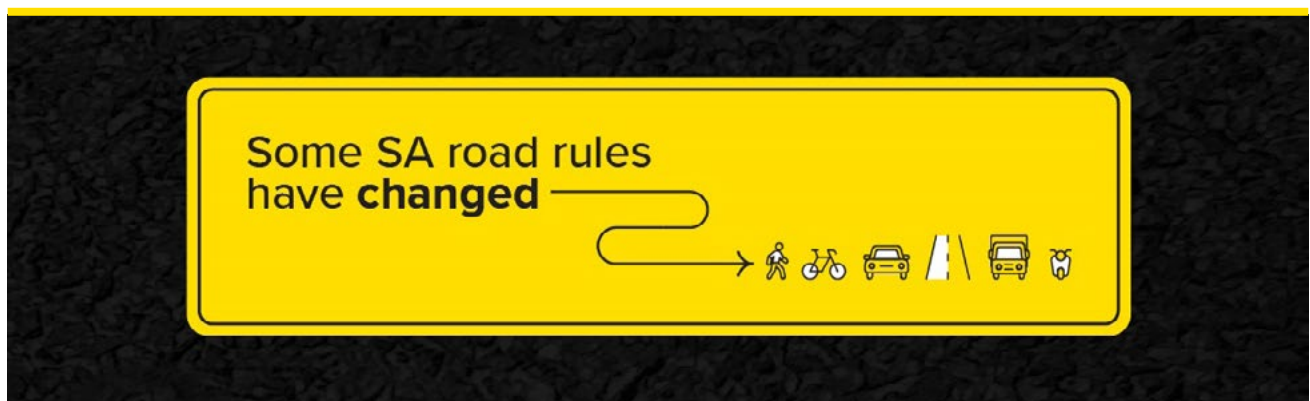
effectiveness of the equipment provided by two potential providers in the South Australian road environment. A review of outcomes from the trial and a recommendation for a preferred provider took place in late 2023, with a contract awarded to the preferred provider for the supply and installation of mobile phone detection cameras in January 2024.

## Ultra high-powered vehicles

To support the safe use of high-powered vehicles on South Australian roads, legislative amendments passed Parliament in 2023 creating a new U class licence to drive ultra high-powered vehicles (UHPV), which will require a person to pass the UHPV online training course.

The training will raise awareness of the risks associated with driving an UHPV and the use of common vehicle features and advanced driver assistance systems.

An ultra high-powered vehicle is defined as any vehicle, other than a bus, motor bike or motor trike, with a gross vehicle mass of up to 4.5 tonnes, with a power to weight ratio equal to or greater than 276 kilowatts per tonne. The UHPV online training course will be available mid-2024 and the U licence class will be required from December 2024.



## Australian Road Rules

In 2023, the South Australian Government approved the adoption of the 13th and 14th amendment packages of the Australian Road Rules (ARR). Changes came into effect on 30 March 2024 and included:

- a driver entering from a road-related area must give way to those doing a U-turn (ARR 38, 74)
- prohibiting U-turns on crossings and at intersections with a road-related area where there are lights (ARR 43, 43A)
- parking in an electric vehicle parking area (and not charging) (ARR 203B, 203C respectively).

The South Australian Government has also removed the prohibition on selling non-standard child restraints. This will allow parents and carers of children to source restraints specifically designed for children with disabilities, but not technically compliant with the Australian Standard.

[The Road Rules Refresher guide](#) has been updated, with an emphasis on road rules which are often misunderstood including give way rules around slip lanes, cycling, pedestrians, motorcyclists, changing lanes and roundabouts. This updated version has a greater focus on regional driving and driving appropriate to the conditions.



## OLDER ROAD USER RESOURCE

The [\*Moving Right Along: Obligations and Opportunities for Older Drivers\*](#) resource has been updated providing information for communities, individuals, families and friends about issues facing older drivers, driving safely and alternatives to driving.

## Campaigns

Evidence based research is being used by SA Police to target dangerous road users and reduce road crashes.

SA Police has a schedule of planned road safety campaigns which are coordinated with traffic enforcement operations. Road safety issues in focus during 2023 included senior drivers, regional drivers, drink driving, speed, seatbelts, drug driving, motorcycles and distraction.

These campaigns involve a combination of awareness, behaviour change and enforcement and are scheduled to align with different seasons and events such as long weekends, Easter and Christmas.

In addition to nine existing mass media campaigns, SA Police developed and put into market the motorcycles ‘back off’ campaign and six smaller media campaigns during the year.

A total of 124 road-safety Facebook posts, reaching 65,984 users per post on average, 181 Instagram posts, reaching 2,484 users per post on average and 6 TikTok posts that were viewed 40,101 times each on average. This yielded 563,207 engagements (likes, comments, shares).

**563,207**

social media  
engagements



## Road safety education

The Department's THINK! Road Safety Partnerships Program had 21 partnership agreements in 2023 to influence individuals to drive safely and achieve cultural change to reduce road trauma in South Australia.

### These partnerships delivered:

- 22 engagement opportunities at events throughout the year via sporting clubs and grass roots partnerships to positively engage road users on emerging and recurring road safety issues
- Funding for road safety-related educational programs to reach approximately
  - ◆ 28,610 students in primary and high schools across South Australia
  - ◆ 1,026 football players in regional South Australian National Football League (SANFL) clubs
  - ◆ 561 people from other local community groups and organisations
  - ◆ players and staff at the major metropolitan sporting clubs we partner with.
- Six road safety campaigns featuring respected AFL, basketball, soccer and motor racing ambassadors.

### Key engagement opportunities are provided through a range of the partnerships:

- The RAA Street Smart High event had a record number of participants in 2023, with 89 schools and 10,000 students attending across two days. The session delivered a crash re-enactment by emergency services and first responders, as well as presentations from RAA, SA Police and road trauma survivors. The Department hosted an interactive display during the lunch break to engage students via an online road safety quiz and handed out information about South Australia's Graduated Licensing Scheme and road rules.
- The Metropolitan Fire Services (MFS) Road Awareness Program (RAP) gives an insight into the experience of firefighters working in road crash rescue and road trauma. Delivered in schools, workplaces, sporting clubs, community groups and correctional facilities, RAP aims to empower and inspire young people to be responsible road users and to save lives by promoting positive generational change in attitudes to driving and road safety. MFS delivered 248 sessions, comprising 181 in metropolitan Adelaide and 67 across regional South Australia.
- The Department partners with the Central Adelaide Local Health Network to deliver the Prevent Alcohol and Risk-Related Trauma in Youth (P.A.R.T.Y.) Program, to address the over-representation of young people in road crashes. The P.A.R.T.Y. Program achieves this through positively influencing road user behaviour and emphasising the consequences of risky decision making amongst young road users. 62 sessions involving 1,636 students were delivered across regional communities through the delivery of education programs in locations including Ceduna, Port Pirie, Mount Gambier, Port Lincoln, the Riverland and the Barossa Valley.



■ Power Community is the not-for-profit charity arm of the Port Adelaide Football Club. This organisation delivers a series of programs targeting Aboriginal, youth and multicultural communities to address key social issues including community leadership in the context of road safety. The partnership works with Power Community to support three key events throughout the year:

- ◆ South Australian Aboriginal Secondary Training Academy Connect works with approximately 300 Aboriginal and Torres Strait Islander students in years 7-9
- ◆ Santos Aboriginal Power Cup (SAPC) uses football to engage approximately 600 Aboriginal secondary school students in years 10-12
- ◆ The Multicultural Cup engages approximately 400 students with culturally and linguistically diverse backgrounds in years 10-12.

As a part of the SAPC and Multicultural Cup, the participating students are required to complete a road safety task in a group and produce a video on a road safety topic they feel is relevant to their peers, family or community. The Department further supports the students with professional production of their videos as part of a competition, with the winning videos played at a Port Adelaide Football Club AFL game.

In 2023, the SA Police's Road Safety Section delivered 1,049 road safety sessions to schools, businesses and community groups to an audience of 47,051. With a focus on regional road safety, SA Police spent 176 days in regional areas delivering road safety education sessions and/or setting up road safety displays.

SA Police hosted 64 road safety displays at events including basketball games, AFL games (along with the Aboriginal Power Cup and the Multicultural Cup), Tour Down Under, Caravan and Camping Show, NAIDOC Family Fun Day, Royal Adelaide Show, Whyalla Show, Riverland Field Days, Street Smart High and Schoolies.

From May 2023, the Road Crash Rescue vehicles were wrapped with THINK! Road Safety messages advising drivers to rest every 2 hours, wear seatbelts and stick to the speed limit.



## IMPLEMENTATION SNAPSHOT:

# Road safety in the workplace

SafeWork SA continued to provide an education and compliance program for traffic management in loading and working facilities, in addition to undertaking audits for appropriate traffic management to be in place in a range of workplaces in South Australia.

Commencing July 2023, SafeWork SA inspectors made unannounced visits to workplaces within the transport, postal and warehousing industries to audit traffic management systems. Inspectors visited both metropolitan and regional businesses across the state to measure compliance of workplace traffic management systems of powered mobile plant and delivery vehicles that operate in the same area as pedestrians, to ensure they are adequately protected. The inspectors also provide advice, information and education in relation to traffic management.

SafeWork SA continued road safety related workplace education on roll away vehicles, including the promotion of a new vehicle roll-away fact sheet developed by Safe Work Australia, to help businesses with engineering and other control measures to increase safety and reduce risk. Roll-aways can occur with any type of mobile plant including cars, forklifts, trucks, tractors, trailers, passenger vehicles and heavy machinery and can occur at worksites, car parks, maintenance yards or when a vehicle is parked on the side of the road. This can include when the vehicle brakes are not adequately applied or engaged, when doing repairs on the vehicle, during loading and unloading, or when coupling or uncoupling a truck and trailer.

In addition, SafeWork SA supported a national campaign that aimed to increase the knowledge and awareness of work health and safety for food delivery workers. The Deliver Yourself Home Safely campaign ran from May to September 2023 providing practical information to help influence positive work health and safety attitudes and behaviours.



# Regional and remote areas

## Adelaide Hills Productivity and Road Safety Package

The Department is delivering the Adelaide Hills Productivity and Road Safety Package, which aims to upgrade some of the region's key strategic arterial roads.

The \$150 million initiative, jointly funded by the Australian and South Australian governments (80:20), includes a range of road improvements to support economic growth, improve road safety and increase fire resilience in the Adelaide Hills area.

The Department engaged with the community about safety upgrades across the key corridors in late 2022 and early 2023. The local insights received are informing the detailed design for safety upgrades for Main Road between Black Road and Chandlers Hill Road and across the corridors including several junctions.

Final treatments for Main Road, Cherry Gardens aim to improve road safety and reduce the risk and severity of crashes and will include:

- road and curve widening
- new road surface to improve skid resistance
- new safety barriers
- new road signage
- new line marking including centre line audio tactile line marking
- drainage enhancements.

Onkaparinga Valley Road between Verdun and Woodside was identified as a location for early safety upgrades, with road resurfacing and shoulder works on Onkaparinga Valley Road completed in 2023. Work included road resurfacing to improve skid resistance, improving and widening sealed shoulders, widening at bus stops to reduce through traffic crossing the centreline, widening of side roads to reduce drag out of loose debris, and new line marking.

Construction work was also completed on Clarendon Road and Lobethal Road. Construction work commenced on Main Road Cherry Gardens, Strathalbyn Road and Long Valley Road.

## Network Safety Plan

The Department has developed a Network Safety Plan to help inform investment on the regional road network that identifies appropriate safe system treatments to improve the risk rating of the regional road network.



## JUNCTION UPGRADES

The Department completed junction and highway upgrades on the Wimmera Highway near Naracoorte, to improve road safety for all road users and increase freight productivity on the road network.

The two junction projects provide safer freight access for higher productivity vehicles (road trains up to 36.5 metres long) to local businesses, the Teys Australia Naracoorte facility and the QUBE Hynam Depot. The projects were both jointly funded (80:20) by the Australian and South Australian governments as part of the South Australian Rural Roads Package.

## Rest areas

The Department completed the construction of five rest areas on the Sturt Highway, designed for general use by light and heavy vehicles. This includes:

- two rest areas on the western end of the Sturt Highway at Annadale and Shea Oak Log
- three rest areas on the Riverland section of the Sturt Highway Stockyard Plain and Kingston on Murray (one eastbound and one westbound).

Upgrades to the existing rest area on the Princes Highway at Tantanoola also commenced in 2023. These rest areas were jointly funded by the Australian and South Australian governments (80:20) under the Sturt Highway and Princes Highway Upgrade programs.

Green reflectors have been installed on roadside guideposts on regional heavy vehicle routes to provide drivers of heavy vehicles advanced notice that they are approaching an informal heavy vehicle rest area suitable for drivers to rest, manage fatigue and check their loads.

## Black Spot Program

Boosting safety is the top priority at 30 dangerous locations on South Australia’s roads, with the Australian Government committing \$13.9 million in 2022-2023 and 2023-24 under the Black Spot Program to fully fund upgrades at each of them.

### Black Spot Program

The program funds safety measures such as traffic signals and roundabouts at locations where a number of serious crashes are known to have occurred or have been identified as at risk of occurring. The locations being funded have seen a total of seven crashes where lives were lost and 156 crashes where people were injured, over the preceding five years periods.



## Skid management

Skid management work was undertaken at ten locations on the following roads in 2023:

- |  |  |
|--|--|
| ■ Francis Street / Port River Expressway | ■ Salisbury Highway (two locations)    |
| ■ Sturt Highway                          | ■ St Vincent Highway (three locations) |
| ■ Lower North East Road                  | ■ Wilkins Highway (two locations).     |

This important work improved skid resistance and increased road safety by helping to prevent both rear end and run off the road crashes, especially in wet weather.

## IMPLEMENTATION SNAPSHOT:

# Heavy vehicles

## South Eastern Freeway

The South Australian Government is delivering improvements to safety on the South Eastern Freeway down track, identified in the comprehensive heavy vehicle safety review. This involves working with the National Heavy Vehicle Regulator (NHVR) and the road freight industry in South Australia and interstate. In 2023, the NHVR published steep descent regulatory advice and updated the heavy vehicle route network website to highlight the freeway descent and include supporting information for heavy vehicle drivers.

### Heavy vehicle steep descent

Education, awareness and communications materials were also released to target road freight operators including updates across government websites with information and reminders on safety and legislative obligations. The Department and the NHVR are also using cameras to better identify heavy vehicles of interest.

**KEEP THE SOUTH  
EASTERN FREEWAY  
SAFE**

Refresh your  
heavy vehicle steep  
descent knowledge



## Heavy Vehicle Law Reform

The Heavy Vehicle National Law establishes the regulatory framework for heavy vehicles in most states and territories in Australia, including South Australia. South Australia is actively participating in the Heavy Vehicle National Law reform being led by the National Transport Commission.

## Compliance

SA Police and the NHVR undertake targeted operations to monitor the safety and compliance of heavy vehicles. Operations conducted in 2023 include numerous one-day deployments in Metropolitan Adelaide and across the State, multi-day operations in the Mallee and Far North regions and joint dangerous goods and general compliance on key roads.

# Vehicles and technology

## Australasian New Car Assessment Program (ANCAP SAFETY)

The South Australian Government continues to contribute funding to ANCAP SAFETY.

ANCAP SAFETY crash tests cars and conducts performance assessments on safety features and technologies. Results are published through a simple star rating that indicates relative safety performance. The South Australian Government is one of 21 member organisations which provides funding and promotes the star rating results to the community. Crash tests are conducted in laboratories in South Australia, Victoria and New South Wales.

## Used Car Safety Ratings (UCSR)

To help motorists make safer vehicle choices, the Department together with the Monash University Accident Research Centre released UCSR to help used car buyers prioritise safety.

UCSR are compiled using the latest safety information and released annually. UCSR lists 518 vehicle models within each market segment and their safety rating, based on police-reported crash analysis of more than 9.2 million vehicles. Ratings were released in November 2023 and can be found on [mylicence.sa.gov.au](https://mylicence.sa.gov.au).

## Government fleet

During 2023, the South Australian Government Financing Authority (SAFA) commissioned 1,672 new vehicles into the government passenger and Sport Utility Vehicle (SUV) fleet, of which 1,118 or 96% were 5 Star ANCAP rated. Vehicles that were not 5 star ANCAP rated were assessed to be fit-for-purpose and to contain safety features commensurate with maintaining a safe workplace.

During the same period, SAFA disposed of 1,614 vehicles from the government passenger and SUV vehicle fleet into the used vehicle sector of which 1,219 or 98% were 5 Star ANCAP rated. The continuing focus on 5 star ANCAP rated vehicles across the government fleet maintains high levels of vehicle safety when in the fleet and subsequently when sold, contributing to road safety.

**96%**  
of new government  
fleet vehicles in  
South Australia have a  
**5 star ANCAP** rating  
☆☆☆☆☆

# Research and data

The South Australian Government is progressing the development of a new Road Safety Data System to improve reporting, analysis and sharing of crash data and related information.

When completed, the new system will support existing data services and enable meaningful dashboards, reports and datasets to be produced and made available to stakeholders.

## Research

In March 2023, the South Australian Government committed to a multi-million dollar partnership with the University of Adelaide's Centre for Automotive Safety Research (CASR), funding road safety research relevant to the specific needs of South Australia until at least 2025. CASR is an international leader in road safety research, and has provided the South Australian Government with independent advice and research on road safety initiatives since 2002.

### Recently published research includes:

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- characteristics of crashes involving medical conditions

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  - profiling head-on crashes

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  - a review of line markings for suitability with lane support systems

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  - collection and analysis of Event Data Recorder (EDR) data from vehicles involved in crashes as well as the prevalence and profile of speeding in vehicle crashes

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  - injury crashes involving child cyclists

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  - characteristics of crashes that involve drink and drug drivers

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  - a review of driver incentive and reward schemes

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  - development and trial of a process to audit vehicle safety technologies in rural areas

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  - monitoring vehicle speeds in South Australia

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  - examining how mode shifts from cars to walking, cycling and public transport can affect road safety.
-

## Publication and reporting

The South Australian Government also provides regular road safety data to the Bureau of Infrastructure and Transport Research Economics for inclusion in the Australian Road Deaths Database and the National Road Safety Research and Reporting Database to assist with national reporting on road safety. Current year-to-date information on the number of lives lost in South Australia is available online.

South Australian road crash data is published annually on Data.SA, the South Australian Government's open data portal, immediately following the completion of data processing and standardisation for the year. A series of publications and reports analysing road safety in South Australia is also made available publicly.

Custom road crash statistics are also regularly provided to local councils, research organisations and other stakeholders.



## Road safety risk ratings

The Australian National Risk Assessment Model (ANRAM) is used to determine road safety risk ratings on the Department's regional roads. ANRAM data is currently being updated using road condition survey data. This will enable the Department to measure and report on improvements in star ratings.

# Safety performance indicators

SPIs were selected when establishing the Action Plan to improve our understanding of the road safety landscape in South Australia and to support achieving the outcomes of the Strategy.

In some cases this has required new data to be sourced and analysis methodologies to be developed. In 2023, this process is still in progress for several SPIs. Where data is unavailable for reporting at this time, an N/A (not available) has been denoted against the relevant SPIs.

SPI	Proxy / development	Target	Baseline	2023
Number of lives lost in road crashes		81	96	117
Number of serious injuries in road crashes		644	708	824
Share of vehicles detected at or below speed limit			81%	82% <sup>1</sup>
Share of lives lost of drink drivers / riders			17%	29% <sup>2</sup>
Share of lives lost of drug drivers / riders			18%	20% <sup>3</sup>
Share of lives lost of unrestrained vehicle occupants			25%	21%
Number of drivers / riders detected using mobile phone while driving	Reporting against this SPI will commence when new mobile phone detection cameras are operational.		N/A	N/A
Number of lives lost and serious injuries of vulnerable road users (pedestrian, cyclists and motorcyclists)			338	410
Average age of the SA vehicle fleet			11.2	12.1
Number of lives lost and serious injuries per 100 million vehicle kilometres travelled			4.75	5.65
Number of lives lost and serious injuries of Aboriginal and Torres Strait Islander people	Number of lives lost and serious injuries of Aboriginal and Torres Strait Islander drivers / riders (proxy)		14	15

1. 2022 speed survey data collected for Elsegood ME, Mackenzie JRR, and Woolley, JE. 2024.
2. 2022 results. 2023 toxicology still being processed at time of publication.
3. As above.



SPI	Proxy / development	Target	Baseline	2023
Share of new heavy vehicles sold / registered with Electronic Stability Control (ESC), Advanced Emergency Braking (AEB) and lane-keep assist technologies	Average age of heavy vehicles (proxy)		15.1	14.8
Share of light vehicle fleet that has an 5 star ANCAP rating within a 6-year date stamp	Share of new vehicle sales with 5 star ANCAP rating (proxy)		88.2%	79.8%
Share of motorcycles with emergency brake assist systems / rider assistance systems	Average age of motorcycles (proxy)		12.3	13.9
Share of high pedestrian CBD / town centre areas under movement and place or equivalent approaches with posted speed limits $\leq 40$ km/h			-	3.66% <sup>4</sup>
Share of roads in urban areas with a posted speed limit $\geq 50$ km with separated cycle ways, and in urban areas outside of Australian Bureau of Statistics (ABS) remoteness category 'major cities'	The methodology for this indicator is currently being developed and is planned to be available for reporting in 2024.		N/A	N/A
Share of roads with a separated cycle path	The methodology for this indicator is currently being developed and is planned to be available for reporting in 2024.		N/A	N/A
Share of travel on all national highways and on the high speed network ( $\geq 80$ km/h) covering 80% of travel recognised as 3-stars (or equivalent risk rating) or better			39%	43%

4. Calculation based on South Australian Government maintained roads only.

SPI	Proxy / development	Target	Baseline	2023
Share of the regional road network that had an improvement in star rating in the past twelve months			-	1% <sup>5</sup> (130 km)
Share of local councils with a fit-for-purpose road safety risk assessment as an investment plan for its infrastructure	The Australian Government Office of Road Safety has commenced a project to develop a local government network road safety risk assessment support framework to assist local councils to implement investment plans for their infrastructure. This will assist in developing data collection for this indicator in the future.		N/A	N/A
Share of lives lost on local government controlled roads			26%	33%
Share of roads with safety defects	The methodology for this indicator is currently being developed and is planned to be available for reporting in 2024.		N/A	N/A
Number of casualty crashes per million vehicles at intersections	The methodology for this indicator is currently being developed and is planned to be available for reporting in 2024.		N/A	N/A
Share of signalised intersections with a speed limit less than 70 km/h			-	98.3% <sup>6</sup>
Share of road length on designated motorcycle routes with motorcycle friendly crash barriers	Total length of motorcycle friendly crash barriers installed (proxy)		-	4.14 km <sup>7</sup>
Share of lives lost where travelling for work related purpose	South Australia is currently working in conjunction with other state and national agencies to investigate appropriate data sources to better understand work related fatalities on our roads.		N/A	N/A

5. Based on results for 2022-2023 financial year for South Australian Government maintained roads only.

6. Commercially purchased data from Here by the Australian Government for reporting on progress towards the National Road Safety Strategy 2021-203.

7. Based on results for 2022-2023 financial year for South Australian Government maintained roads only.



## Disclaimer

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## More Information

Department for Infrastructure and Transport

[dit.sa.gov.au](https://dit.sa.gov.au)

[thinkroadsafety.sa.gov.au](https://thinkroadsafety.sa.gov.au)

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**THINK!** ROAD SAFETY



Government of  
South Australia