



Eliminating
serious road trauma
by **2050**

Communications and Engagement Strategy Development – Key Messages and Briefings Pack

Purpose of this artefact

This artefact provides Safe System and Vision Zero standard messaging that can be used as program-wide messaging or in project-specific campaigns. Messages can be used in part or in full, depending on the type of engagement and targeted stakeholder and the resources used to communicate. For example, The Safe System Vision, Objectives and Pillars would be appropriate to include in a Road Safety Strategy and not relevant for social media promotion of a Road Safety campaign.

Key messages

1. Safe System Approach	
Vision	No death or serious injury is acceptable on Australian or New Zealand roads
Objectives	To create a safe transport system that recognises that humans make mistakes and is designed so that those mistakes do not cost lives.
Five Pillars of the Safe Systems	<p>A safe road system that is forgiving of mistakes must have:</p> <ul style="list-style-type: none"> • Safe speeds • Safe roads • Safe vehicles • Safe people • Post-crash care
What we know	<ul style="list-style-type: none"> • Everyone makes mistakes; no one is perfect 100% of the time. • If someone makes a mistake, the transport system should protect them from death or serious injury • Our bodies have a limited ability to withstand crash forces without being seriously injured or killed. • Everyone has a role in keeping themselves and others safe on the road, but not everyone has the same level of power, authority or responsibility to shape safety outcomes. Those who design, regulate, manage and operate the transport system — for example governments, road authorities, planners, designers, vehicle manufacturers and police — have a greater responsibility to create a system that protects people from death and serious injury. Road users also have a role, but the Safe System recognises that people will make mistakes, and the system should be designed so that those mistakes do not result in death or serious injury.

	<ul style="list-style-type: none"> • We can only achieve zero deaths and serious injuries if all parts of the transport system are improved • If we strengthen all parts of the system, when one part fails the other parts will still protect people.
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Program wide messaging	
What we know	<ul style="list-style-type: none"> • Australia has set national targets of zero road deaths and zero serious road trauma by 2050. • Around 1,500 people lose their lives each year in road crashes in Australia and NZ. Another 40,000 people suffer serious injuries each year.
Why we need to take action	<ul style="list-style-type: none"> • We want to create safer roads, and this requires a mix of interventions including safer speed limits, infrastructure improvements and advancements in vehicle technology. • We are committed to creating an environment on our roads where everyone can travel safely. • Traveling on our roads should not come at the cost of life. • We want to build a safe road system that is designed for people. This means doing our best to reduce crashes but acknowledging that crashes will continue to happen. When crashes occur, we can prevent serious harm through safe road design, creating safe speed environments for the types of road users, and encouraging safe road user behaviours and practices in the safest possible vehicle. • People should be able to travel safely. • People should feel safe riding their bikes and letting their children walk, bike, or scooter to school and around their community. • Road safety helps protect everyone who uses the road: drivers, passengers, roadside workers, riders, and pedestrians.

Jurisdiction and project specific messaging	
What we know	<p>Information about existing/previous road safety work</p> <ul style="list-style-type: none"> • e.g., Australia has led the world in road safety interventions – introducing mandatory seat belts, random breath testing, bike helmet laws, safety cameras, and running public behaviour change campaigns around dangerous driving activities such as drink and drug driving. <p>Impact of road safety work relating to goals</p> <ul style="list-style-type: none"> • e.g., This has contributed to a significant reduction in deaths on Victorian roads, from 1,061 in 1970 to 548 in 1990 and 266 in 2019. <p>Information about existing FSI/DSI statistics</p> <ul style="list-style-type: none"> • e.g., in 2019, 266 people lost their lives on Victoria’s roads, around 8,000 Victorians were hospitalised with serious injuries, and a further 12,000 were injured. <p>Personal/community impact of deaths and serious injuries</p> <ul style="list-style-type: none"> • e.g., Survivors and families affected by road crashes have a range of physical, psychological and legal needs. Outcomes of crashes may include physical injuries and resulting disability, psychological trauma that can impair reintegration into work and family life, and a range of economic and legal consequences.

<p>How are we doing it?</p>	<ul style="list-style-type: none"> • [Jurisdiction] is working in partnership with road safety partners and the community to improve safety on our roads for all users. • Our initiatives are a commitment to improving road safety for everyone in our communities and reducing the number of deaths and serious injuries on our roads. • We are actively working to create road environments where you can travel to your destination safely. • [Insert road safety initiatives/campaigns linked to jurisdiction Road Safety Strategy]
<p>What does it mean to me?</p>	<p>[Insert evidence-based narrative linked to road safety outcomes such as, how much longer will my journey take with reduced speeds, FSI/DSI savings with reduced speeds or safety interventions]</p> <ul style="list-style-type: none"> • e.g., Our roads will become safer and more enjoyable environments for everyone. Trip times will change very slightly, increasing by less than 2 minutes in most cases. • e.g., There were 10 crashes involving deaths or serious injuries between 2019 and 2023. With the proposed speed limit changes, we are looking to reduce this by 21% over five years.

