

Pedestrian Safety Blueprint

VISION

A zero-harm road and street network where people are safe when walking

Lives saved

Vibrant places

Healthier communities

Sustainable transport

Goals

Maximise reduction in pedestrian trauma overall

Maximise reduction in pedestrian trauma inequity

Maximise community and stakeholder support

Principles

Walking's role is central

Pedestrians first

Target zero pedestrian trauma

Take a Safe System lens

Equity, inclusion and security

Risk control hierarchy

1

Eliminate or reduce exposure of pedestrians to other road users

2

Reduce the likelihood of a crash happening

3

Reduce the severity of a crash, should one occur

Key success factors

- Proactive and reactive approach
- Scale and pace of implementation
- Embed pedestrian safety in transport infrastructure projects and traffic management operations
- Universal design
- Better pedestrian trauma, demand and infrastructure data
- Self-explaining roads

THE CASE FOR ACTION

Pedestrian deaths
1990 - 2015

▼60% | ▼70%

AUS

NZ

Pedestrian deaths
2015 - 2024

– Plateau

AUS & NZ

Long-term targets

Off track

BAU won't achieve our vision

Share of road deaths

13% | 9%

AUS 2014-24

NZ 2015-24

Road hospitalisations/
serious injuries

14% | 11%

AUS 2014-24

NZ 2015-24

Preventable urban
pedestrian trauma

Up to 90% ▼

With available initiatives by 2050

Trends that are increasing risk

Growing and ageing populations

Larger, heavier and boxier vehicles

Increasing vehicle kilometres in urban areas

Growth in walking

What we're doing isn't enough

We need to scale up and accelerate implementation of what's working, and do things differently.

