A large, bright blue circular graphic with a vertical gap at the top and bottom, resembling a stylized '0' or a ring. It is centered on a black background.

Zero is
possible

TOWARDS

A smaller version of the blue circular graphic with a vertical gap, positioned to the right of the word 'TOWARDS'.

ZERO

Zero can be achieved in our lifetime

Towards Zero is Victoria's action plan to ensure no one is seriously injured or killed on our roads.

We're not the only place aiming for zero. Sweden, the Netherlands, New Zealand and New York City have similar road safety strategies to Victoria's *Towards Zero Strategy and Action Plan 2016-2020*.

Towards Zero identifies four factors which need to work together to keep people safe on our roads. These are: Safer Roads, Safer Speeds, Safer Vehicles and Safer People.

This is how we're going to get to Zero.

 TOWARDSZERO.VIC.GOV.AU



SAFER ROADS

P. 4



SAFER SPEEDS

P. 10



SAFER VEHICLES

P. 12



SAFER PEOPLE

P. 22

The first step of the Towards Zero action plan is to reduce the annual number of people killed on our roads to less than 200 and people seriously injured by 15% by 2020.



SAFER ROADS

Regional Victoria

A record investment of over a billion dollars is being spent on making Victoria's most high risk roads safer, by installing life-saving infrastructure and undertaking a wide range of safety upgrades.

Some of the regional safety improvements are:

- **Safety barriers** - When a safety barrier is hit, it catches your vehicle like a net, slows you down and prevents you from hitting a tree or oncoming traffic. Saving your life and potentially others. Research shows that flexible safety barriers reduce head-on and run-off-road crashes by 85%.

- **Roundabouts** – In the event of a crash, roundabouts reduce the severity of the impact by changing the angles and speeds of a collision. Roundabouts are one of the safest types of intersections and reduce the risk of being severely injured by up to 90%.
- **Rumble strips** – Partially raised lines marking traffic lanes make a ‘rumbling’ sound when driven over, alerting drivers through vibration if they are moving out of their lane.
- **Intersection upgrades** – Infrastructure improvements including safety platforms, traffic signalling, speed and red-light cameras encourage drivers to slow down in busy areas.

- **Sealed shoulders** – When a vehicle leaves the road, especially at high speeds, stopping and/or steering back into the traffic lane is easier if the vehicle's tyres can grip to a sealed road shoulder, rather than trying to find friction on loose gravel.

By installing these safety features throughout regional Victoria, the most common types of crashes on regional roads, including head-on and run-off road collisions and side impacts at intersections can be prevented. These changes to our roads also reduce the severity of crashes when the crash is unavoidable.



THEN

Trees close to roads | Unsealed shoulder
| No protection from head-on or run-off-road crashes



SAFETY BARRIERS HAVE SUCCESSFULLY
REDUCED THE NUMBER OF
RUN-OFF-ROAD CRASHES BY 85%

NOW

Trees close to road removed | Sealed shoulder
| Safety barrier | Rumble strips



SAFER ROADS

Metropolitan Victoria

People walking and riding are vulnerable because they're not protected by their vehicle in the event of a crash.

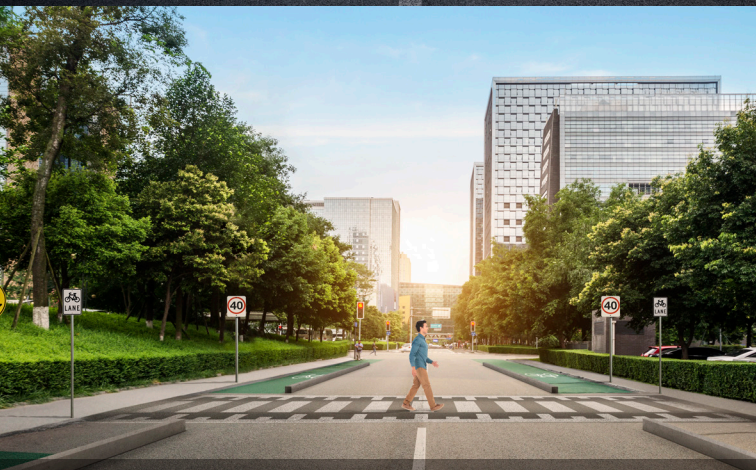
- **Pedestrian crossings** – Wider, raised crossings provide greater visibility of pedestrians to drivers and riders, encourage vehicles to slow down and allow space for large numbers of people to cross the road safely in busy areas.
- **Dedicated bike lanes** – Strategic cycling corridors are being established to provide safer and more accessible routes specifically for cyclists in metropolitan Victoria.
- **Improved amenities** – Dedicated off-road bike tracks and traffic signals specifically for cyclists will improve safety for everyone.

IF A CAR TRAVELLING AT 30KM/H
HITS A PEDESTRIAN, THE IMPACT FORCES CAN
BE ENOUGH TO KILL THE PEDESTRIAN.



THEN

60km/h speed zone | No amenities for pedestrians or cyclists



NOW

40km/h speed zones | Dedicated pedestrian crossing | Dedicated cycle lanes



SAFER 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.

We need to reconsider the speeds we choose to travel at, and speed limits, to ensure that they're safe and appropriate for the road condition, its surroundings and the weather.

Imagine if we all agreed that getting to our destination safely was the most important thing, far more important than saving a couple of minutes in travel time.

The illustrations opposite represent the level of force your body can withstand before the risk of losing your life or being seriously injured escalates rapidly.



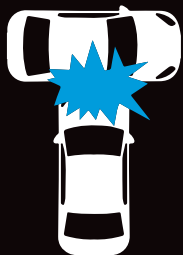
30KM/H

Side-impact with tree



30KM/H

Pedestrian hit by car



50KM/H

Driver hit by side-impact



70KM/H

Head-on



SAFER VEHICLES

Safer vehicles can save lives.

Vehicle safety has improved in recent years and vehicles are getting better at protecting drivers, preventing crashes and absorbing the forces of impact due to features such as crumple zones, stronger compartments, airbags and new safety technologies.

Whether you buy a new or used car, it is important to first check safety ratings.

 [HOWSAFEISYOURCAR.COM.AU](https://www.how-safe-is-your-car.com.au)

 [ANCAP.COM.AU](https://www.ancap.com.au)

If everyone
UPGRADED
their car to the
SAFEST in its class
the number of people
killed and
seriously injured
on our roads would
be reduced by
1/3 over-
night.



WHAT TO LOOK FOR

Vehicles are evolving much faster than we are and are now being designed with technology to protect us, and others, when things go wrong on the road.



- **Electronic Stability Control (ESC)** – Senses when a vehicle is out of control and applies individual brakes to help maintain stability and steer the vehicle in the intended direction. Of the lives lost on Victorian roads in 2016, 41 of these could have been saved had ESC been fitted.



- **Auto Emergency Braking (AEB)** – Cars fitted with AEB are 38% less likely to collide with the vehicle in front of them, compared to similar vehicles that do not have AEB.



- **Lane Keep Assist** – Senses when a car is close to crossing over the line marking and proactively steers the car back into the lane of travel.



- **Side Curtain Airbags** – In the event of a side-impact collision, these airbags drop like a curtain from above the door. They cushion the head against the full impact of another vehicle or object. Driver fatalities have reduced by 37% side impact crashes due to this technology.



- **Airbags** – When used in combination with properly worn seatbelts, frontal airbags provide the best protection in a head-on crash.



- **Crumple Zones** – The very front and rear of a vehicle, designed to crumple easily in a crash, therefore absorbing the main force of impact.



- **Speed Assistance Systems** – Intelligent Speed Assist (ISA) function provides drivers with a warning to slow down if they exceed the speed limit matched with the vehicles electronic map system.



- **Strong Occupant Compartment** – In the event of a crash, a vehicle's cabin is designed to retain its shape, helping to protect the driver and passengers inside.

Studies show
**new &
older**
drivers are driving
our least



safe cars

MOTORCYCLE RIDER SAFETY

Too many motorcycle riders are being killed and seriously injured on our roads and it is the responsibility of all of us, both drivers and riders, to change this.

Motorcyclists make up 1% of total road traffic, but 19% of all lives lost on our roads.

As a rider there are technologies available that help protect you and your pillions.

 [VICROADS MOTORCYCLE SAFETY](#)

 [DRIVER THINK RIDER. RIDER THINK DRIVER.](#)

 [VICROADSSAFEBIKES.CARSALESNETWORK.COM.AU](#)

- **Safety Technology** – Anti-Lock Braking System (ABS) has the potential to significantly reduce serious motorcycle crashes, particularly at intersections. During an emergency braking situation the wheels can lock up, causing the motorcycle to skid or slide out from under you. A bike with ABS has electronic sensors to detect lock-up before it occurs, applying just the right amount of pressure to maximise braking performance. ABS offers significant safety benefits to riders and can reduce braking distance and increase stability.
- **Protective Clothing** – Wearing the right clothing while riding is critical, with a recent study showing that motorcyclists were 21% less likely to be admitted to hospital if they crashed while wearing motorcycle jackets. The risk is reduced even further when wearing motorcycle pants or gloves.

 [MOTOCAP.COM.AU](https://www.motocap.com.au)

- **Riding Safely** – Whether you're just starting out, getting back into riding or thinking of buying a new motorcycle, visit [SPOKES.com.au](https://www.spokes.com.au) for free riding resources. You can also find out about the latest motorcycle license information to help protect new riders.

 [SPOKES.COM.AU](https://www.spokes.com.au)

SAFER TRUCKS

Did you know a truck can weigh up to seven times more than the average car? And the number of heavy vehicles on Victoria's roads is growing. Heavy vehicles pose a great risk to other road users because they:

- Are heavier than cars, motorcycles and bikes, and this weight causes greater damage in the event of a crash.
- Take longer to stop.

Tips for heavy vehicle drivers:

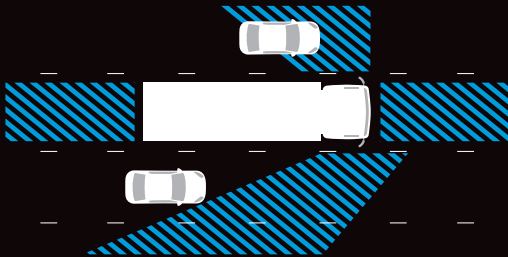
- Seat belts are critical in preventing deaths and serious injuries in a crash and should be worn by all people travelling in vehicles, including trucks.
- Take up new vehicle safety technologies whenever possible such as advanced braking, lane departure warning, electronic stability control, under-run protection and seatbelt reminders.



VICROADS HEAVY VEHICLES SAFETY GUIDE

Tips for car drivers:

- A truck has four major blind spots and 20 minor blind spots.
- The diagram below shows the four main blind spots for heavy vehicle drivers where they cannot see surrounding traffic on the road.
- Remember, 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 are signed "Do Not Overtake Turning Vehicle." They need more than one lane to turn.





SAFER PEOPLE

The majority of people do the right thing on our roads. Still, we all face risks and we all make mistakes. Death or serious injury shouldn't be an inevitable consequence.

As a driver, rider or pedestrian, if we take our eyes off the road for just two seconds or more, we double our risk of crashing.

WE ALL PLAY A PART IN MAKING OUR ROADS SAFER

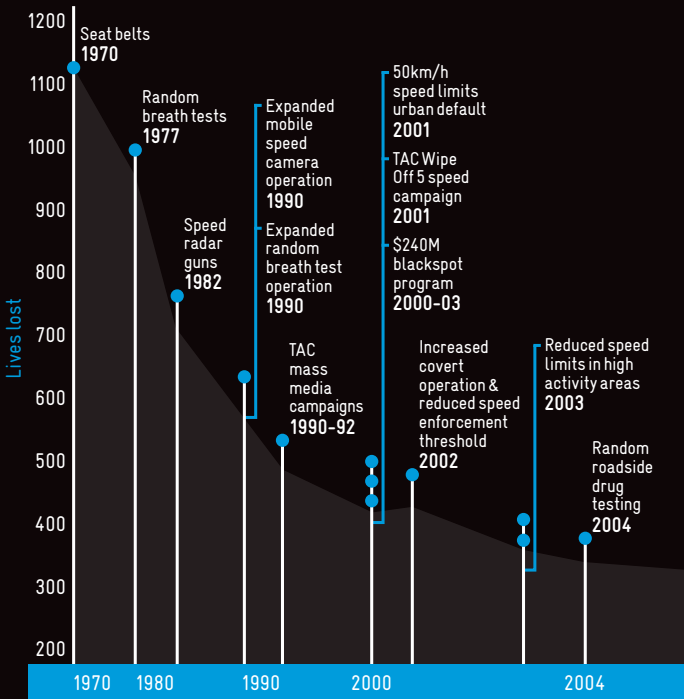


Simple choices that can save your life or the life of a loved one are:

- Drive at safe and legal speeds appropriate for conditions.
- Separate drinking from driving, and driving only when well rested.
- Stay alert and avoid impairment from drugs (illicit drugs and also the prescribed medications that make us drowsy).
- Keep your eyes on the road ahead and your surroundings.
- Put your mobile phone away when driving.
- Ensure yourself and everyone in the car is wearing a seatbelt.
- Be a good role model to children, L-Platers and P-Platers.
- Buy the safest vehicle you can afford.

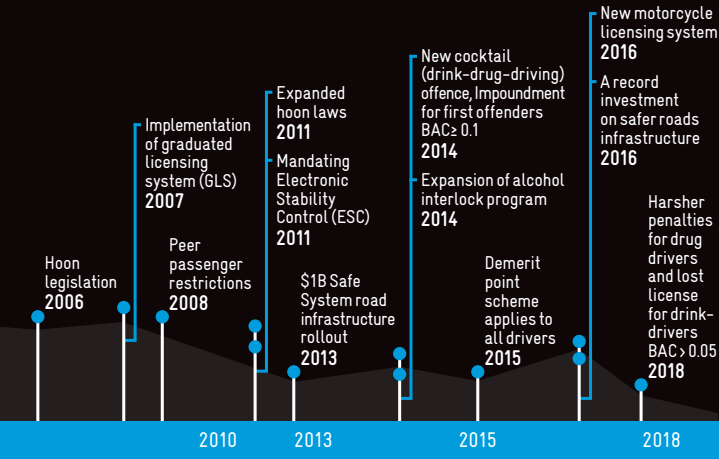


HOW FAR WE'VE COME



Road Safety interventions and year legislated/ introduced in Victoria

Over the years we've seen a significant improvement in road safety through the introduction of legislation, advertising campaigns and new technology providing safer roads, safer speeds, safer vehicles and safer people.





NURTURING SAFER CHILDREN

- **Safer children** – Children are more vulnerable than adults. They have less awareness of the risks on the roads, and their growing bodies cannot withstand as much force in a crash. There are things we can do as parents, carers, communities and government agencies to help keep children safe on the roads.
- **Correctly fitted child car seats** – National law mandates that all children under the age of seven must be in a correctly fitted, properly fastened child restraint that meets Australian safety standards. The right child restraint depends on the child's age and size. Compare child car seats to make the safest choices here:

 [CHILDCARSEATS.COM.AU](https://childcarseats.com.au)

- **Education in early childhood centres and schools** – Young children can't use the roads safely on their own until they have been taught about dangerous situations and how to act. Although parents have the primary responsibility and the most influence, education in early childhood settings and schools plays an important role. Road safety education is most effective when parents, carers and teachers work collaboratively to provide classroom and real environment experience.

 [ROADSAFETYEDUCATION.VIC.GOV.AU](https://roadsafetymeducation.vic.gov.au)

- **Be a role model** – Children begin absorbing their parents' driving behaviour from a very early age and they learn how to drive long before they get their learners permit. They learn how to behave by copying the adults around them – and that includes driving habits, so it's important to make sure your influence is a positive one.

In fact, instilling safe driving behaviours and attitudes at this age can help reduce the risk of death and serious injury for young drivers in their first months of driving solo and beyond.

What kind of driver are you raising?



TOWARDS  ZERO  



DRIVER EDUCATION

Young drivers are more prepared now than ever.

Since the introduction of Victoria's graduated licensing system in 2008, the number of young people killed on our roads has significantly decreased.

The new licensing program provides a more rigorous, staged approach to learning to drive. It minimises crash risk by reducing exposure to high risk driving situations.

 [DRIVESMART.VIC.GOV.AU](https://drivesmart.vic.gov.au)



WRITTEN TEST



Ls FOR MINIMUM
OF 12 MONTHS



120 HOURS OF SUPERVISED
DRIVING INCLUDING 20 HOURS
OF NIGHT TIME DRIVING



MORE CHALLENGING
ON ROAD TEST



RED Ps 1 YEAR:
BAN ON MOBILE PHONE USE
PASSENGER RESTRICTIONS
BAN ON DRIVING CERTAIN
HIGH POWERED VEHICLES
ZERO BAC PERMITTED



GREEN Ps 3 YEARS:
BAN ON MOBILE PHONE USE
BAN ON DRIVING CERTAIN
HIGH POWERED VEHICLES
ZERO BAC PERMITTED

TOWARDS ZERO



No one deserves to die or be seriously injured on our roads.



VICTORIA POLICE

*Supported by the Department of Transport, the Department of Health and Human Services and the Department of Justice and Community Safety.