

The NOW 100 Speed Limit Changes in South Australia

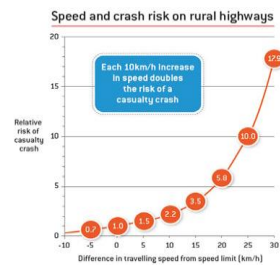
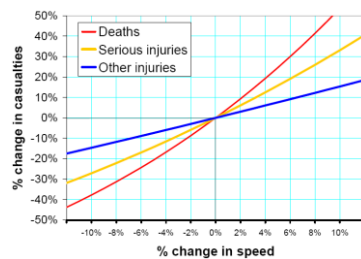
Julie Holmes

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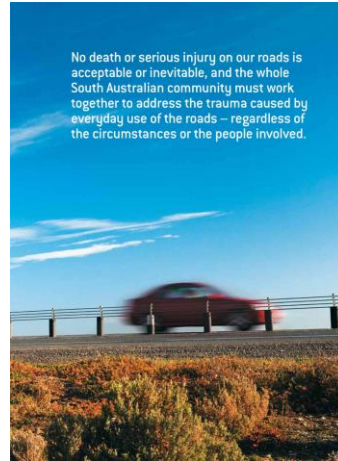
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- Addressing safer speed is one of the four targeted areas within the National Safe System Framework, as outlined in *Towards Zero Together – South Australia's Road Safety Strategy 2020*.
- Research indicates that reducing speeds is associated with fewer casualty crashes especially those involving death and serious injury.



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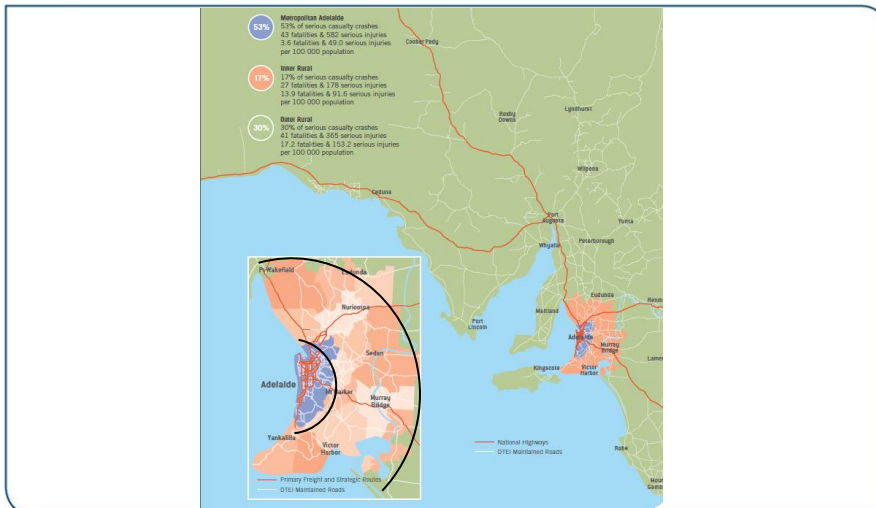
- South Australia's *Towards Zero Together - Road Safety Strategy 2020* has a target of reducing serious casualties by at least 30 percent to fewer than 80 fatalities and fewer than 800 serious injuries.
- Road Safety Action Plan 2011 & 2012 had a priority action to consistently apply the default speed limit of 100km/h on more rural roads.



No death or serious injury on our roads is acceptable or inevitable, and the whole South Australian community must work together to address the trauma caused by everyday use of the roads – regardless of the circumstances or the people involved.



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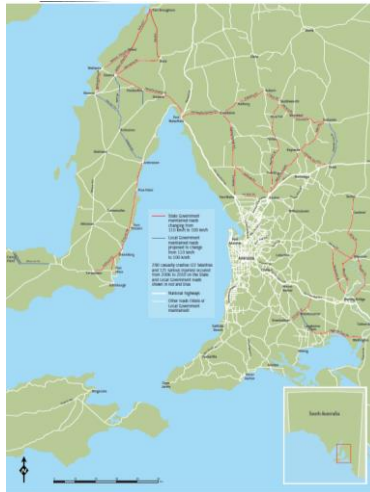


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- In November 2011 DPTI reduced the 110 km/h posted speed limit to the default rural limit of 100km/h on 45 sections of State rural roads (723 kilometres).
- Seven local government road sections were also identified (additional 141 kilometres).
- Between 2006 and 2010, there were 290 casualty crashes recorded on these roads:
 - 22 fatalities
 - 121 serious injuries.



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NOW

100

THE SPEED LIMIT ON MORE RURAL ROADS

To reduce road trauma and help you get home safely, we've reduced the speed limit on more rural roads. Look out for changed road signs on rural roads within approximately 100 km of Adelaide and on the Yorke Peninsula. Remember, 100 km/h is the default speed limit on rural roads unless otherwise signed. sa.gov.au/roadsafety


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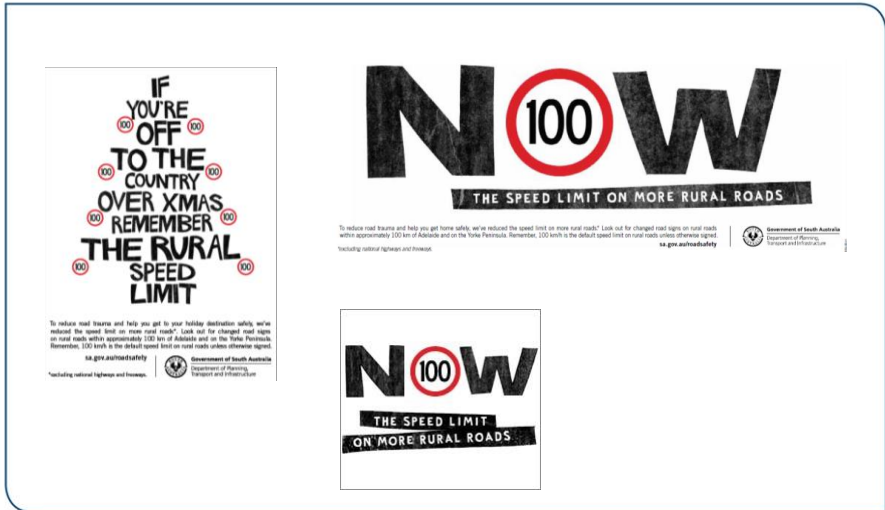


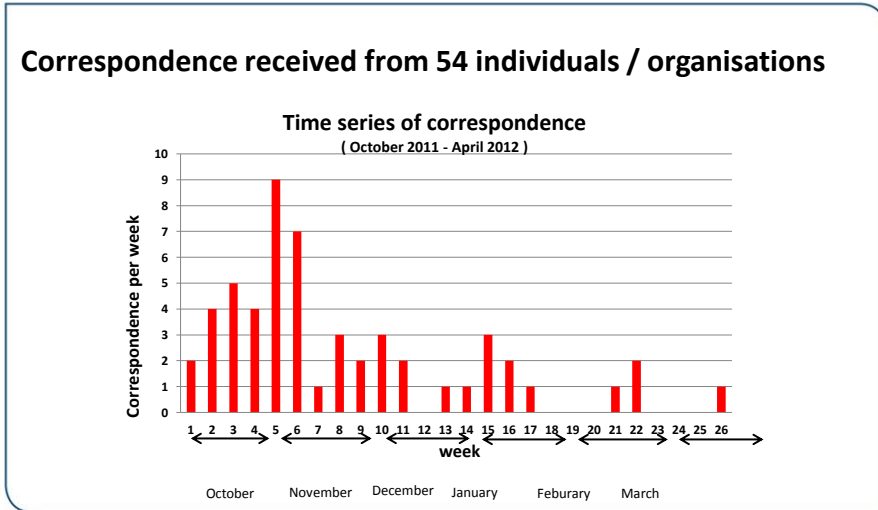
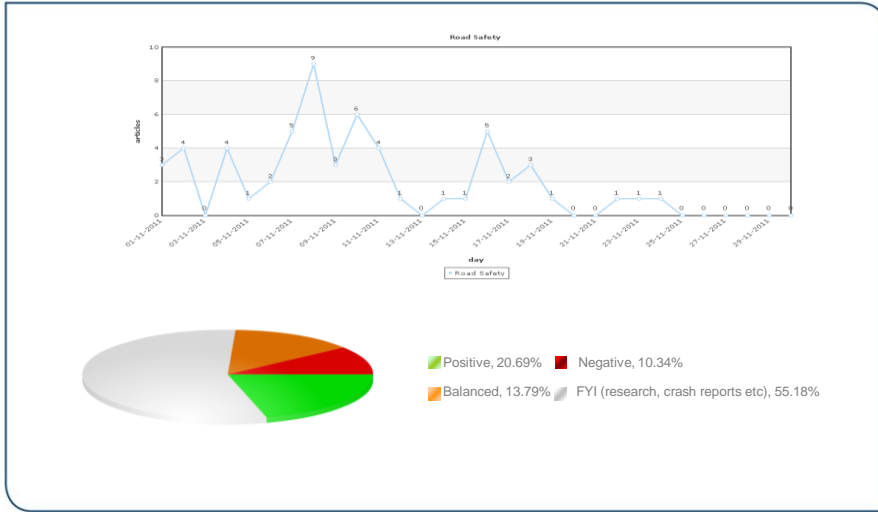
SPEED
LIMIT
CHANGED


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Communication Activities

- Local Government Councils were contacted.
- Media relations and publicity was generated through television and radio interviews with the Minister.
- Advertising campaign undertaken over 12 weeks.
- Effectiveness of the education campaign was evaluated through post campaign market research.





Issues raised in correspondence included:

- more money needs to be spent on road maintenance to reduce crashes.
- fatigue, alcohol, use of illicit drugs, reckless driving behaviour such as tail gating etc are more common ways people die on the roads rather than speeding.
- Reduced speed limits will result in longer travelling times thus resulting in driver fatigue.
- Increased and improved driving education needs to be implemented rather than speed reduction as people will ignore the reduced speed limit signs.
- Difficulties associated with overtaking a truck on a rural road when trucks and cars will now be driving at the same speed.



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Post Campaign Results

- 579 South Australians responded through post campaign on-line and telephone surveys.
- Included those living within specified regional postcodes that matched speed changes (254 respondents).
- 67% were aware that the speed had been reduced from 110km/h to 100km/h on selected rural roads.
- Awareness was higher for those living in Inner Rural are (82%) compared to metro area (54%).



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- Majority of people (91%) said it was important or extremely important that they are aware of speed changes.
- 60% of regional respondents recalled some form of communication related to speed limits.
- 22% were familiar with the NOW 100 campaign.
- Press and outdoor advertising had the greatest recall.



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Opinions on speed differed between those in the metropolitan area and regions

| Statement | Percentage believe true (metro) | Percentage believe true (inner rural) | Percentage believe false (metro) | Percentage believe false (inner rural) |
|--|---------------------------------|---------------------------------------|----------------------------------|--|
| Lowering the rural speed limits would reduce crashes on SA roads | 29% | 32% | 47% | 51% |
| Lowering rural speed limits would reduce the severity of injury when a crash occurs | 53% | 63% | 27% | 27% |
| Lowering the speed limit in rural SA from 100km/h to 100 km/h would help reduce the severity of injury when a crash occurs | 45% | 57% | 34% | 31% |
| The main reasons for reducing speed limits in SA is to make money for the Government from increased speeding fines | 44% | 45% | 29% | 36% |
| One's car uses more fuel travelling at 100km/h than it does at 100km/h | 52% | 57% | 19% | 19% |
| Lowering the speed limit by 10km/h would have little or no impact | 36% | 37% | 43% | 50% |
| Lowering the speed limit in rural SA from 110 km/h to 100km/h would assist in reducing the number of crashes | 29% | 34% | 45% | 55% |
| Lowering rural speed limits would help to reduce road trauma | 40% | 44% | 36% | 43% |
| Lowering the speed limit in rural SA from 100km/h to 100km/h will make our roads safer | 30% | 32% | 45% | 51% |



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Default speed limit

- 78% of drivers in all areas correctly nominated 50km/h as the default speed limit on urban roads.
- Majority of those that incorrectly nominated the default speed limit as 60km/h lived in the metropolitan area.
- 71% of those living in the inner rural area correctly nominated 100km/h as the default speed limit on rural roads.
- 27% of those living in the metropolitan area incorrectly nominated 110km/h as the default speed limit on rural roads.



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CONCLUSION

- Reduction in rural speed limits created immediate and strong interest.
- Community awareness of the changes was high.
- Post campaign research supported similar findings by Monash University that indicates that there is a strong belief that reduced speeds are effective in reducing the severity of injury when a crash occurs however not necessarily reduce road crashes.
- Speed default limits are not widely recognised by metropolitan residents.
- Speed surveys and crash data are indicating positive driver response to the changes.



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**Thank
you**



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