

Who we talk to and what we talk about in our road safety conversations

Martin Small

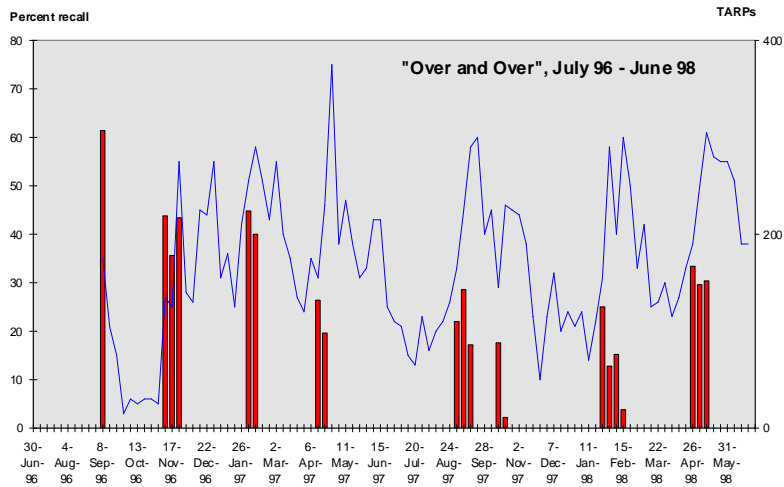
martin@martinsmallconsulting.com

National ACRS Conference
Adelaide, November 2013

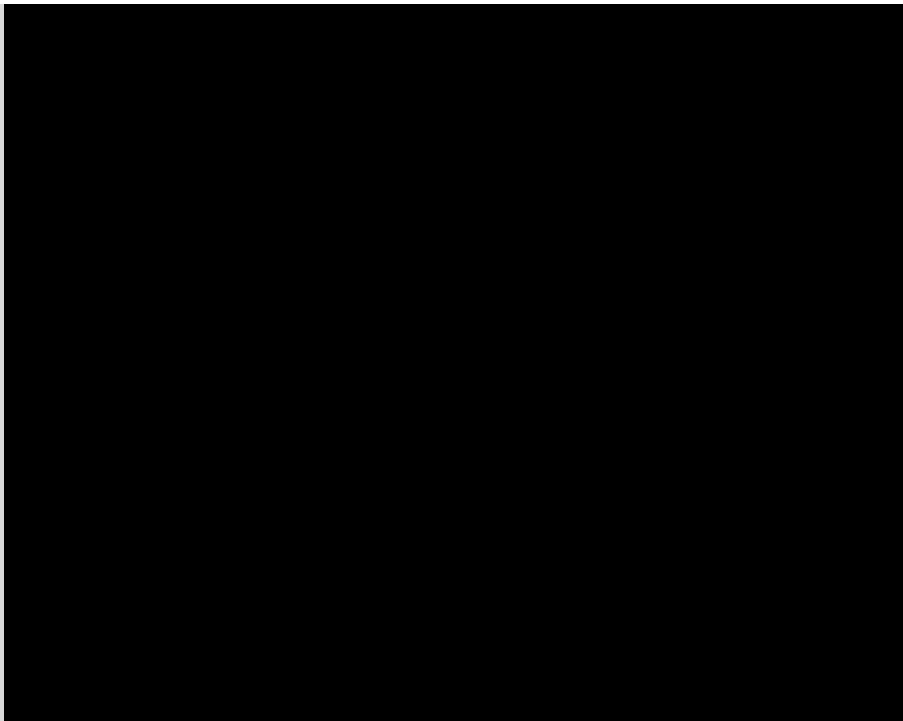
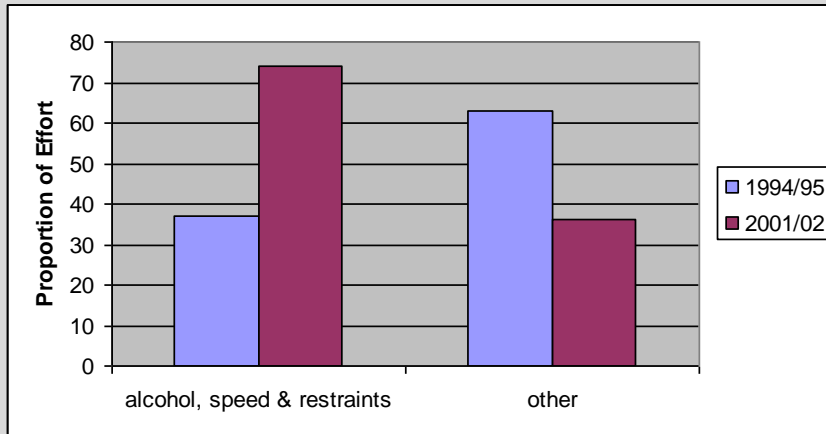


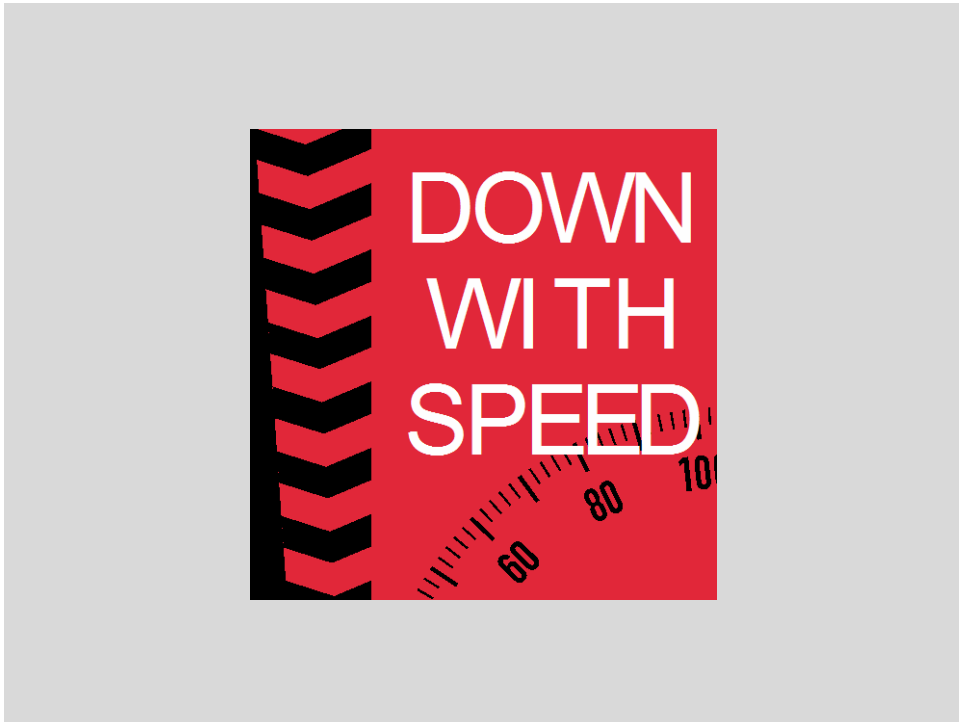
MARTIN SMALL CONSULTING

Exacting performance monitoring



Significant concentration of effort





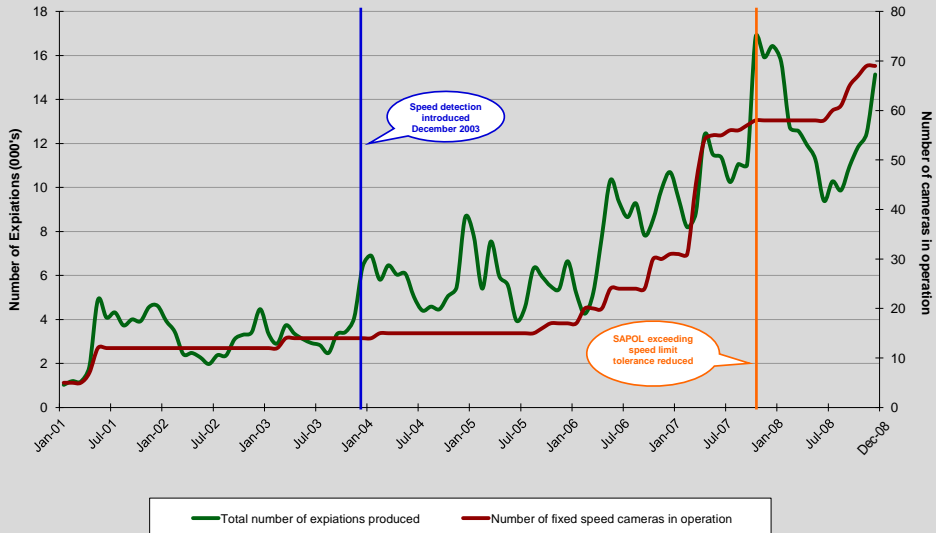
thinksafe

1 HIGHER SPEEDS RESULT IN MORE CRASHES

- ▶ Misjudgement of speed by other drivers
- ▶ Greater stopping distance
- ▶ Greater chance of losing control on a curve

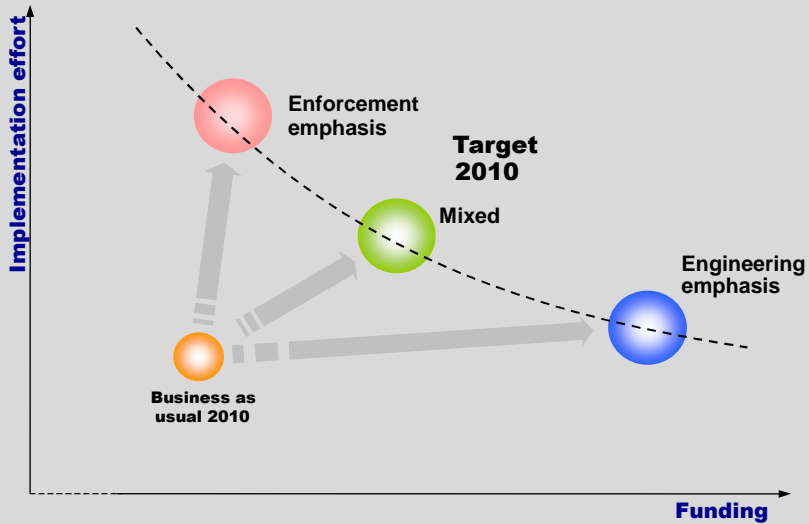


South Australian expiation notices from red light / speed cameras (2001-08)

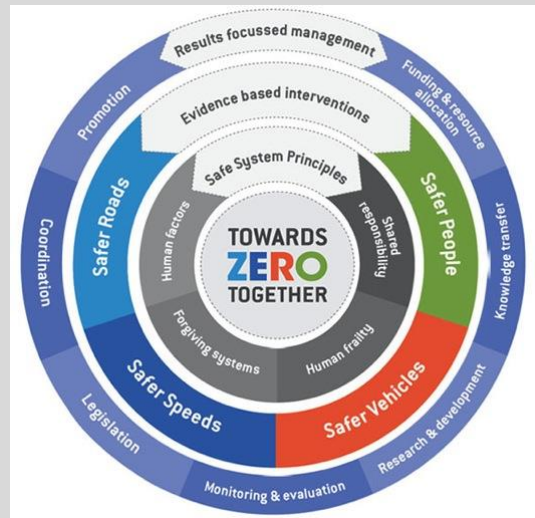




Communicating strategic options ...



... and a strategic approach



- Are your communications and conversations actually aligned with Safe Systems?
- Who are you talking to – individual users, or people in a position to develop safe systems?
- What are you talking about – perfecting humans, or protecting humans?

Thank You

martin@martinsmallconsulting.com



MARTIN SMALL CONSULTING