ROAD SAFETY STRATEGY FOR NEW SOUTH WALES 2012-2021. SUBMISSION TO DRAFT FOR CONSULTATION.

22 August 2012
As the leading general insurer in New South Wales, NRMA Insurance represents the largest division of the Insurance Australia Group. Insuring over three million vehicles in Australia, we are in the business of getting damaged vehicles repaired when incidents occur and rehabilitating people who have been injured in collisions.

NRMA Insurance supports the NSW Road Safety Strategy 2012-2021 and the vision of “Working towards Vision Zero”. We believe that a road safety culture, implemented at all levels of our society will help reduce collisions, injuries and damage to vehicles. This can in turn lead to a reduction of claims, which is ultimately in the best interest of our customers, the community and the business.

Providing motor insurance since 1925, we have a long history of working with community groups and industry to change behaviour and reduce incidents on the road. Conducting research, analysing data, working with other stakeholders, providing sponsorship for safety initiatives and communicating with the community are all ways that IAG contributes to road safety.

We are grateful for the opportunity to highlight some of our efforts in working jointly with community, media, industry, vehicle manufacturers, RCAR\(^1\) and ANCAP\(^2\) in the area of road safety.

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\(^1\) Research Council for Automotive Repairs, http://www.rcar.org/
\(^2\) The Australasian New Car Assessment Program (ANCAP)
OUR CONTRIBUTION TO ROAD SAFETY

A number of NRMA Insurance initiatives over the past ten years have been aligned with the Safe System framework on which the NSW Road Safety Strategy has been based. Our work has been focussed primarily in the areas of ‘safer vehicles’, ‘safer people’ and ‘post crash trauma treatment’.

SAFER VEHICLES

We are the only insurer in Australia to own and operate a physical research centre. Based in Newington, NSW our experts in vehicle design, repair and safety undertake research into the effects of automotive design and engineering on the safety, security and repair costs of motor vehicles including motorcycles. Our research is used locally and internationally by repairers, manufacturers and research organisations to improve the repair and design of vehicles.

We are a member of the Research Council for Automobile Repairs (RCAR), an international association of insurance research centres which seeks to influence the design of vehicles in the areas of vehicle damageability, collision repairs, occupant safety and technical training associated with motor vehicles.

We are the only insurer to be invited to be a member of the Australasian New Car Assessment Program (ANCAP). ANCAP’s role is to provide consumers with independent information on the level of safety provided by vehicles in the event of a serious accident. ANCAP has recently adopted our head restraint ratings which will be included in the ANCAP star rating system from 2012.

Collision avoidance & Electronic Stability Control (ESC)
Our involvement in the RCAR working group and research on our own claims data identified the value of ESC in significantly reducing serious injury and death in car accidents. We were/NRMA Insurance was the first insurance company in Australia to formally recognise the benefits of Electronic Stability Control with an associated premium reduction in 2006.

Similarly in 2009 we estimated a reduction in premium of up to 20 per cent for drivers of Volvos with the “Citysafe” AEB collision avoidance technology, which dramatically reduces the likelihood of being involved in a low speed rear-end crash.

Reversing Visibility Index
In 2010 we created the world’s first Reversing Visibility Index which measures visibility out of the rear of vehicles. This initiative arose from our participation in the Driveway Safety Steering Committee which was first established by the Motor Accident Authority in 2000 to focus on the issue of driveway reversing safety for young children.

Car Inspector iPhone App
In 2010 NRMA Insurance released the free ‘Car Inspector’ iPhone application containing all the latest safety, security and environmental information for most new cars available in Australia. The Car Inspector app provides a search and comparison tool for vehicles tested and rated by the Research Centre or other independent organisations. It encourages consumers to take into consideration potentially life-saving technology innovations like ESC, crash performance and driver visibility when buying a new car.
Head Restraints
Since 2000 NRMA Insurance has actively measured and rated head restraint effectiveness and made this information publicly available. We now also participate in dynamic testing as part of the International Insurance Whiplash Prevention Group. In 2009 NRMA Insurance, together with other insurers including Thatcham Motor Insurance Research Centre in the UK and Insurance Institute for Highway Safety in the USA, conducted and funded international research into the effectiveness of head restraints in 148 new cars. The results revealed 71 per cent of new cars now rate as either ‘good’ or ‘acceptable’ compared to 31 per cent only five years earlier, when testing commenced.

Motorcycle safety
In 2007 the Research Centre undertook an assessment of what motorcycle designers and engineers could do to improve rider safety and keep insurance affordable. The ‘Motorcycle of the Future’ concept showcased best practice in motorcycle design for safety, repairability and security and identified numerous opportunities to reduce the likelihood of accidents through design and engineering enhancements. The concept was developed by the Research Centre in conjunction with Tim Cameron, one of the nation’s leading independent motorcycle design consultants and was launched by Casey Stoner.

Swann Insurance – an IAG brand providing specialist personal insurance products - funded a 2011 study by the George Institute for Global Health at The University of Sydney to examine the effectiveness of specialised motorcycle protective clothing and in particular, body armour. The study, which was the first of its kind in over 25 years, provided new evidence on the injury reduction benefits of motorcycle clothing in crashes and was published in the Accident Analysis and Prevention journal.

Car Blind Spot Rating
Building on our reversing visibility index, in 2005 NRMA Insurance developed a rating of the driver’s visibility all around the vehicle. The Driver Vision Index demonstrated that vehicle blind spots block out up to 30% of a motorist’s view around the vehicle. We subsequently developed a Car Blind Spot Ratings system to measure blind spots in Australia’s top selling cars. This information was shared with consumers to assist with choosing a safer car, and with car manufacturers so they can consider this research in future vehicle design.

SAFER PEOPLE

Texting while driving
In 2005 NRMA Insurance conducted a study in partnership with Monash University Accident Research Centre (MUARC) and NRMA Motoring and Services aimed at evaluating the effects of text messaging on the driving performance of young novice drivers. Also in 2005 NRMA Insurance was a major sponsor of the first international conference on distracted driving which was held at NSW Parliament House and where we presented the results of the text messaging study. The study concluded that text messaging affected drivers’ lane keeping ability, ability to detect signs and hazards and increased the amount of time spent not looking at the road, and these degradations were likely to greatly increase the risk of a collision. Additional research conducted by our Research Centre in 2010 using a road test on a closed circuit private road further demonstrated the significant danger of texting while driving.
Mobile phones while driving
Since 2006 NRMA Insurance has commissioned a number of surveys to learn more about the extent to which drivers are using mobile phones while driving. By making the results of these surveys public we have also sought to increase awareness of the dangers of using mobile phones while driving. Each of our surveys has been conducted on a national or quasi-national basis enabling us to compare and contrast the results between different jurisdictions.

Some of our surveys also provide insight into mobile phone use according to age and gender. Most recently, in January 2012 we commissioned Pure Profile Research to conduct a survey of 415 NSW drivers about their use of mobile phones while driving.

Stereos, iPods and MP3 players
In February 2009 NRMA conducted a survey of over 600 drivers in NSW, Queensland, South Australia and Western Australia which found that 70% of drivers change the radio or CDs while driving. This figure was relatively consistent across age groups. In contrast only 13% of all drivers said they use an iPod or MP3 player but this figure rose to 44% for drivers under 30 (as compared to 15% for those aged 30-39 and only 8% for those over 40). This research also revealed 17% of drivers under 30 (or one in five) use headphones while driving.

In 2012 attitudinal research revealed a marked increase since 2009 in the number of drivers using an iPod or MP3 player while driving. In response to our survey 33% of NSW drivers said they connected their iPod or MP3 to the radio and changed songs while driving. This was slightly above the national figure of 30%. Nationally, more than half (53%) of drivers in the 18-24 age group said they used their iPod while driving.

GPS Road test
In 2010 our Research Centre conducted a road-test to investigate the impact of GPS units on driver attention and safety. Six drivers (aged 27 to 59) drove an unfamiliar urban route of 35km on public roads, using the same GPS unit while driving at speeds under the posted speed limit. The road test revealed that drivers glanced at the GPS around 90 times for an average of 1.2 seconds. This means, when travelling at 60 km/h, they were looking away from the road for up to 19 metres at a time – or more than four car lengths.

Older Drivers
NRMA Insurance contributed to the transport components of the National Health and Medical Research Council’s (NHMRC) Prevention of Older People Injury (POPI) Health Research Partnership Program. The Program ran over five-years from 2002-2006 and involved eight areas of research, six targeted at falls injury and two at transport injury in older people. The transport components focussed on better identification of older drivers at risk of a crash.

P Drivers Project
NRMA Insurance is a key partner in the P Drivers Project (formerly the Novice Drivers Trial) a large scale road safety project to develop, trial and evaluate a national novice young driver program aimed at reducing novice driver crashes. Launched in 2011, this project is a joint initiative with the Australian, Victorian and NSW Governments as well as the Federal Chamber of Automotive Industries (FCAI) and the Royal Automobile Club of Victoria (RACV). The project aims to implement and assess new approaches to driver education which seek to raise awareness about risk factors, improve decision making and provide novice drivers with insight into their own skill limitations through experiential learning.
OUR CONTRIBUTION TO ROAD SAFETY (CONTINUED)

Rural Drivers
In 2005 NRMA Insurance and QUT's Centre for Accident Research and Road Safety - Queensland (CARRS-Q) funded a PhD study by Queensland University of Technology looking at ways to alter driving behaviours and attitudes of rural drivers that contribute to their risk.

Community Grants Program (National)
In 2003 NRMA Insurance introduced the Community Grants program, which provides one-off grants of $500 - $5,000 to community organisations working to make their community safer. Road Safety is one of four categories supported through the program and supports projects that seek to change behaviours on the road and reduce the likelihood and severity of road incidents. Preferred initiatives are projects that are based on evidence either from a previous project or have a sound theory that aims to create a positive safety impact and will most likely lead to behavioural changes. Examples include education projects that are contributing to changing driver behaviour in ‘at-risk’ groups, and initiatives that increase awareness of the importance of road safety among specific groups of road users. In 2012, NRMA Insurance supported 19 local road safety initiatives across NSW.

Bus Safety Program (NSW)
In 2004 NRMA Insurance developed its Bus Safety Program to work in conjunction with the NSW Primary Schools’ curriculum to make the important issue of bus safety fun for children while at the same time educating parents on the importance of bus and road safety. Sessions are presented by a representative from NRMA Insurance, a police officer and a bus driver to explain what the children need to know and what they should do. In 2012, 19 of our regional offices participated in rolling out the Bus Safety Program across regional NSW.

Kidsafe
NRMA Insurance has been a sponsor of Kidsafe, a not-for-profit charitable organisation dedicated to preventing and reducing childhood injuries, deaths and disabilities caused by accidents involving children under the age of 15 years since 2003. We have partnerships with Kidsafe in NSW, the ACT, QLD and in WA through our SGIO brand.

In NSW NRMA Insurance support Kidsafe to provide 10 child restraint checking days annually in metropolitan, regional and rural NSW. Kidsafe is also involved in the development and dissemination of information about low speed run over and educational campaigns about driveway safety.

You Tube video series
NRMA Insurance has released a series of You Tube videos focussing on Road Safety issues. The series includes a film on car blind spots, texting while driving and a video providing guidance for motorcycle riders on choosing the best helmet and safety gear, and how to buy and maintain a motorbike and scooter. The films have been based on data compiled by our Research Centre.
OUR CONTRIBUTION TO ROAD SAFETY (CONTINUED)

POST CRASH TRAUMA TREATMENT

Volunteer Rescue Association (NSW)
NRMA Insurance has been a major sponsor of the Volunteer Rescue Association (VRA) NSW since 2001. The VRA is a volunteer organisation made up of 64 affiliated search and rescue squads and the largest provider of the first line of response and rescue services in rural NSW. Our partnership helps them to continue providing vital search and rescue services for people in rural areas who may be victims of a road crash or industrial accident, trapped by storms, in trouble on inland waterways or at sea.

The NRMA Insurance sponsorship assists the VRA through the provision of uniforms and protective equipment. In addition to the financial investment NRMA Insurance also supports VRA managed Driver Reviver sites during peak holiday seasons across NSW through educational activity focusing on safe driving. Our employees are also encouraged to volunteer their time to support their local VRA squad.

NRMA Careflight
As part of our commitment to improving recovery times and reducing road trauma, NRMA Insurance founded a long-term partnership with CareFlight commencing in 1986 until June 2010 as a non-profit helicopter medical retrieval service. Initially established due to the lack of emergency rescue medical treatment in Western Sydney, NRMA CareFlight eventually extended this service nationally. During the sponsorship, NRMA Insurance provided $30 million in support and helped 18,000 CareFlight patients.

Head Injury Retrieval Trial (HIRT) (NSW)
NRMA Insurance contributed $11.2 million over three years to fund the Head Injury Retrieval Trial (HIRT) which aimed to improve recovery outcomes for people who sustain head injuries. NRMA CareFlight conducted the trial commencing in 2005 throughout Greater Sydney and the Central Coast in partnership with the NSW Ambulance Service. It involved sending a specialist doctor and paramedic directly to the accident scene where people have suffered a severe head injury.

SAFER SPEEDS

Survey into Speed and Speed Enforcement
In 2004 NRMA Insurance and NRMA Motoring and Services jointly commissioned a telephone survey of 1000 drivers across NSW & ACT on a range of issues relating to speed and speed enforcement. The results were made available to the public and presented at the annual Australasian road safety conference in New Zealand.
SUMMARY OF KEY INITIATIVES

Below is a summary of NRMA Insurance’s past and existing activities that support key initiatives outlined in the NSW Road Safety Strategy.

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<tr>
<th>NSW ROAD SAFETY STRATEGY 2012 – 2021 KEY INITIATIVES</th>
<th>NRMA ROAD SAFETY INITIATIVES</th>
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### SAFER VEHICLES

- Investigate improvements to the safety standards for new vehicles.
- Work with industry to improve safer vehicles and technology availability.
- Trial and work with industry in the development and deployment of fatigue, distraction monitoring and collision avoidance technologies.
- Promote consumer awareness and uptake of road safety technologies.
- Undertake further research in the areas of vehicle design, crash studies including roll-over, and occupant protection.
- Investigate methods to increase the uptake of safer vehicles in the NSW fleet.
- Develop a NSW Stars on Cars program to promote safer vehicle purchases at the point of sale.
- Continue to support the ANCAP crash testing program and the assessment of Used Car Safety Ratings.
- Research and promote motorcycle safety features.
- Head restraint testing, RCAR membership
- RCAR membership
- RCAR membership
- Car Inspector app, policy incentives for ESC, AEB collision avoidance technology, Car Blind Spot Ratings
- IAG Research Centre, RCAR, ANCAP
- NRMA’s fleet has a minimum 5 star ANCAP rating
- NRMA recommended ‘stars on cars’ in our submission on the draft National Road Safety Strategy
- ANCAP membership
- ‘Motorcycle of the Future’ concept

### SAFER PEOPLE

**Impaired Road Users**

- Continue to research road user distraction and facilitate an in-vehicle naturalistic study research program to better understand the behaviours of drivers, including the impact of distractions.
- Develop a strategy to address mobile phone use, inducing strengthening enforcement and communication about its danger.
- Monitor the proliferation of devices used in vehicles that may have an impact on driver distraction.
- Develop a strategy to address light vehicle driver fatigue.
- Texting while driving study, GPS road test
- Texting while driving YouTube video, attitudinal surveys and public advocacy
- GPS position, Stereos, ipods and MP3 player attitudinal research
- VRS Driver Reviver sites
OUR CONTRIBUTION TO ROAD SAFETY (CONTINUED)

Motorcyclists
- Investigate enforcement strategies and education campaigns to deter risk taking behaviour.
- Motorcycle You Tube video

Older Road Users
- Develop programs with local government to provide safe convenient transport options for older people.
- Review the driver licensing for older drivers.
- Older driver study, Community Grants
- P Driver Project, Community Grants

Children and Young People
- Review the licensing arrangements for learner drivers, develop a Safer Driver Course and programs to support disadvantaged people.
- Further review the graduated licensing scheme in a national context.
- Consider the recommendations from the Staysafe Inquiry into School Zones.
- Improve data, initiatives and communications to reduce low speed run over crashes (e.g. driveway crashes).
- School Bus Safety programs, Community Grants
- KidSafe partnership, Reversing Visibility Index, Car Blind Spot rating system

POST CRASH RESPONSE AND ROAD TRAUMA TREATMENT
- Work in partnership with the Motor Accidents Authority to establish a closer relationship with emergency services to identify further opportunities for improving emergency retrieval and emergency medical services.
- Investigate options for automatic crash notification systems, including collision detection and avoidance systems.
- Educate drivers about the added risks of crashes in remote areas.
- Provide clearer advice to road users on what to do if they breakdown or crash and on safety issues near incident sites.
- HIRT
- Careflight
- VRA, Rural drivers
- VRA
NRMA Insurance supports the holistic approach to road safety used in the NSW Road Safety Strategy. We acknowledge the value of the key initiatives outlined however we recommend that further work is required in the areas listed below:

1. The Safe System approach recognises that all the key components of the road transport system have a role to play in road safety - including the interaction of these components. Despite the progress made in vehicle safety our claims data does not indicate a corresponding reduction in the incidence of injuries. For example, improvements in head restraints have not eventuated in a proportional downward trend in the frequency of whiplash injuries. NRMA Insurance recommends we work in partnership with the Roads and Maritime services to investigate the relationship between vehicle improvements and injury frequency.

2. The NSW Road Safety strategy focuses on serious injuries and fatalities. Our claims data and our experience rehabilitating injured people reveal that minor injuries such as whiplash can still have a debilitating effect on an individual’s quality of life, and at a significant cost to the community. Given the high incidence of these types of injuries we recommend that a focus on less serious injuries should also be considered in the NSW Road Safety Strategy.

3. In our submission on the draft National Road Safety Strategy NRMA Insurance recommended that new vehicles are required to clearly advertise crash safety standards and equipment at the point of sale. We are encouraged to see that a key focus of the NSW Road Safety Strategy is to ‘Develop a NSW Stars on Cars program to promote safer vehicle purchases at the point of sale’. However, we continue to advocate for the development and implementation of a national program.

4. While we commend the NSW Road Safety Strategy’s key focus to ‘Develop a strategy to address mobile phone use, inducing strengthening enforcement and communication about its danger’ we believe the scope of this initiative should be broadened to incorporate a range of technology based distractions. In the research summarised above, MP3 players, smart phones and GPS devices are all technology based distractions that have been shown to have a detrimental effect on a number of safety-critical driving measures. We consider that a comprehensive education program should be developed that factors in driver distraction issues and focuses on promoting safe use of devices such as mobile phones, GPS and other devices as well as on board equipment.

5. To support the goal of increasing uptake of road safety technologies legislators could explore the viability of creating a “hip – pocket” incentive for consumers to purchase the safest vehicles, which would in turn create an incentive for manufacturers to incorporate more safety features in their vehicles. Research we conducted in 2009, indicated that safety is the most important consideration when choosing a car for only 20 per cent of NSW drivers – suggesting that many consumers may not be factoring safety technology into purchasing decisions. Consumers could be encouraged to purchase five star rated cars through a reimbursement of stamp duty on new vehicles and through discounted vehicle.

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1 Woolcott Research conducted in 2009
registration. Such a system should not pose a limitation on choice given the current widespread availability of five star rated vehicles in all classes.
NRMA Insurance supports in principal the NSW Road Safety Strategy 2011 – 2021. We agree that road safety requires government, community, industry and business to work together and support the Safe System approach to improving road safety. This is demonstrated by our contributions to road safety, predominantly in the areas of ‘safe vehicles’, ‘safe people’ and post crash trauma treatment.

NRMA Insurance has made specific comment that relates to safe vehicles and safe people as follows:

1. We believe further research into the relationship between vehicle safety improvements and injury frequency and severity in NSW is required to determine potential gaps in road safety strategies.

2. We feel that the focus of the NSW Road Safety Strategy should not be confined only to serious traumatic injuries and fatalities.

3. We support the NSW initiative for a ‘stars on cars program’ and continue to advocate for a national program.

4. We recommend that driver distraction strategies should be broadened beyond solely mobile phone usage to include a range of technology based distractions.

5. We suggest the provision of financial incentives to encourage the take up of safer vehicles.

The NSW Road Safety Strategy encourages shared responsibility for road safety outcomes. Insurance plays an important part in this. By sharing our knowledge and providing support to organisations that reduce risk in the community we can help to improve road safety in NSW and progress towards the target of a 30 per cent annual reduction in road deaths and serious injuries by the end of 2021.