

**January 2022**

## **Federal Pre-Budget Submission 2022-2023**

### **Expansion of the RoadSet Program**

**Prepared and submitted by:**



**Unit 10, 65 Business Street  
Yatala, QLD, 4207  
1300 723 843  
[www.arsf.com.au](http://www.arsf.com.au)**

## EXECUTIVE SUMMARY

Road trauma is a national health issue that places enormous costs upon the community.

Over the past decade, more than **12,000** people have died on Australia's roads. In 2021 alone, the national road toll was **1,127**.

Despite improvements in road construction, vehicle design, enforcement and medical response, the nation's road safety performance has plateaued. In fact, Australia has failed to meet its National Road Safety Reduction Targets since 2015.

It is also important to remember that the impact of road crashes and trauma extends beyond the fatalities alone. Whilst Australia does not presently have the systems in place to reliably measure national indicators of serious (non-fatal and disabling) injuries from road crashes, it has been estimated that for every fatality, around 30 people are seriously injured on our roads.

The annual economic cost of road crashes is estimated at more than **\$27 billion** (Department of Infrastructure, Regional Development and Cities 2018). Despite advancements, it is clear that a critical piece of the puzzle is missing with trauma from road crashes continuing.

While road trauma impacts on every area of the community, the greatest tragedy is when that impact affects our most vulnerable. Statistics from the Federal Government's 2018 Deaths in Australia Report state:

***“Land transport accidents were the most common cause of death among children aged 1–14 (12%). Suicide was the leading cause of death among people aged 15–24 (34%), followed by land transport accidents (21%).”***

To address this shocking statistic, the Australian Road Safety Foundation (ARSF) worked closely with the Australian Government to create RoadSet.

Launched in July 2020, RoadSet is an innovative program designed to increase road safety awareness skills in young Australians and highlight strategies to help prevent crashes and reduce road trauma.

This cutting-edge Ed-tech program was launched as a pilot program primarily aimed at Year 9 students. RoadSet features 10 memorable and engaging modules covering road safety issues relating to pedestrians, passengers, cyclists, skateboard and scooter riders and ultimately becoming a safe driver.

The modules in RoadSet aim to support the quality teaching and learning of road safety in school and community education programs. The RoadSet program and its resources are provided free of charge thanks to the funding provided by the Australian Government.

Following the success of the pilot program, the ARSF is aiming to continue and expand the RoadSet program's content and resource materials to reach all school year levels nationally.

This next phase of the program would see the expansion of the pilot beyond the current Year 9 target group to include touch points for Year 7 to 10. A new suite of primary and early learning content could also be integrated into the program. This expanded format would provide age-appropriate road safety education to students across their school learning journey.

There are three funding options to consider for the next evolution of RoadSet.

## Option 1. Road Safety Learning Staircase – Primary and Secondary Schools.

This option would see the creation of two stand-alone streams for RoadSet. It would provide a complete road safety learning staircase for early school grades right through to Year 10.

It would combine both a high school and primary school resource library as well as an optimised level of engagement for schools nationally. From a high school standpoint, we would build on the existing RoadSet resource infrastructure and produce new content integrated into the delivery platform. The current 10 units would be repurposed and would include a new range of topics. The student catchment would also expand to include students in grades 7-10. Units would be available in 5 module increments through each year level.

The primary school program would require additional platform delivery and content design. It would also require the creation of a number of additional assets suitable for the age and development of the primary school audience.

The engagement plan would increase to include these additional grade levels and the program would continue to be offered to the students nationally free of charge.

Estimated 3 Year Project Cost: \$10.5m	2021-22	2022-23	2023-24
Recommended Federal Investment	\$4.1m	\$3.2m	\$3.2m

## Option 2. Design and produce a second stage of content and expanded engagement plan.

This option is focused only on the high school cohort and would see a range of new content produced and integrated into the delivery platform. The current 10 units would be repurposed to include a new range of topics. The student catchment would also expand to include students in grades 7-10. Units would be available in 5 module increments through each year level. The engagement plan would increase to include these additional grade levels and the program would continue to be offered to the students nationally free of charge.

Estimated 3 Year Project Cost: \$6.9m	2021-22	2022-23	2023-24
Recommended Federal Investment	\$2.7m	\$2.1m	\$2.1m

### Option 3. Continue with the current content and engagement plan.

This third option would see some minor enhancements to the current platform and would retain the current program content scope. Engagement would largely focus on Year 9 students and the program would continue to be offered to the students nationally free of charge.

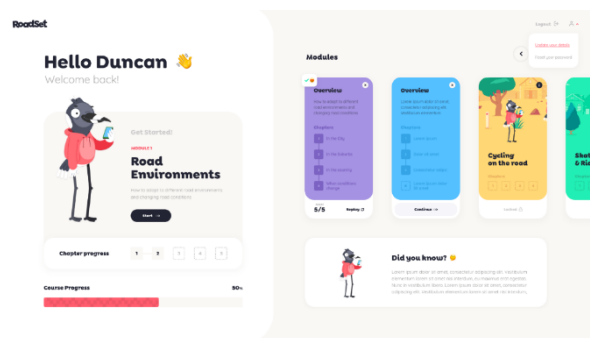
Estimated 3 Year Project Cost: \$3.9m	2021-22	2022-23	2023-24
Recommended Federal Investment	\$1.3m	\$1.3m	\$1.3m

RoadSet is a unique road safety educational program and has proven to be a great success with school teachers and students. Given road trauma is the largest killer of young Australians, it is essential RoadSet continues to be provided free to students post the pilot phase.

Road Safety is a national issue and requires a national education approach to complement any traditional measures such as infrastructure, policing, enforcement, engineering and state-based activities.

RoadSet provides national leadership and is a proactive road safety program that could reduce road trauma and facilitate a generational cultural shift in road safety.

It has the potential to reach over one million students per year. If this can be achieved then the Australian Government will leave an outstanding legacy, and one that will also benefit future generations.



# TABLE OF CONTENTS

INTRODUCTION.....	6
BACKGROUND .....	6
About the Australian Road Safety Foundation .....	6
The Road Safety Statistics – A Snapshot.....	6
THE ISSUE .....	7
THE SOLUTION: ROADSET .....	7
Overview .....	7
Positive User Sentiment.....	9
Pilot Program Results .....	9
Expanding the RoadSet Program .....	10
Secondary school - Years 7 through to 10 .....	11
Primary school - Lower and Upper .....	11
POTENTIAL FUTURE STAGES AND FUNDING OPTIONS FOR ROADSET.....	12
Option 1. Road Safety Learning Staircase – Primary and Secondary Schools.....	12
Option 2. Design and produce a second stage of content and expanded engagement plan. .	12
Option 3. Continue with the current content and engagement plan.....	13
TESTIMONIALS.....	13
CONCLUSION .....	13
REFERENCE DOCUMENTS / SOURCES.....	14

# INTRODUCTION

This submission from the Australian Road Safety Foundation (hereafter the "ARSF") provides a background in relation to road safety issues, including the associated economic and social costs. The submission illustrates how progress regarding road safety has stalled, and how the Australian Government can take a vital leadership role to address this. In response to the challenge, the ARSF propose to build on the success of the RoadSet Pilot Program and provide an outline of the scope of work to be undertaken to implement such a program. The submission also includes indicative costs and the financial support required from the Australian Government.

## BACKGROUND

### About the Australian Road Safety Foundation

The ARSF is a not-for-profit organisation dedicated to reducing road fatalities and injuries. It achieves this through innovative road safety awareness programs, driver education, advocacy, and research. The ARSF's vision is to drive the safety of every road user, every day, to achieve a significant year-on-year reduction in road deaths and injuries nationally.

### The Road Safety Statistics – A Snapshot

Of all the systems that people have to deal with every day, road traffic systems are the most complex and the most dangerous. Road trauma places enormous social and emotional costs on the community. There are approximately **1,100** deaths each year in Australia alone, with the annual global road fatalities a staggering **1.3 million**, with over **50 million** in related injuries. The *World Health Organization* has stated that road traffic injuries constitute a major public health epidemic and international development crisis. It has also stated that current efforts to address road safety are minimal when compared to the magnitude of the issue (World Health Organization 2014).

Historically, Australia has performed quite well with its approach to reducing road trauma. The number of fatalities has been substantially reduced from 30 per 100,000 in 1970 to around 5 per 100,000 in 2017.

Even with these improvements, 1,127 Australians lost their lives on our roads in 2021.

In addition to the social and emotion cost, the annual economic cost of road crashes in Australia has been estimated at more than **\$27 billion** (Department of Infrastructure, Regional Development and Cities 2018).

Despite advancements, it is clear that a critical piece of the puzzle is missing, with the above statistics showing deaths and injuries from road crashes continue unabated. Therefore, there is a need to explore new innovations that will complement current road safety countermeasures, but at the same time raise community awareness and road safety cultural standards. The area that stands out as offering the greatest potential for improvement is early education and having a holistic staircase of learning to better prepare young people for life on the road.

## THE ISSUE

Young road users are often overlooked in mainstream road safety reporting, but their level of road trauma risks is unquestionable. Whilst a significant amount of work is done at the state level, it generally targets new drivers. However, it is our most vulnerable road users that are often at the greater risk.

- Land transport accidents were the most common cause of death among children aged 1–14.
- Nationally, and in each jurisdiction, the age-specific rates of serious injury due to land transport accidents were highest at ages 15–24 years.
- During 2015–2017, land transport accidents (including road traffic fatalities) were the leading cause of injury deaths for Indigenous children aged 0–14 (31%) and non-Indigenous children (29%).
- According to the Australian Road Deaths Database, in 2018 among children aged 0 – 14: 34 deaths were due to road transport accidents, a rate of 0.7 per 100,000 children.
- Boys were slightly more likely to be killed in a road transport accident than girls.
- Children aged 10–14 had the highest death rate (0.9 per 100,000), followed by children aged 0–4 (0.7). Children aged 5–9 had the lowest rate (0.6).
- Of children who died because of a road transport accident: 59% were passengers, 29% were pedestrians, 5.9% pedal cyclists.

The statistics clearly show a significant problem, with the financial, community and social consequences being unacceptable. There is an urgent need to intensify our efforts to address this area of road safety through a holistic educational framework.

Therefore, there is a clear opportunity and need for the Australian Government, with support from the ARSF, to continue to take a leadership role in combating this public health epidemic and better prepare our children to become safer road users.

## THE SOLUTION: ROADSET

### Overview

RoadSet is an award winning, interactive road safety learning experience and education tool designed to help young people become better road users – and make Australian roads safer for everyone.

RoadSet combines original animation with gamified learning interactions to deliver immersive, engaging content across ten easy-to-digest modules. It is a memorable educational experience that takes students on an engaging, self-guided learning journey that helps them develop their road safety awareness skills across a range of road conditions, environments and scenarios.

Featuring ten modules exploring behaviours as pedestrians, passengers, cyclists and ultimately as drivers.

Roadset is a catalyst for change, designed to empower young Australians to become better, safer road users.

## **Award winning program**

During the pilot phase, and despite the major impacts on schools as a result of the Covid-19 Pandemic, the initiative engaged more than 1,000 schools across the country. This equated in over 40,000 children undertaking this critical road safety program.

In addition, the RoadSet platform has been recognised for its outstanding design and content. The innovation of RoadSet's interactive learning platform and its delivery capabilities for its target audience, was recognised at the 2021 Good Design Awards, with a Best in Class Accolade in Digital Design. RoadSet also received a number of accolades at the 2021 Brisbane Advertising and Design Awards. These included:

- Gold - Web service/Web App
- Gold - Digital and New Media Apps
- Gold - UI Design
- Gold - UX Design
- Silver - Digital Animation
- Silver - Digital Motion Graphics

## **Lifesaving learnings**

Road trauma is the biggest killer of kids 1-14 in Australia.

There is an urgent need to address road safety in a new way and change these tragic statistics. By increasing road safety awareness skills in young Australians and highlighting strategies to help prevent crashes, we can reduce road trauma and achieve a culture change that will save lives.

## **Curriculum alignment**

RoadSet can be easily integrated into the Australian Curriculum Health and Physical Education learning area or run as a separate wellbeing or road safety education program.

The program's ten interactive learning modules are aimed at Year 9 students.

Each module features five minutes of online learning material supported with curriculum aligned teaching and learning resources.

Educating our target audiences on all elements of road safety - beyond the role of the driver - is absolutely key. We need to highlight the importance of safety for all road users, ultimately before young people advance to become learner drivers.

Developing engaging content that reaches not only our direct audience, but also influential role models such as parents and teachers. This multi-layered approach is crucial to help raise mass awareness and generate cut-through.

*Primary Audience – Students:* Empowering Australian youth to look out for themselves and others on our roads by providing a memorable and effective learning experience.

*Secondary Audience – Educators:* Deliver a valuable and appropriate road safety learning tool for educators to incorporate into their learning plans that aligns with the Australian Curriculum.



## Positive User Sentiment

Some of the user feedback we have received during the pilot includes:

**95%**

Overall impression of RoadSet: **Good or Very good**

**93%**

RoadSet interface was easy to use

**95%**

Learned more about road safety as a pedestrian, cyclist or passenger from this application

**92%**

RoadSet appropriate to our Year level

## Pilot Program Results

**A new program, delivering lifesaving learnings for young road users.**

*RoadSet has already achieved significant milestones during the stage one pilot phase.*

### National Launch, 7 July 2020



**2.8M**

consumer impressions



**634 PIECES**

of coverage

### 1 July 2020 to 31 December 2021

Delivered to

**40,134**

Students



Accessed by

**1,069**

Schools

*“The Australian Government believes in the work of the ARSF and has supported the Foundation through funding for the RoadSet program, Rural Road Safety Month and Fatality Free Friday.”*

**Hon. Scott Buchholz MP**  
**Assistant Minister for Road Safety & Freight Transport**



*“The RoadSet program is an important tool to educate our young people about road safety and helps to develop safer road awareness skills. No one should have to experience the loss of a loved one on the roads, and it is vital that we educate our children before they get behind the wheel.*

*I would like to congratulate the ARSF on the work they are doing to improve road safety outcomes across Australia.”*

**Senator Susan McDonald**  
**Special Envoy for Northern Australia**  
**Senator for Queensland**



*“I strongly believe that any program actively assisting young people to become better road users is of value to all Australians.*

*Even one death on our roads is one too many and instilling our youth with the mindset of safety is a valuable step towards reducing the risk of road accidents for years to come.”*

**Pat Conaghan MP**  
**Federal Member for Cowper**



## **Expanding the RoadSet Program**

Following the success of the pilot program, the ARSF is aiming to not only continue with the delivery of the project, but also aims to expand the RoadSet program’s content and recourse materials to reach all school year levels nationally.

This next phase of the program could see the expansion of pilot learning platform beyond the current Year 9 target group to include touch points for Year 7 to 10. A new suite of primary and early learning content could also be integrated into the program. This expanded format would provide age-appropriate road safety education to students across their school learning journey.

## Secondary school - Years 7 through to 10

The existing application architecture will be restructured and redeveloped to accommodate an extended learning experience, delivered across 4 school years. Users of the application will start at Year 7 and finish at Year 10, completing 5 modules of learning each year.

The 5 modules for each year will be designed to be delivered in a single class session with time for discussion and extension of learning in the platform. The existing 10 modules will be re-purposed and an additional 10 modules will be created.

A learning journey will be defined, with key learnings delivered each year. The existing style of illustration and motion will be retained. A number of new interactions will be designed and developed.

## Primary school - Lower and Upper

A new learning experience will be developed to introduce primary school children to the basic principles and concepts of road safety. The basic literacy levels of the lower primary age group will require a different method of delivering key learnings.

Less written text, visually rich interactions and greater levels of character animation and voice will engage the audience and ensure learnings are understood and retained.

Both the lower and upper primary RoadSet experiences will consist of approximately 5 modules and a new range of characters.



**ROADSET has the potential  
to DELIVER LIFE SAVING LEARNINGS to  
over 1 MILLION students EACH YEAR .**

## POTENTIAL FUTURE STAGES AND FUNDING OPTIONS FOR ROADSET

There are three funding options to consider for the next evolution of RoadSet.

The extent of this expansion would be dependent on the level of funding from the Australian Government.

The strategy could range from simply continuing RoadSet in its current form to producing an expanded year on year program that would target both primary and secondary schools.

### Option 1. Road Safety Learning Staircase – Primary and Secondary Schools.

This option would see the creation of two standalone streams for RoadSet. It would provide a complete road safety learning staircase for early school grades right through to Year 10.

It would combine both a high school and primary school resource library as well as an optimised level of engagement for schools nationally. From a high school standpoint, we would build on the current RoadSet resource infrastructure and produce new content that would be integrated into the delivery platform. The current ten units would be repurposed and would include a new range of topics. The student catchment would also expand to include students in grades 7-10. Units would be available in 5 module increments through each year level.

The primary school program would require additional platform delivery and content design. It would also require the creation of a number of additional assets and collateral suitable for the age and development of the primary school audience.

The engagement plan would increase to include these additional grade levels and the program would continue to be offered to the students nationally free of charge.

Estimated 3 Year Project Cost: \$10.5m	2021-22	2022-23	2023-24
Recommended Federal Investment	\$4.1m	\$3.2m	\$3.2m

### Option 2. Design and produce a second stage of content and expanded engagement plan.

This option is focused only on the high school cohort and would see a range of new content produced and integrated into the delivery platform. The current ten units would be repurposed to include a new range of topics. The student catchment would also expand to include students in grades 7-10. Units would be available in 5 module increments through each year level. The engagement plan would increase to include these additional grade levels and the program would continue to be offered to the students nationally free of charge.

Estimated 3 Year Project Cost: \$6.9m	2021-22	2022-23	2023-24
Recommended Federal Investment	\$2.7m	\$2.1m	\$2.1m

## TESTIMONIALS

*“The great thing about RoadSet is that students learn how to be a better safer pedestrians, passenger and road users before they become a driver”.*

**James Easthope**  
**Year 9 Co-ordinator**  
**John Paul College**

*“Getting teenagers to pay attention to road safety messages can be a challenge.*

*RoadSet’s approach is refreshingly different and talks to students on their level”.*

**Angela White**  
**Adolescent Success**

*“We need programs like RoadSet to encourage young people to take greater care on the road.*

*Had it been available to me during my school years, I might have made very different choices”.*

**Josh Nielsen**  
**Road trauma survivor**

## Option 3. Continue with the current content and engagement plan.

This third option would see some minor enhancements to the current platform and would retain the current program content scope. Engagement would largely focus on Year 9 students and the program would continue to be offered to the students nationally free of charge.

Estimated 3 Year Project Cost: \$3.9m	2021-22	2022-23	2023-24
Recommended Federal Investment	\$1.3m	\$1.3m	\$1.3m

## CONCLUSION

Considering the appalling road safety statistics presented in this submission, it is clear that a new and innovative approach must be taken to address this nation-wide health epidemic that results from road trauma.

Therefore, there is an opportunity for the Australian Government to take a leadership role and continue to support the ARSF with the development of a national school-based road safety education program. The ARSF believe that with this support, coupled with the active engagement of the school community, RoadSet will help to significantly reduce the incidence of road trauma that results in the death or injury of our most vulnerable road users.

The Australian Government’s continuing investment in RoadSet will provide the ARSF with the critical resourcing it needs to develop new educational assets, enhance delivery architecture and acquire the necessary human capital, to ensure the program’s engagement in every school across the nation.

Road Safety is a national issue, and it requires a national education approach to complement any traditional countermeasures such as infrastructure, policing, enforcement and engineering as well as any state-based activities.

RoadSet provides that national leadership and is a proactive road safety program that could reduce road trauma and facilitate a generational cultural shift in road safety.

It has the potential to reach over 1 million students per year. If this can be achieved then the Australian Government will leave an outstanding legacy, and one that will also benefit future generations. Above all, it will save lives.

## REFERENCE DOCUMENTS / SOURCES

Australian Transport Council 2011, *National Road Safety Strategy 2011–2020*, viewed on 15 August 2018, <[http://roadsafety.gov.au/nrss/files/NRSS\\_2011\\_2020.pdf](http://roadsafety.gov.au/nrss/files/NRSS_2011_2020.pdf)>

Department of Infrastructure 2018, Regional Development and Cities, *Road Safety*, viewed on 15 August 2018, <<https://infrastructure.gov.au/roads/safety/>>

World Health Organisation 2004 (Peden, M., Scurfield, R., Sleet, D., Mohan, D., Hyder, A., Jarawan, E. and Mathers, C.), *World Report on Road Traffic Injury Prevention*, viewed on 12 August 2018, [http://www.who.int/violence\\_injury\\_prevention/publications/road\\_traffic/world\\_report/en/](http://www.who.int/violence_injury_prevention/publications/road_traffic/world_report/en/)

### **Additional reference links:**

<https://www.roadsafety.gov.au/performance/road-deaths-trend>

<https://www.aihw.gov.au/reports/injury/land-transport-accidents-2008-09/contents/summary>

<https://www.aihw.gov.au/reports/life-expectancy-death/deaths-in-australia/contents/leading-causes-of-death>

<https://www.aihw.gov.au/getmedia/6af928d6-692e-4449-b915-cf2ca946982f/aihw-cws-69-print-report.pdf.aspx?inline=true>

[https://www.who.int/violence\\_injury\\_prevention/key\\_facts/VIP\\_key\\_fact\\_3.pdf](https://www.who.int/violence_injury_prevention/key_facts/VIP_key_fact_3.pdf)

# Federal Pre-Budget Submission 2022-2023

Prepared by



**Australian Road Safety Foundation**

**Unit 10**

**65 Business Street**

**Yatala, QLD, 4207**

[www.arsf.com.au](http://www.arsf.com.au)

[www.roadset.com.au](http://www.roadset.com.au)

**Russell White**

CEO & Founder

Australian Road Safety Foundation

M: 0419 866 165

E: [russell@arsf.com.au](mailto:russell@arsf.com.au)

**Donna Caley**

National Operations Manager

Australian Road Safety Foundation

M: 0410 075 065

E: [donna@arsf.com.au](mailto:donna@arsf.com.au)