

DRIVE WEST COAST SAFE

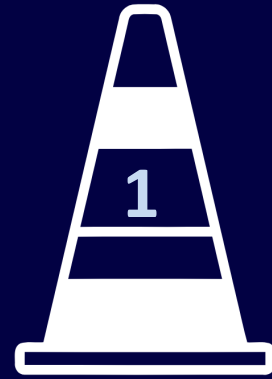
➤ Presented by Glenys Byrne



Glenys Byrne

- 5 years as Road Safety Coordinator – Ashburton District Council.
- 4 years as Road Safety Coordinator – West Coast (Buller, Grey, Westland).
- Bachelor of Resource Studies (Environment, Transport & Law).
- Graduate Diploma Commerce (Business Management).
- Instructor Endorsement Classes 1 and 2.
- Ministry of Transport Wahine Scholarship.
- Ashburton Businesswomen's Study Scholarship.





History

- The Road Safety Coordinator Role is funded by the three District Councils and Waka Kotahi.
- Waka Kotahi provides approximately 50% support for the role.
- Councils and the Road Safety Coordinator prepare Road Safety initiatives and apply for funding from Waka Kotahi every three years.

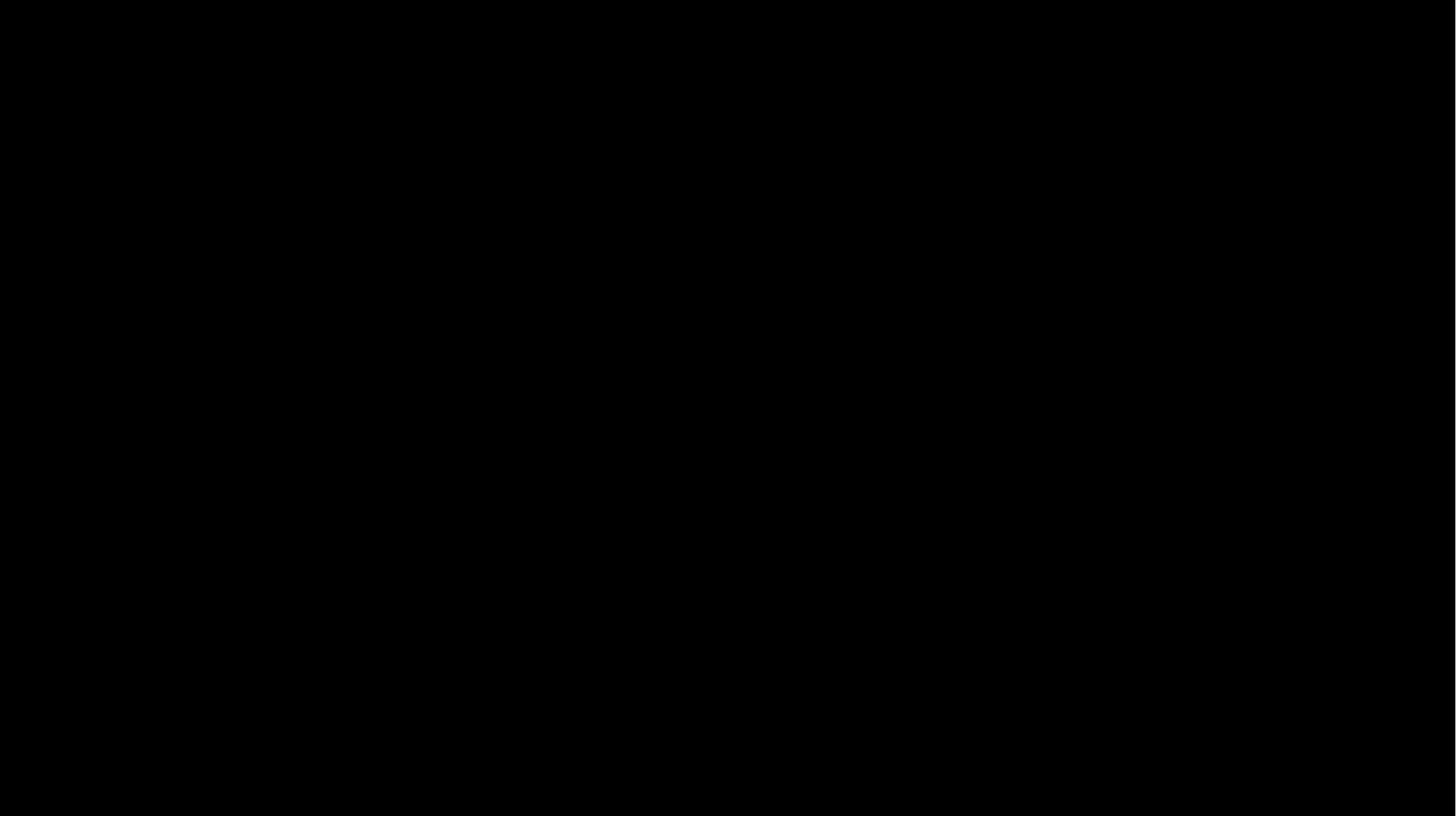


- Co-funded Council activities by Waka Kotahi include Road Maintenance, Low-Cost Low Risk, Improvements, Walking and Cycling, and Road Safety Promotion.
- Each Council receives co-funding based on its individual funding assistance rate.
- Buller = 72% Grey = 63% Westland = 62%
- For example, if Buller District has an approved activity worth \$1,000, Waka Kotahi contributes \$720 and Buller District contributes \$280.



- Road Safety Promotion aims to promote the safe use of the transport network through education, advertising, and awareness.
- Local initiatives support national campaigns and address specific local issues.
- Road Safety Promotion has been funded through the National Land Transport Plan (NLTP) since 2008, replacing the Community Road Safety Programme managed by the Land Transport Safety Authority.







A vision where every person whether they are walking, cycling, driving, motorcycling, or taking public transport, can get to where they are going safely.



Road Safety Coordinators Role

Facilitate four annual meetings of the West Coast Road Safety Coordinating Committee (WCRSCC)

- Chair - Mayor Tania Gibson,
- WDC, GDC, BDC transport staff and elected Councillors,
- NZ Police,
- Fire & Emergency,
- ACC,
- Crown Public Health,
- Waka Kotahi,
- SADD,
- Kiwi Rail,
- The Automobile Association.

- Stay up to date on plans and strategies, representing Councils' policies and priorities in public forums and discussions with external agencies.
- Conduct research and consultation to deliver regional road safety education and enforcement programs in West Coast Communities.



- Assist Councils in implementing their Strategic Plans through the development of the Road Safety Action Plan.
- Evaluate data and options to facilitate logical and practical discussions, taking an unbiased and calculated approach.
- Support the delivery of the Road to Zero and the West Coast Road Safety Action Plan, focusing on engagement, education, enforcement, and engineering solutions.



- Embrace innovation and flexibility in problem-solving within a fast-paced environment.
- Possess strong interpersonal skills and the ability to establish effective working relationships in a diverse environment with respect for diversity.













SC 439

NEW ZEALAND

NEW ZEALAND

NEW ZEALAND

NEW ZEALAND

40c
POSTAGE

40c
POSTAGE

80c
POSTAGE
plus 5c

80c
POSTAGE
plus 5c

plus 5c
CHILDREN'S HEALTH

plus 5c
CHILDREN'S HEALTH

plus 5c
CHILDREN'S HEALTH

plus 5c
CHILDREN'S HEALTH



\$2.60

1996 New Zealand Children's Health Stamp Issue



NEW ZEALAND 3d



NEW ZEALAND 3d



NEW ZEALAND 3d



NEW ZEALAND 3d



History Of Road Safety In New Zealand

- **1908**

The first known fatal crash occurs in Christchurch on 22 February. A car swerves to avoid hitting a horse. It misses the horse but hits a tram and a passenger thrown from the car dies in hospital a week later. Speed was considered a factor – the car was thought to be travelling 30mph (48km/h).

- **1929**

The first official roll toll is announced – 69 deaths. Before the official count began, road deaths were reported through radio and newspaper reports. From 1908 to 1929 there were an estimated 300 road deaths.

- **1930**
A National Road Safety Conference looks at ways of reducing the rising road toll (which had more than doubled from 108 in 1925 to 246 in 1930).
- **1936**
The National Road Safety Council is established.
- **1936**
Drunk drivers have to undergo severe tests, including reciting the alphabet backwards, walking a straight line and working out a tax payment problem.

- **1944**

The first official school patrols are introduced.

- **1954**

The first issue of Road safety magazine is published.

- **1961**

Representatives from New Zealand attend the International Road Safety Congress at Nice, France.

- **1961**

The Department of Transport launches its first television road safety campaign.

- **1967**
The American-based Defensive Driving Course is introduced to New Zealand.
- **1977**
Plunket and the Ministry of Transport launch a video – ‘Fragile, handle with care,’ to boost the use of child restraints.
- **1978**
The Road code for cyclists is launched.
- **1995**
In June, a ‘shock horror’ television advertising campaign airs, showing ‘raw and uncensored images of the crashes on our roads.’

- **1996**
Street sense, a CD Rom aimed at reducing the numbers of children being killed and injured on New Zealand roads, is released in six languages.
- **1996**
The year's health stamp issue features children crossing the road safely and in child restraints.
- **1996**
New TV advertisements use the slogan 'If you drink and drive, you're a bloody idiot,' and introduce a new slogan 'Country people die on country roads.'

- **1997**

Land Transport Safety Authority issued its first booklet on car safety – Choosing a safer car. It set out the differences between active and passive safety and explained how air bags, crumple zones and safety belts help people survive in crashes.

- **1997**

A new hard-hitting TV advertisement launched on 16 November, showing a woman passenger killed in a crash, introduces the slogan ‘the faster you go – the bigger the mess’.

- **1998**
'Rumble strips' are trialled over a 5km stretch of road between Grenada and Tawa on SH1 north of Wellington.
- **1998**
CAS (Crash Analysis System) is launched. As well as holding information on crashes, CAS maps the location of crashes.
- **1998**
Businesses are approached to develop a safe driving policy.
- **2003**
Road safety to 2010 is published.

Thank You



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