Development of the 2026 Road Safety Action Plan

Community and stakeholder engagement summary

Contents

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1   Executive Summary

1.1   About this document

This document contains a summary of the approach and key findings from all components of the community and stakeholder engagement phase to support the development of the 2026 Road Safety Action Plan ('the 2026 Plan'). This process was led by the Centre for Road Safety, Transport for NSW and key findings will inform the final Plan.

1.2   Purpose of the engagement activities

To give people across NSW the opportunity to provide their views and opinions on current road safety issues and give feedback on proposed ideas and safety measures for consideration in the 2026 Road Safety Action Plan.

1.3   Approach of the engagement

To seek the views of geographically and demographically diverse stakeholders and community members, an accessible and inclusive engagement process was developed and undertaken from March – April 2021 across these six modes:

1. **Face-to-face community forums** were held across eight locations in NSW (Batemans Bay, Blacktown, Coffs Harbour, Dubbo, Gosford, Sydney City, Tamworth and Wagga Wagga)

2. **A stakeholder online forum** was held for key road safety stakeholders across government, non-government and not-for profit sectors. The event included a presentation on road safety, an Australian and international expert panel discussion and smaller virtual discussion rooms.

3. **A community attitudes survey** focused on seeking NSW road users views on current road safety issues.

4. **Aboriginal community engagement** was undertaken through four culturally appropriate face-to-face community forums (Wagga Wagga, Taree, Dubbo, and Wellington) and stakeholder interviews.

5. **Online and digital engagements** including Towards Zero website information, webform and email submissions, and social media strategy to create awareness of the 2026 Plan and ways to engage in the consultation process.

6. **Road Safety Advisory Council** was consulted via two workshops. This council consists of key road safety stakeholders from Government, interest groups and community representatives. It is considered to be the key group for high level consultation on road safety matters for NSW.

In general consultations focused on:

- Reviewing current road trauma statistics, projection models and evidence of effective actions to reduce road trauma.
- Gathering feedback from stakeholders and community members on road safety issues and key opportunity areas to develop actions for the 2026 Plan.

1.4   Extent of the engagement

The extent of the community and stakeholder engagement reached over 240,000 individuals and stakeholder groups from regional and metropolitan areas of NSW and captured comments, feedback and suggestions from a diversity of road users. Table

1 below summarises the extent of this process across the five key engagement modalities.

Engagement modality	Engagement extent
1. Community forums	335 participants
2. Online stakeholder forum	96 participants
3. Community attitudes survey	3,684 participants
4. Aboriginal community engagement	77 participants
5. Online and digital engagements • Submissions • Social media and website strategy	33 submissions 236,534 people reached
6. Road Safety Advisory Council consultation	53 participants

Table 1. Modes of engagement and extent

1.5   Summary findings

The attitudinal survey of 3,684 NSW residents revealed there are very high levels of support in the community for the NSW Government in aiming for a zero road toll by 2056 (84% for the representative sample). Drink driving, speeding and drug driving were rated as their primary road safety concerns. Additional comments about road safety issues highlighted concerns around road design and infrastructure.

When asked about their level of support for key road safety countermeasures, survey results show there continues to be strong and consistent support for implementing measures across all elements of the transport system. All of the countermeasures presented were deemed important to the NSW community, with between 66% and 87% of the representative sample rating each countermeasure as 'very important' or 'fairly important'.

The pattern of findings from the community survey, and engagements with the Aboriginal community, regional and metropolitan communities and expert stakeholders were consistent.

The most consistent feedback on specific actions focused on:

• Safety measures being built into road infrastructure and design (including lower speeds)
• Increased infrastructure development and more frequent road maintenance
• Making safer and newer vehicles with safety technology more accessible for all
• Safety campaigns on a range of poor driver behaviour
• Public education on road safety, starting with school age children
• Police enforcement and visible highway patrol and monitoring equipment.

2 Background and purpose

2.1 Background

The NSW Government is committed to improving road safety, consistent with the longer-term vision set by Future Transport of zero trauma by 2056. Transport for NSW (TfNSW) developed the current Road Safety Plan 2021 which set out priority actions to move NSW toward the milestone target of reducing road fatalities by 30 per cent by 2021. The 2026 Plan will continue progress on the 2056 target over the next five years to 2026. This Plan is expected to be published in late 2021, with implementation from 2022.

This document provides a summary of the approach and key findings from the community and stakeholder engagement phase to support the development of the 2026 Plan, led by the Centre for Road Safety, Transport for NSW.

2.2 Purpose of the engagement

To guide the development the Plan, TfNSW undertook extensive community and stakeholder engagement between March – April 2021. This process sought to give people across NSW the opportunity to provide their thoughts and opinions on current road safety issues and give feedback on proposed ideas and safety measures.

The key objectives of this process were to:

- Engage with a range of geographically and demographically diverse stakeholders and community members.
- Ensure accessible and far-reaching engagement by using a wide range of communication tools.
- Offer engagement to those with general thoughts and/or interest in road safety, as well as TfNSW stakeholders with an active interest in road safety issues and planning.
- Articulate a coherent and compelling picture of the road trauma problem in NSW and share this with the community.
- Gather feedback on a range of proposed actions to reduce road trauma.
- Contribute to building public support for the Towards Zero vision based on the safe system approach.
- Build community and stakeholder support for the 2026 Road Safety Action Plan.

Outputs from the community and stakeholder engagements were collated, analysed and informed the development of the Plan.

3 Approach and scope

3.1 Engagement approach

Consultations involved a mix of face-to-face and online engagements. This approach sought to ensure data was collected from a broad range of stakeholders and community groups from a diversity of geographic and demographic sources (e.g. ages, genders, industry sectors, employment statuses, transport users etc).

Participants to consultation events were provided with NSW road trauma summary information, the Safe System approach and evidence for actions that have been proven to reduce deaths and serious injuries. The structure of these engagements was broadly driven by five key opportunity areas identified to develop actions for the 2026 Road Safety Action Plan. These included:

- Creating safer urban places
- Creating safer country and outer-urban roads
- Increasing the safety of vehicles and protective equipment
- Pedestrians, riders and other at-risk road users
- Reducing unsafe road user behaviour

3.2 Modes and scope of engagement

The community and stakeholder engagement approach extended across the following activities:

1. Community forums

Face-to-face community forums were held across eight locations in NSW including Batemans Bay, Blacktown, Coffs Harbour, Dubbo, Gosford, Sydney City, Tamworth and Wagga Wagga.

2. Stakeholder online forum

A stakeholder virtual forum was organised for key road safety stakeholders across government, non-government and not-for-profit sectors. The event included virtual discussion rooms and an Australian and international experts panel discussion.

3. Community attitudes survey

An online survey undertaken by IPSOS Game Changers seeking the of NSW road users on current road safety issues.

4. **Aboriginal community engagement**

Aboriginal community engagement involved: face-to-face forums held across four locations in NSW including Wagga Wagga, Taree, Dubbo and Wellington and telephone/video stakeholder interviews.

5. **Online and digital engagements strategy**

An online and digital engagement strategy was implemented to provide an 'always on' approach to engagement and promote the benefits of accessibility.

6. **Road Safety Advisory Council meetings**

A briefing and workshop were undertaken with the Road Safety Advisory Council to seek their input and advice on the development of the Plan. The Road Safety Advisory Council consists of key road safety stakeholders from Government, interest groups and community representatives.

3.3 Promotion of community and stakeholder engagements

The community and stakeholder engagements outlined above were promoted by the NSW Centre of Road Safety through channels including stakeholder emails and meetings, the Towards Zero website, social media channels, stakeholder newsletters, advertisements and media releases.

4 Engagement findings in detail

4.1 Community forums

4.1.1 Purpose

A series of public community forums were held across NSW throughout March and April 2021 to provide an opportunity for members of the community to identify road safety issues of concern and to propose options for addressing them across the five opportunity areas of interest.

4.1.2 Process and focus of the engagement

Eight community forums were held with a total of 335 participants (excluding the Centre for Road Safety and external facilitators). Forums were attended by a mix of opt-in participants and participants recruited to ensure a demographically representative range of attendees. An online session forum was held concurrently with the Sydney City forum to capture feedback from people unable to attend face-to-face meetings.

Each forum opened with presentations on NSW and regional road trauma data and issues, followed by group discussions. Participants were randomly broken into small groups to discuss their views on preventing road trauma including current actions, proposed actions, barriers/challenges and issues specific to their local region.

In order to prompt discussion, five key opportunity areas to develop actions for the 2026 Road Safety Action Plan were provided in a placemat format.

4.1.3 Locations and participations

Community forum participants represented a mix of community members and stakeholder groups. Locations, dates and participant numbers for each of the forums are presented in Table 2 below.

Location	Date	Participants
Batemans Bay	14 April	22
Blacktown	15 April	39
Coffs Harbour	27 April	44
Gosford	20 April	41
Sydney City	28 April	55
Sydney forum (online)	28 April	21
Dubbo	21 April	36
Tamworth	22 April	38
Wagga Wagga	13 April	39
TOTAL		**335**

Table 2. Community forum locations, dates and attendance

4.2 Online stakeholder forum

4.2.1 Purpose

A three-hour online stakeholder forum was held on 26 April 2021. This forum provided an opportunity for key road safety stakeholders across government, non-government and not-for profit sectors to discuss road safety issues and considerations relevant to their organisations.

4.2.2 Process and focus of the engagement

Australian and international road safety experts joined TfNSW to deliver combined presentations and engage in panel discussions about road safety in NSW and to raise examples of global best practice. Stakeholders provided feedback and asked questions of the panel in real-time using Livestream and mobile technologies. Following the livestream event, participants joined smaller virtual breakout sessions to discuss safety considerations and countermeasures across the five opportunity areas of interest.

4.2.3 Participants

Online stakeholder forum included representatives from government, non-government and not-for-profit organisations. The forum date and participant numbers are presented in Table 3 below.

Location	Date	Participants
Online Stakeholder forum	26 April	96 participants in the livestream event and 29 participants in the break-out sessions

Table 3. Online stakeholder forum date and participant numbers

4.2.4 Summary of Community and Stakeholder Engagement

335 community members and almost 100 road safety stakeholders from diverse sectors and a broad section of organisations were involved in this engagement process. Diagram 2 below illustrates the stakeholder groups invited to participate in this process.
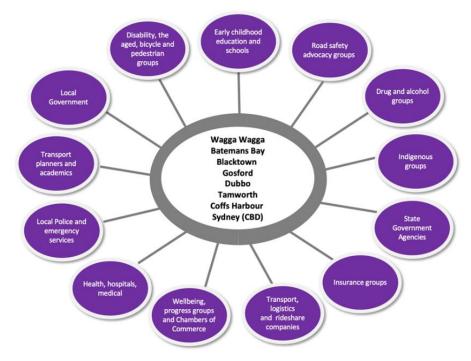
Diagram 2. Stakeholder groups invited to participate in the engagement process (Newgate Engage, May 2021)

4.2.5   Key Findings

Generally, there is strong community and stakeholder dissatisfaction with unsafe driving behaviour and the community's highest priorities to address this opportunity area are shown below:

- An investment in public education on road safety, starting with school age children.
- Safety campaigns on a range of poor driver behaviour.
- Regular driver re-training on the road rules.

The second highest opportunity area identified was Creating Safer Country and Outer-Urban Roads. The community's top highest priorities to address this opportunity area were:

- Increased infrastructure investment in country areas.
- The implementation of safer road speeds.
- Safety measures built into road infrastructure such as rumbles strips and safety barriers.

Key themes and issues based on the five opportunity areas to develop actions for the 2026 Plan are summarised in Table 4 below.

Key Opportunity Area	Top 3 focus areas to reduce road trauma	Proposed initiatives and actions
Creating Safer Urban Places	- Safer road design - More frequent road maintenance - Increased infrastructure investment.	1. Better planning for areas that have new residential estates and fast growth. 2. In-road pedestrian countdown timers at pedestrian crossings. 3. Greater police presence on roads, particularly in school zones.
Creating Safer Country and	- Infrastructure investment - Safer road speeds	1. Improvements including regular asset management and maintenance on the roads, road widening and increased line

Outer-Urban Roads	• Safety measure integration across infrastructure such as rumble strips and safety barriers.	marking. Signage along outer urban roads and motorways to be improved. 2. Education around dangers of driving at dawn and dusk due to lack of visibility and other issues (e.g. wildlife).
Increasing the Safety of Vehicles and Protective Equipment	• Vehicle safety technology • Make safer and newer vehicles more accessible • Distraction monitoring technology.	1. Education regarding how to control a car beginning during high school as a part of every school's curriculum. 2. An incentive scheme to enable young people to have access to cars with safety features. 3. Technology advancements to be more widely adopted including auto sensors for vehicles in front, mandatory interlock technology, blind spot detection systems, autonomous braking, fatigue intervention tools.
Pedestrians, Riders and other At-risk Road Users	• Separate paths • Increasing awareness of pedestrians • More protective equipment.	1. Supportive pathway and road safety design, especially in areas with high levels of pedestrian activity. 2. Higher standards for protective clothing for motorbike riders. 3. Education and training to cover road user behaviour for both cyclists/motor bike rider and car drivers.
Reducing Unsafe Road User Behaviour	• Education • Increasing police enforcement • School programs.	1. Ongoing testing and training focussed on common sense driving in an easy-to-understand manner. 2. Stronger police visibility to reduce speeding, alcohol/drug driving and mobile phone distraction. 3. Increased and mandatory training for NSW drivers, such as refresher training focusing on changed road rules.

Table 4. Key focus areas and proposed actions arising from community and stakeholder forums

4.3   Community attitudes survey

4.3.1   Purpose

An online survey was undertaken by IPSOS Game Changers seeking the of NSW road users on road safety issues. The objective of the survey was to allow the NSW community with an opportunity to provide input into the development of the 2026 Plan. More specifically, survey sought to assess:

- Road safety issues of most concern to NSW road users;
- Road safety issues for different kinds of road users; and,
- Views on a range of road safety countermeasures and initiatives, and how they contribute to making our roads safer.

4.3.2   Process and focus of engagement

A quantitative survey was administered online using two separate methods:

- an online panel (i.e. representative sample); and
- an open-link which was placed online and open to all community members and stakeholders.

The survey included countermeasures to improve road safety that were selected based on research evidence and expert workshops conducted as part of Plan development.

4.3.3 Overview of participants

The survey was administered to a total of 3684 respondents. This comprised of respondents from an online panel representative of the NSW population (n=1,246) and an open-link (n=2,438) that was placed online on various platforms (including the Centre for Road Safety, Transport for NSW website and Facebook page) to increase the reach of the survey and provide a greater opportunity for the community to participate in the study.

4.3.4 Key Findings

Respondents selected drink driving, speeding and drug driving as their primary road safety concerns. Three in five respondents (60%) selected drink driving as one of their top three concerns, with around one in four respondents (24%) saying it was their most concerning issue. Another large proportion of respondents indicated that speeding and drug driving (51% and 40% respectively) are of most concern to the community.

When asked about their level of support for key road safety countermeasures, survey results show there continues to be strong and consistent support for implementing measures across all elements of the transport system. All of the countermeasures presented were deemed important to the NSW community, with between 66% and 87% of the representative sample rating each countermeasure as 'very important' or 'fairly important'.

Key findings aligned to each aspect of the safe system were as follows:

Safe roads and safe speeds

Countermeasures relating to road design improvements are highly rated by the community. The representative sample most valued making curves safer on high speed roads, with more than eight in ten (84%) rating it as important. Median barriers are another example of the importance of road infrastructure for the community as it is also rated very highly (83%). Controlled turning of vehicles at intersections is also viewed as one of the most important countermeasures (84%).

In line with speeding being rated as the second most cited road safety issue of concern, eight in ten (82%) placed high importance placed on the countermeasure lowering speeds on narrow or high risk roads.

In general the open-link results are similar to the representative sample except for lowering speeds on narrow or high risk roads.

Safe road users

The safe road users countermeasures were slightly more likely to be given higher importance ratings than other countermeasures.

The vast majority of the representative sample (87%) continue to consider safety of heavy vehicle drivers as a countermeasure of primary importance. Alcohol and drug testing are also perceived as important countermeasures (85% and 83% respectively) which aligns with the results of road safety issue concerns (where drink driving was in first place and drug driving was in third place).

In the open-ended responses, the open-link respondents tend to place more emphasis on greater training and education (32% mentioned) as opposed to law enforcement (15%).

Safe vehicles

Vehicle technologies that enhance driver's vision and hazard detection capacity, including blind spot detection (86%) and reversing cameras and sensors (84%) are viewed as the most important countermeasures among the representative sample.

There continues to be an emphasis on driver responsibility within both samples. Open-link respondents raised concerns around an increasing reliance on these safety technologies to the potential detriment of driver attention.

Planning for the future transport system

Respondents were also asked to rank what they see as the most important measures to improve road safety over the next 40 years. Vehicle technologies and road design measures are seen as most beneficial to improve the safety of future transport among the representative sample, including:

- Vehicle technology that monitors drivers and detects fatigue and distraction (49%);
- Measures that separate you from oncoming vehicles (47%); and
- Vehicle technology that ensures the vehicle stays within the speed limit (44%).

4.4   Aboriginal community engagement

4.4.1   Purpose

TfNSW conducted face-to-face and virtual consultation with Aboriginal peoples across New South Wales seeking their input into the development of the Plan. TfNSW engaged an indigenous consultant, Winangali to open a dialogue with Aboriginal communities about culturally appropriate methods to address road safety. The purpose of the engagement was to:

- Raise awareness among the Aboriginal community of the progress made and results achieved in implementing the Road Safety Plan 2021 through a strong narrative and storytelling content.
- Articulate a coherent and compelling picture of Aboriginal road trauma and trends in NSW, including serious injuries within the Aboriginal community and the need for action.
- Identify for consideration; opportunities and barriers to delivering best practice road safety action for Aboriginal people.
- Encourage involvement in the 2026 Plan from the Aboriginal community and related stakeholders.

4.4.2   Process and focus of the engagement

Engagement was undertaken as a series of face-to-face group discussions supported with stakeholder phone interviews and zoom groups. The five key areas of the Plan were tested with the Aboriginal population to determine what meaning they have in the lived experience of NSW's Aboriginal community and to gain insights as to their appropriateness in achieving their desired outcomes.

4.4.3   Overview of participants

Culturally appropriate stakeholder and community forums were undertaken specifically with 77 Aboriginal people in four locations throughout NSW (Wagga Wagga, Taree, Dubbo and Wellington).

4.4.4   Key Findings

Key themes and issues based on the five opportunity areas to develop actions for the 2026 Plan were as follows:

Key Opportunity Area	Themes and findings
Creating Safer Urban Places	Aboriginal people believe infrastructure improvements would make the biggest impact on addressing safety for pedestrians and at-risk road users in this pillar.
Creating Safer Country and Outer-urban Roads	The majority of Aboriginal people live in regional and remote locations and there is a significant amount of travel required for cultural reasons. As a result, discussion of safer roads in these areas touched on infrastructure improvements as well as education and equity issues.
Increasing the Safety of Vehicles and Protective Equipment	This discussion focused almost exclusively on equity issues and working with Aboriginal organisations to support the community in meeting the expectations of this area.
Pedestrians, Riders and other At-risk Road Users	The Aboriginal people consulted believe elders and children are the road users most at risk and they support all efforts to protect them. This includes punitive measures and especially infrastructure development and educational interventions.
Reducing Unsafe Road User Behaviour	There was an acceptance that Aboriginal people themselves are responsible for a lot of the road trauma through bad decisions and reckless behaviour. However, many times these choices seem forced on them. The respondents suggested greater community support is needed through campaign messages proposing safer plans similar to the "What's your Plan B" campaign.

Table 5. Key themes and findings from 2026 Road Safety Action Plan Aboriginal Community engagement

4.5   Online and digital engagements

4.5.1   Purpose

The engagement process leveraged a range of online and digital communication channels and tools to assist the consultation. The purpose of this approach was to facilitate a far-reaching engagement using a variety of tools and channels in order to connect with and seek input from a diversity of respondents.

4.5.2   Process and focus of engagement

Components of the online and digital engagement strategy included:

- A page dedicated to the 2026 Plan and community feedback microsite embedded in the NSW Towards Zero website - The Towards Zero website contains resources including the Safe System Approach description, Road Safety campaigns, the Safe System Approach, the 2021 Road Safety Plan and sponsorships.
- Social media strategy using Facebook and LinkedIn.
- Written feedback using the submission portal or the road safety email.
- Electronic newsletters and invitations.
- An animation video on the Safe System approach.

4.5.3   Overview of participants and response rates

Online and digital engagements were not specifically targeted to different age groups and genders, however audience groups that were most engaged in the community

forum Facebook events included women aged 55-64 years of age and women aged 65+ years of age. As summary of the responses from the online and digital engagements is as follows:

Engagement type	Submissions/responses received
Towards Zero website	During the engagement period: • The total number of visits to the site were 4,364 page views • The unique visits to the site were 1,879.
Webform submissions	17 submissions were received in total through the online portal
Written submissions	16 submissions to the road safety email address during the engagement period from peak bodies, government agencies, non-government organisations and individuals including Bus NSW, Bicycle NSW, Central Coast Council, City of Sydney, Transurban, Outdoor Media Association, Motorcycle Council of NSW, BIKEast and Walk Sydney.
Social media engagements	• 10 social media posts • 232,170 people reached • 1,900 comments

Table 6. Online and digital engagement submissions and responses

4.5.4 Key findings

A summary of the key issues and feedback arising from the webform submissions and written stakeholder feedback is as follows:

Engagement type	Comments and feedback received
Webform submissions	The opportunity area that most respondents focused on was Creating Safer Country and Outer-Urban Roads, followed by Creating Safer Urban Roads. Possible actions identified included: • Safer speeds including 30 km/h limits on all residential roads. • Improvement of road infrastructure. • Encouragement of no-car transport options. • Installation of rumble strips on centre lines. • Buy back systems for older vehicles. • Installation of reversing and incident cameras on all heavy vehicles. • Better safety clothing for motorcycles riders. • Countdown timers for pedestrian crossings. • Highly visible highway patrol and monitoring equipment.
Written submissions	Written stakeholder feedback addressed the following key issues: • Safety around buses (audit of bus stops to identity need for upgrades, and greater parental education initiatives). • Speed limits relating to E-bikes and E-scooters in public areas and removal of marked speed camera cars and signage. • Better public transport. • Road infrastructure and urban planning (including road signage issues, lack of shared pathways and cycleways, road, cycleway and footpath conditions and infrastructure for autonomous vehicles). • Life-saving infrastructure (including rumble strips and line-marking and school bus alert signage). • Local government engagement and support. • Rest stop areas (including lighting, shelters and toilets).

- Increasing the use of newer vehicles with safety technology including fleets and commercial vehicles.
- Review of regulatory safety requirements to ensure equality across road users.
- Motorcycle licencing and conditions training.
- Separation of pedestrians and cycle paths.
- Extension of mobile detection program to motorways to reduce distracted drivers.

Table 7. Key issues and proposed actions from webform and online written submissions

4.6   Road Safety Advisory Council meetings

4.6.1   Purpose

The Road Safety Advisory Council consists of key road safety stakeholders from Government, interest groups and community representatives. It was established by Transport for NSW as the key group for high level consultation on road safety matters for NSW. The Council was consulted on their priorities for the 2026 Plan.

4.6.2   Process and focus of the engagement

A briefing and a workshop were chaired by Tara McCarthy, Deputy Secretary. Safety, Environment and Regulation Division, Transport for NSW:

- A briefing on 24 March 2021 with the focus being on a high-level overview of the progress against the current plan, process to develop the Plan and high-level themes.
- A workshop on 3 May 2021 with the focus being on specific priorities and actions for the 2026 Plan.

4.6.3   Overview of participants

Attendees at these meetings represented these organisations:

- NSW Police Force
- StaySafe, NSW Parliament
- Insurance Council of NSW
- Pedestrian Council of Australia
- Motorcycle Council of NSW
- Motorcycling NSW
- Amy Gillett Foundation
- Bicycle NSW
- YouthSafe
- Federal Chamber of Automotive Industries
- Local Government NSW
- Safety Environment and Regulation, TfNSW
- Centres for Road Safety and Maritime Safety, TfNSW

4.6.4   Key Findings

Members of the Council indicated overall support for the 2030 and 2056 road trauma targets and the development of the 2026 Plan.

Feedback received from key topics of group discussion included:

- Ensuring greater integration of safety across all infrastructure upgrades and road programs
- Increasing the uptake of safer new and used vehicles, particularly by younger and older road users, country residents and fleet managers through new public communications.
- Implementing safer speeds in places & local streets
- Embracing technology to improve safety (for example, having speed detection cameras in all police vehicles as a standard issue to reinforce anywhere, anytime detection).
- Better planning and approach taken to bike path design and implementation.
- Working with NSW Police to increase enforcement of road rules relating to bicycle riders/delivery riders.
- Implementing measures to increase compliance and enforcement of protective equipment for motorcycle riders.

5   Summary of engagement results

5.1   Overall themes

The attitudinal survey of 3,684 NSW residents revealed there are very high levels of support in the community for the NSW Government in aiming for a zero road toll by 2056 (84% for the representative sample). Drink driving, speeding and drug driving were rated as their primary road safety concerns. Additional comments about road safety issues highlighted concerns around road design and infrastructure.

When asked about their level of support for key road safety countermeasures, survey results show there continues to be strong and consistent support for implementing measures across all elements of the transport system. All of the countermeasures presented were deemed important to the NSW community, with between 66% and 87% of the representative sample rating each countermeasure as 'very important' or 'fairly important'.

The pattern of findings from the survey and engagement with the Aboriginal community, regional and metro communities and expert stakeholders were consistent. There was strong support for the five key opportunity areas identified to develop actions for the 2026 Plan being:

- Creating safer urban places
- Creating safer country and outer-urban roads
- Increasing the safety of vehicles and protective equipment
- Pedestrians, riders and other at-risk road users
- Reducing unsafe road user behaviour

5.2   Overall findings by focus areas

The table below provides a synthesis of the key themes identified through the survey and engagements with Aboriginal communities, regional and metropolitan communities and expert stakeholders. Final reports cited within this document contain more details about each of these engagement activities.

Opportunity area for the Plan	Key themes across all engagement modes
Creating safer urban places	• Safety measures built into road infrastructure and design • Safer whole of place policies (e.g. planning for new residential areas, police presence on roads, safer speed limits, no-car options, cyclists, buses, better public transport) • Increased infrastructure development, urban planning and more frequent road maintenance
Creating safer country and outer-urban roads	• Increased infrastructure development and more frequent road asset management and maintenance (e.g. road widening and increased line marking) • Safety measures built into road infrastructure and design (e.g. signage, rumble strips, safety barriers, rest stop areas) • Implementation of safer road speeds • Road safety education campaigns
Increasing the safety of vehicles and protective equipment	• Vehicle safety technology widely adopted • Making safer and newer vehicles more accessible for all

Pedestrians, riders and other at-risk road users	• Supportive pathway and road safety design (e.g. crossing lights with countdown timer; cycle paths) • More protective equipment (e.g. protective clothing for cyclist and motorcyclists) • Education and training for cyclists/motorbike riders and other vehicle drivers (with a focus on reducing risks for the elderly and children).
Reducing unsafe road user behaviour	• Public education on road safety, starting with school age children • Safety campaigns on a range of poor driver behaviour • Regular driver re-training on the road rules • Increased police enforcement and more highly visible highway patrol and monitoring equipment
Other themes	• Promoting greater collaboration and coordination with agencies to manage road issues (i.e TfNSW, Local Councils and Police). • Partnering with industry on research and development on the infrastructure and technology advancements. • Better, stronger and more appropriate levels of engagement with the Aboriginal community.

Table 8. Key themes identified from the community and stakeholder engagement