



# ROAD SAFETY STRATEGY 2024-2034

Kempsey Shire Council







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## Our Shire

Kempsey Shire covers an area of around 3,400 square kilometres and is proudly home to around 30,000 people, 11.1% of which are of Aboriginal and Torres Strait Islander origin, over four times the national average. Our community is made up primarily of ageing individuals, with the average age of residents at 47 years. Over the next few years, our population is expected to steadily grow by 14% by 2036, where it is estimated that Kempsey Shire will be home to around 33,500 people.

Our growing population and goals to increase tourism in the Shire will increase the amount of traffic on our roads. To deal with the increased number of road users, while aiming to reduce trauma and serious incidents on our roads, we aim to adopt the federal and state government's Vision Zero for 2050 in our road safety approach. This road safety approach ties directly into our shires' Community Strategic Plan 2042 to build a "safe, sustainable and welcoming community".

In the five years from 2017 to 2021, 107 people were seriously injured and 14 people lost their lives on the roads in Kempsey Shire. On average 19 serious injury crashes and 2 fatal crashes are regularly occurring every year, which cause an immeasurable amount of grief, loss, and tragedy for our community. While our Shire performs well compared to other councils in the area, the loss of any life on our roads remains an outcome we are resolute to prevent.

Kempsey Shire Council plans to adopt the Transport for NSW Road Safety Action Plan (2026) that sets a target of halving the number of road deaths on our roads and reducing the number of serious injuries by 30% by 2030. We aim to play our part in reaching these targets and making our roads and streets safer.

This strategy has been developed on behalf of Council by Safe Systems Solutions Pty Ltd to help us achieve the federal and state target of zero fatalities and serious injuries on our roads by 2050. To develop an understanding of the road safety issues we face, we have analysed the data on local crashes, we have looked at road safety best practises around the world and worked with road safety experts. Using this information, we have identified four strategic themes that will drive our road safety program over the next ten years:

- 1. Leadership and Best Practice** – we aim to apply road safety techniques and make decisions based on sound evidence. We will continuously improve our community's infrastructure and make efforts to engage with our community to understand their needs.
- 2. Safe System Approach** – we aim to apply the Safe System approach which involves four pillars that work individually and in conjunction with each other to reduce fatal and serious injury crashes. These are: Safe Roads, Safe Speeds, Safe People, and Safe Vehicles. Using this system, Kempsey Shire will align itself with the federal and state government approach to road safety.
- 3. Sustainable Infrastructure** – having sustainable infrastructure will prepare our roads for the future and create a reliable transport network.
- 4. Working Together** – to shape the future of road safety we will work with our road safety partners and the local community, as safety is everyone's responsibility.

Kempsey Shire's Road Safety Strategy 2023–2033 has been developed on these principles and will be delivered with your support and the support of our road safety partners.



# Our Approach to Road Safety

## Our Vision

Our Community Strategic Plan 2042 is to build a “safe, sustainable and welcoming community”, which we aim to accomplish through achieving the following:

- **Safe** – reducing road trauma and serious incidents on our roads by working with and implementing road safety strategies.
- **Sustainable** – investing in improving infrastructure to reliably meet the safety needs of our community.
- **Welcoming** – developing infrastructure and creating access to spaces where our community can connect.

Kempsey Shire Council is committed alongside the state of New South Wales (NSW) to eliminate death from our roads by 2050 and aims to achieve this by halving road deaths and reducing serious injuries by 2030. These objectives are outlined in the 2026 Road Safety Action Plan produced by Transport for NSW and are cohesive with the goals of the Federal Government. Road safety is a shared responsibility, and we are committed to playing our part.

## Strategic Themes

Kempsey Shire’s Road Safety Strategy 2023–2033 provides a framework for how we will improve safety for the Shire through four different strategic themes:

### 1. Leadership and Best Practice

We are committed to reducing road trauma through application of best practice guidelines and frameworks such as Safe System<sup>1</sup> and NSW Road Safety Strategy<sup>2</sup>. Using these guides, we will continue to lead by example and encourage others to do the same. We will continuously build our capability and deliver improvements based on sound evidence, and carefully considered prioritisation to get the best value from our investments.

### 2. Safe System Approach

The Safe System is an internationally recognised framework to reduce road trauma. The system, based on a Swedish framework that reduced their fatal and serious injuries by 40 per cent over 10 years<sup>3</sup>, is recognised in many other countries as best practice, including Australia.

The principle of the Safe System is as follows:

- The only acceptable fatality and serious injury toll on our roads is zero.
- People are vulnerable. When vehicles crash at high speeds, our bodies are subject to forces they cannot withstand.

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<sup>1</sup>National Road Safety Strategy 2021–2030 (<https://www.roadsafety.gov.au/nrss>)

<sup>2</sup>NSW Road Safety Strategy (<https://roadsafety.transport.nsw.gov.au/aboutthecentre/strategies/nswroadsafetystrategy/index.html>)

<sup>3</sup>Signor. K, Kumfer. W, LaJeunesse. S, Carter. D, UNC Highway Safety Research Center, Safe Systems Synthesis: An International Scan for Domestic Application ([https://www.roadsafety.unc.edu/wp-content/uploads/2018/08/SafeSystemsSynthesis-FinalReport\\_3.pdf](https://www.roadsafety.unc.edu/wp-content/uploads/2018/08/SafeSystemsSynthesis-FinalReport_3.pdf))





- People make mistakes. Human error is inevitable, but this should never result in a fatal or serious injury occurring.
- Road safety is a shared responsibility. Businesses, organisations, governments, communities, and individuals all have a role to play in achieving zero fatalities and serious injuries.

We will apply the four pillars of the Safe System approach (Figure 1) which addresses the main factors that contribute to crashes. This means:

- Safe Roads – our road network should be designed, built, and maintained so that the risk of a crash is minimised and the severity of crashes, when a crash does occur, does not result in a fatal or serious injury.
- Safe Speeds – our roads should have speed limits which considers the limits of human tolerance to impact forces.
- Safe People – encourage our community to exercise care, attention, and awareness of others for our collective safety when travelling on our roads.
- Safe Vehicles – encourage the use of modern vehicles with features that improve the safety of drivers, passengers, and other road users.



Figure 1: The Safe System. (TfNSW Road Safety Action Plan)



Figure 2 shows the speeds at which you have approximately a 90% chance of survival and will avoid serious injuries if involved in a crash.

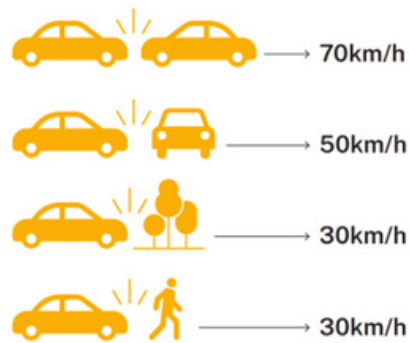


Figure 2: Safe System Crash Speeds (source: TfNSW Road Safety Action Plan)

### 3. Sustainable Infrastructure

Having sustainable infrastructure will prepare our roads for the future and create a reliable transport network. We aim to achieve this through some of the relevant current and future initiatives:

- The sealing Maria River Road project (2022-2024), where we are sealing the entire length (30km) of roadway.
- The timber bridge replacement program (2022-2024), where we are replacing 56 timber bridges across the valley with safer and more durable concrete bridges.
- The annual kerb and gutter replacement program (2022-2024).
- Regular maintenance and upgrades of our sealed and unsealed road network, responding to critical repairs in accordance with adopted works programs.
- Continuation of annual applications for grant funding under the NSW and Federal Governments Safer Roads Programs.
- Ongoing implementation of Council adopted Pedestrian Access Mobility Plan (PAMP) and Bike Plan.

Preparation of a Shire wide traffic study to identify future road network upgrades required because of forecasted traffic growth and identified safety blackspots.

### 4. Working Together

Creating a safe road network is everyone's responsibility. We will work with:

- Road safety entities such as Transport for New South Wales (TfNSW) and NSW Police.
- Stakeholders with specific interests in road safety plans and projects.
- Our community by listening and engaging with you so that you can help to shape the future of road safety in Kempsey Shire.

This Strategy is not a stand-alone document. It is part of a suite of Council strategies and plans that together help to promote Our Community Strategic Plan 2042 for Kempsey Shire's community. It aligns with Council's Transport Infrastructure Asset Management Plan as part of the Council's Integrated Planning and Reporting Framework.





# Federal and State Government Context

Vision Zero is the goal of eliminating all deaths and serious injuries on the road by 2050. To achieve this goal, we need to consider the reality of driving on our roads and adopt systems to cultivate a safer driving experience through the tools that we have access to.

Vision Zero has been adopted by the Federal Government and Transport for NSW. In line with the Federal and State Governments, Kempsey Shire Council will be adopting the Vision Zero goal of zero deaths and serious injuries on our roads by 2050. As this is a new initiative that we are adopting, we will be monitoring the results to verify if the plan is working as intended. Progress towards this goal will be monitored by regularly checking in on the goals set out in our action plan and reviewing fatal and serious injury crashes that occur in our Shire. If we find that there are issues, we will change our approach to adapt to the circumstances.

## About our Municipality

Kempsey Shire covers 3,381 square kilometres (Figure 7). It is located 430km north of Sydney and 488km South of Brisbane. Kempsey Shire is a predominantly rural area, with numerous inland and coastal townships. The largest town is Kempsey, with smaller townships at Crescent Head, Frederickton, Gladstone, Hat Head, Smithtown, South West Rocks and Stuarts Point, and small villages at Bellbrook, Grassy Head, Jerseyville, Kinchela, Kundabung and Willawarrin. Rural land is used largely for dairy farming and timber production, with tourism, horticulture and fishing also being important industries<sup>4</sup>.

The Shire estimated resident population for 2022 is 31,118, with a population density of 9.21 persons per square km. In 2021, the Shire had lower proportion of children (under 18) and a higher proportion of persons aged 60 or older than Regional NSW. Of the 10,323 people who work in Kempsey Shire, 8,764 or 84.9% also lived in the area. On Census Day 2021 in Kempsey Shire, 71.1% of people travelled to work in a private car, 0.4% took public transport and 4.2% rode a bike or walked. 9.4% worked at home.

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<sup>4</sup> Kempsey Shire Community Profile (<https://profile.id.com.au/kempsey>)



## Kempsey Shire Area

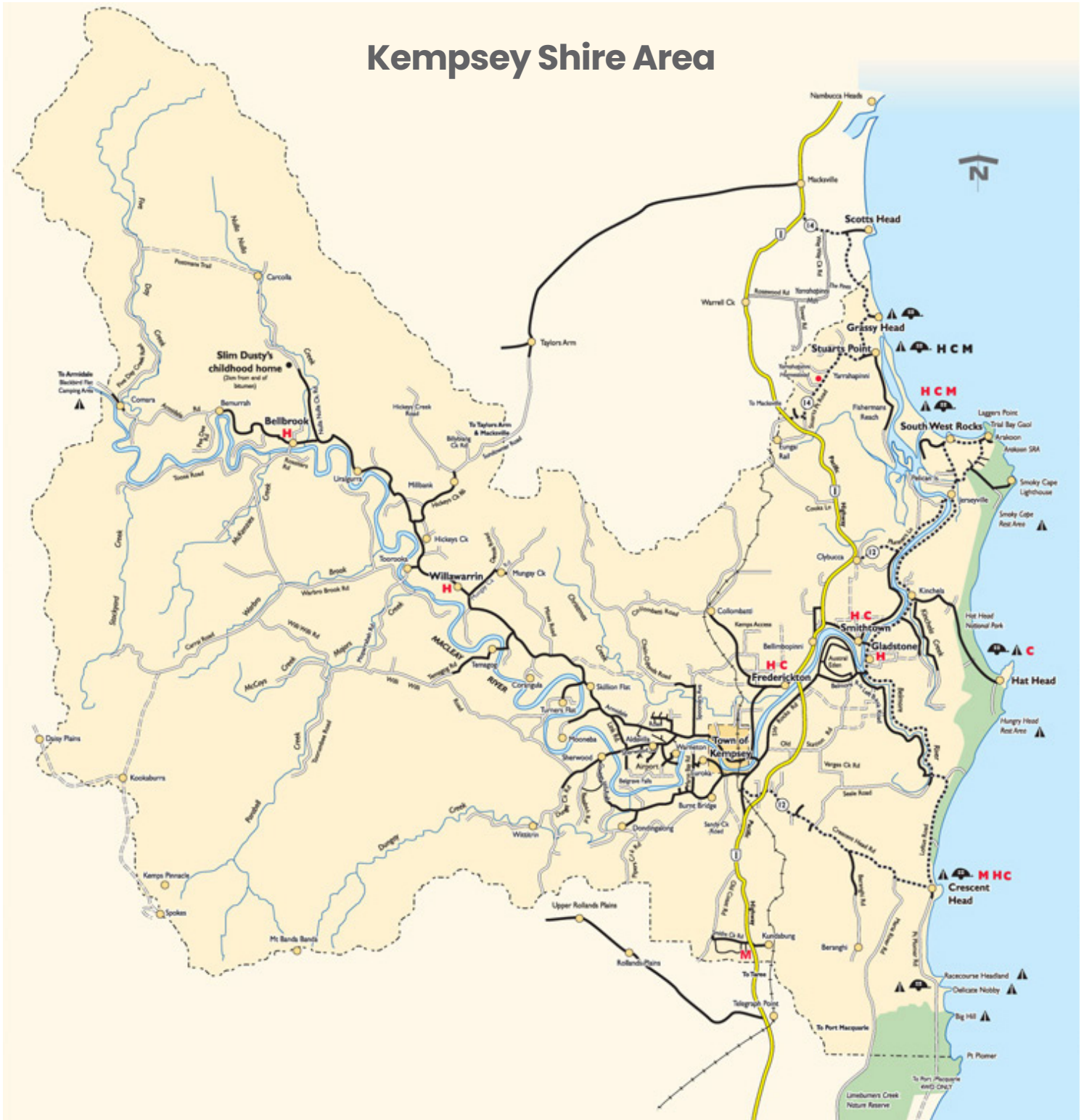


Figure 7: Kempsey Shire Council Area Map





Roads in Kempsey Shire are serviced by a network of state, regional and local roads. The Pacific Highway bisects the Shire in a north/south direction, providing connectivity to the Shire's regional roads such as Macleay Valley Way, Armidale Road and Crescent Head Road that connect the main town centres and rural hinterlands. Council maintains and controls 1260 km of roads comprised of 680km of sealed and 580km of gravel roads. Figure 3 and Figure 4 highlight the pavement condition of Councils sealed and unsealed roads.

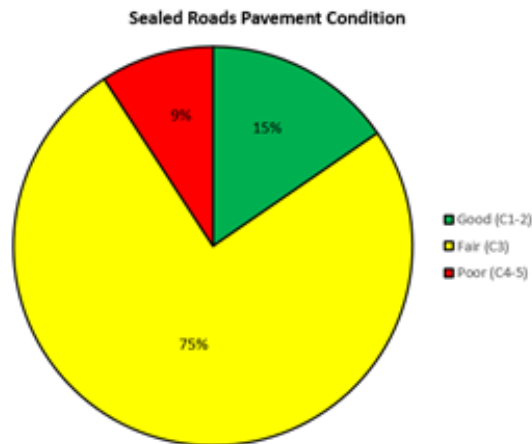


Figure 3: Kempsey Shire Sealed Roads Pavement Condition

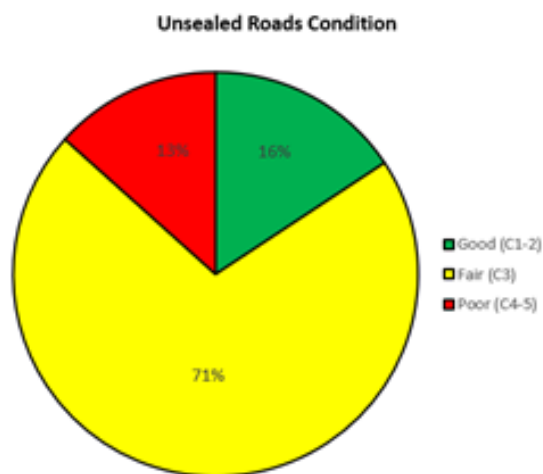


Figure 4: Kempsey Shire Unsealed Roads Pavement Condition

Daily traffic volumes vary across the Shire's roads with the majority of local roads having less than 2000 vehicle movements per day, and some regional roads recorded to have between 6000 to 10000 movements per day. The highest traffic volumes, between 10000 to 15000 daily vehicle movements, are recorded to be in Lachlan, Belgrave and Smith Streets, Kempsey. Figure 5 and Figure 6 below highlight the range of daily traffic volumes for the localities shown

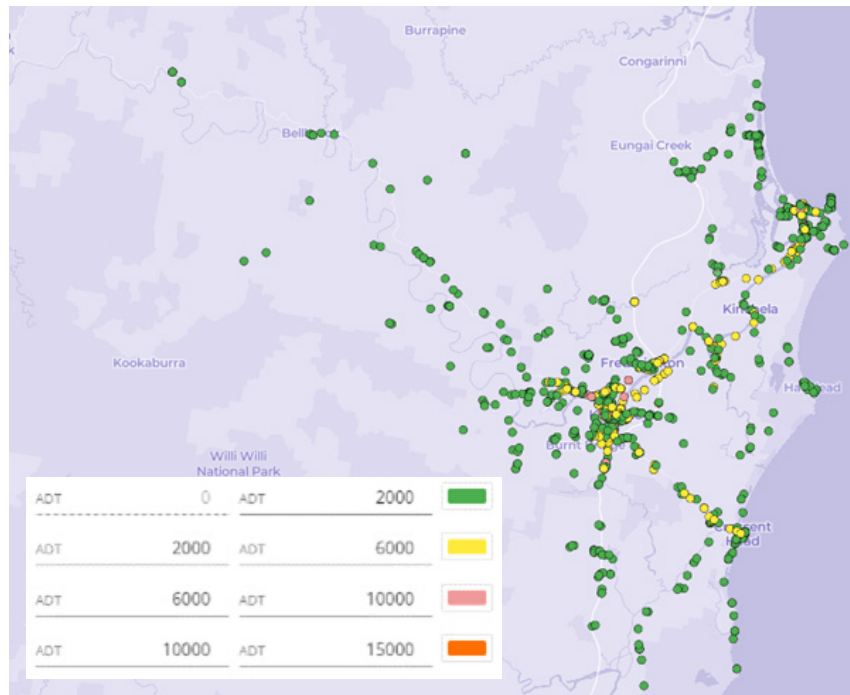


Figure 5: Daily Traffic Volumes across Kempsey Shire Council

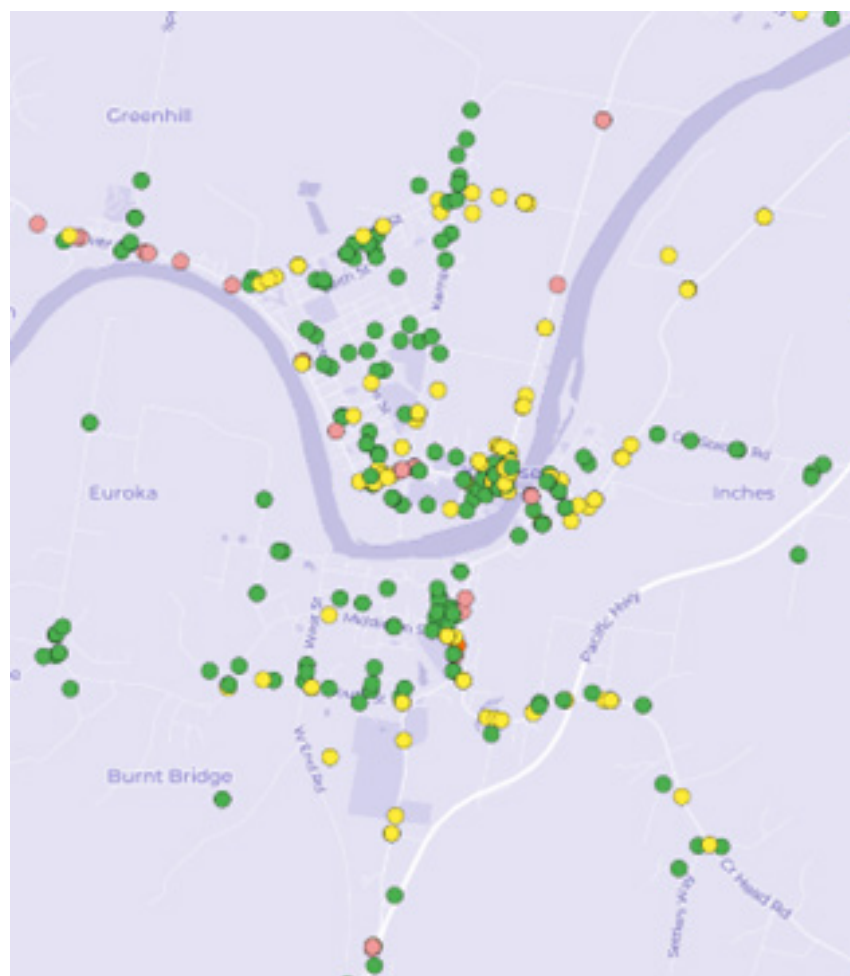


Figure 6: Daily Traffic Volumes in Kempsey Township





# Road Safety Strategic Plan Context

The Integrated Planning and Reporting Framework (IPRF) was introduced under the Local Government Act in 2009. Under this document, each Council is required to formulate a Community Strategic Plan for a ten-year period, complemented by corresponding four-year Delivery Programs and yearly Operational Plans. As shown in Figure 8, the Road Safety Strategic Plan is a key part of the Integrated Planning and Reporting Framework.



Based on the Integrated Planning and Reporting Framework (IPRF)

Figure 8: Road Safety Strategic Plan within Integrated Planning and Reporting Framework<sup>5</sup>

<sup>5</sup> A Guide to Developing Council Road Safety Strategic Plans (Third Edition pp7)



# Developing the Road Safety Strategy

To understand road safety issues in the Shire, we looked at crash data for crashes that have occurred on our roads, listened to the community to get the perspective of road users, and worked with road safety experts.

The following three elements have helped us to create a tailored strategy and action plan to address our road safety concerns.

## **1. Crash data**

Analysis was carried out on-road safety crash data for the most recent five years in which a full set of data was available (2017-2021). This provided valuable insights into the types of crashes that have occurred, when and where they happened, the conditions at the time of crash, and what road users were involved.

## **2. Talking to road users and the community**

Along with the online survey questions for the community that we have published and collated, we have collected feedback through relevant local stakeholders. This information has given us an insight into the road safety issues that matter to the community.

## **3. Working with road safety experts**

We have consulted with a range of experts to identify the road safety issues we face and have sought advice on how to effectively develop solutions for the issues that have been identified.





# What's happening on our roads?

An examination of crash data from Transport for New South Wales for the time period 2017–2021 was undertaken for this strategy. This five-year period is the latest set of full data available for NSW. This analysis was performed to help better understand what factors are currently involved in fatal and serious<sup>6</sup> crashes on our roads. Visualising the patterns and identifying trends have helped form a basis for the approach to this road safety strategy.

A general overview of the data is outlined below:

Over the past five years, 13 fatal crashes and 97 serious injury crashes have occurred, resulting in the tragic loss of 14 lives and a further 107 individuals who have been seriously injured in our community (Figure 9). Both serious injuries and fatalities showed increasing trends over the five-year period. Although the increase in injuries may be attributed to a 6% growth in population, it is not acceptable to see death or serious injuries as inevitable on our roads, regardless of population size.

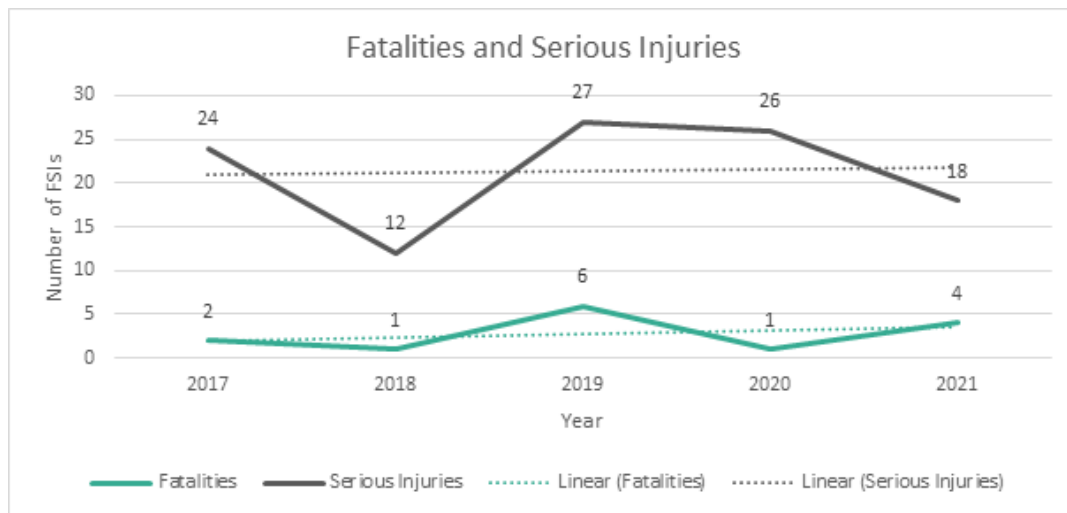


Figure 9: Kempsey Shire Council Fatal and Serious Injuries by Year

<sup>6</sup>TfNSW defines a fatality as: "A person who dies within 30 days from injuries received in a road traffic crash."

TfNSW defines a serious injury as: "a person identified in the Police crash report data (casualty or traffic unit controller) matched to a hospital stay that is not an ED-only admission (unless that ended in a transfer interstate, to private hospital or other medical facility) containing an injury diagnosis on the same day or the day after a crash and did not die within 30 days of the crash; or linked to a Lifetime Care participant record."



Of the 22 Local Government Areas (LGAs) that make up the Northern Region, Kempsey sits below the average for fatal and serious injuries per population (Figure 10).

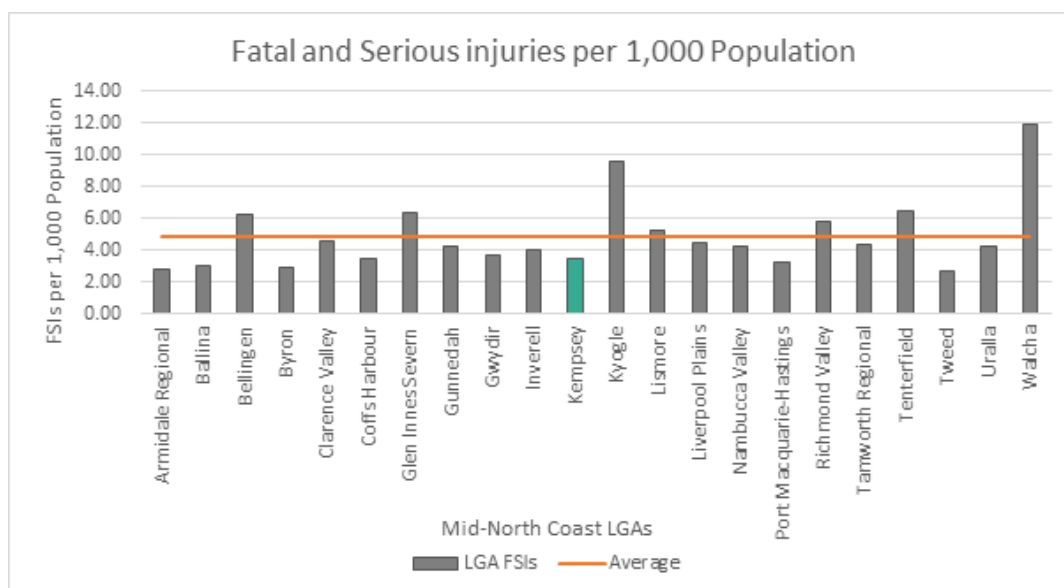


Figure 10: Fatal and Serious Injuries in Northern Region LGAs per 1,000 Population

## Where are the crashes happening?

Fatal and serious injury crashes in Kempsey Shire occur most frequently:

- Where vehicles are able to travel at higher speeds or cross each other's paths – such as country roads and intersections.
- Where motor vehicles are travelling in close proximity to pedestrians and cyclists – these primarily happen on local roads with speed limits up to and including 60km/h.
- On locally owned and managed roads

All the crashes that occurred in Kempsey Shire over the five-year period are shown in Figure 11 below.

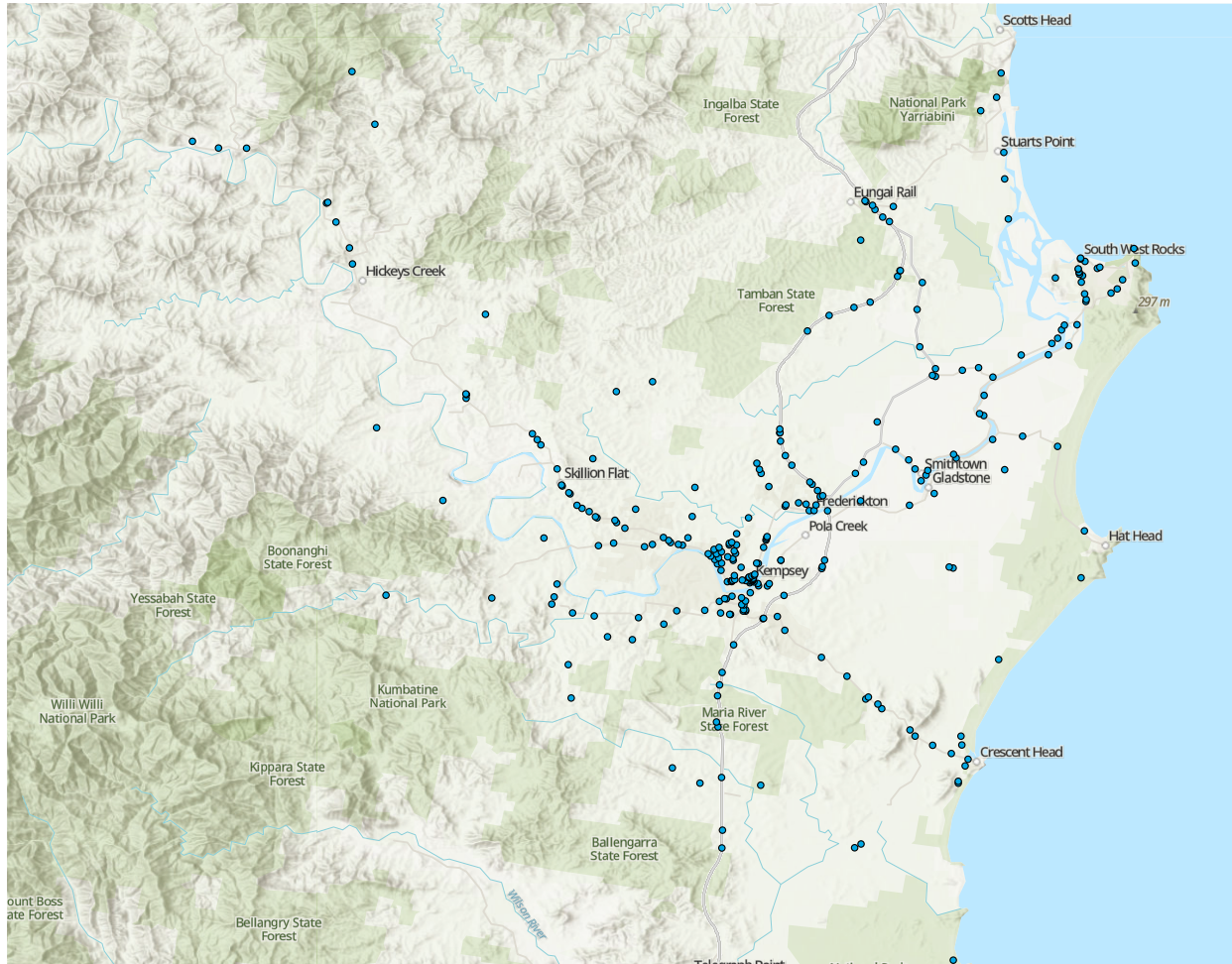


Figure 11: Map showing crash locations in Kempsey Shire

Figure 12 shows where the crash hotspots are in Kempsey Shire. Heat maps help to identify areas where crashes are occurring. The following heat maps show a small concentration of fatal and serious injury crashes occurring around Kempsey, with a larger proportion of incidents happening over the rural road network.

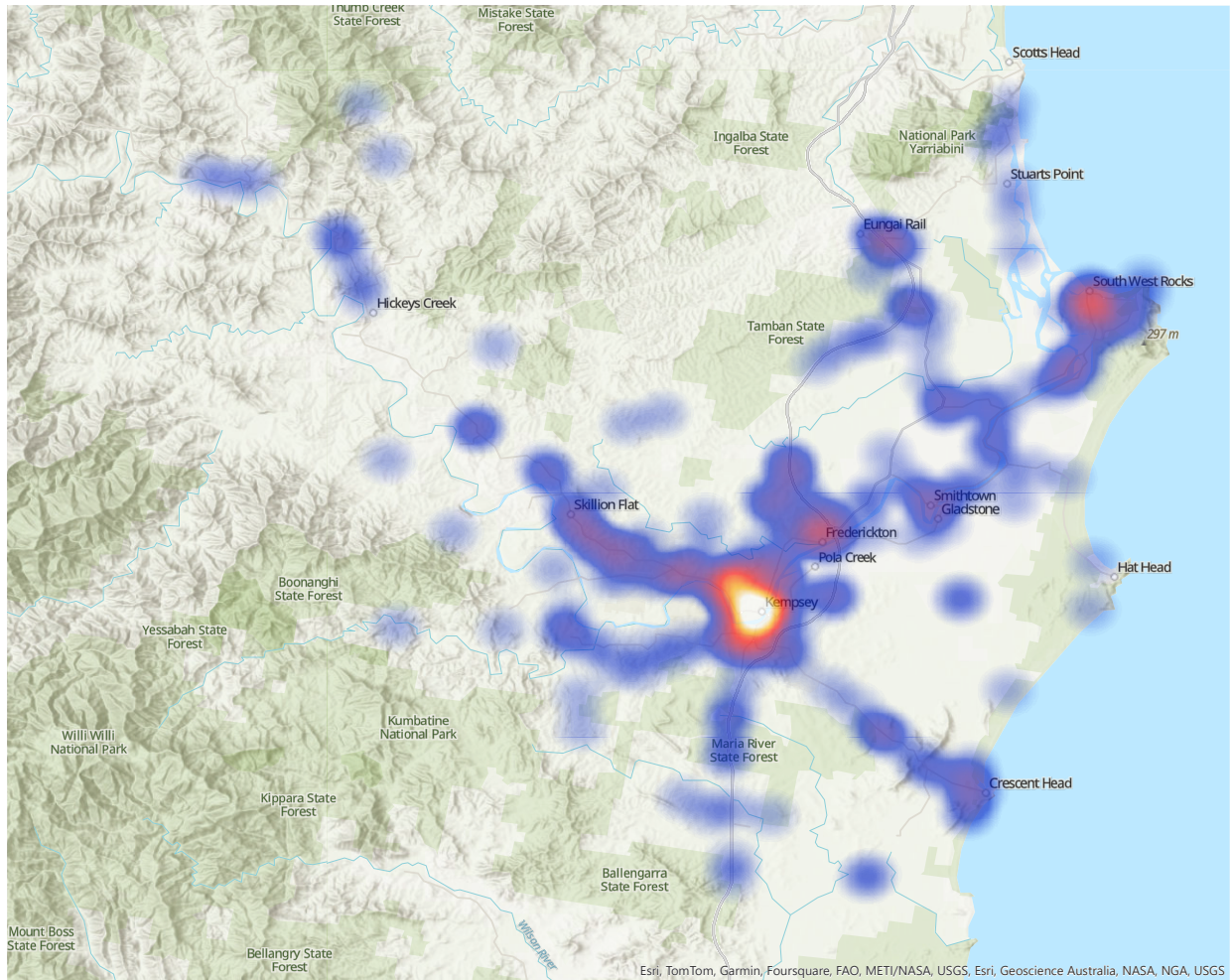


Figure 12: Heatmap showing crash hotspots in Kempsey Shire

A closer look at the township of Kempsey (Figure 13) and South West Rocks (Figure 14) shows that crashes are dispersed and there is no single location largely contributing to the total number of fatal and serious injury crashes. This suggests the need for interventions that impact larger areas of the network, such as local area traffic management plans and network safety plans.



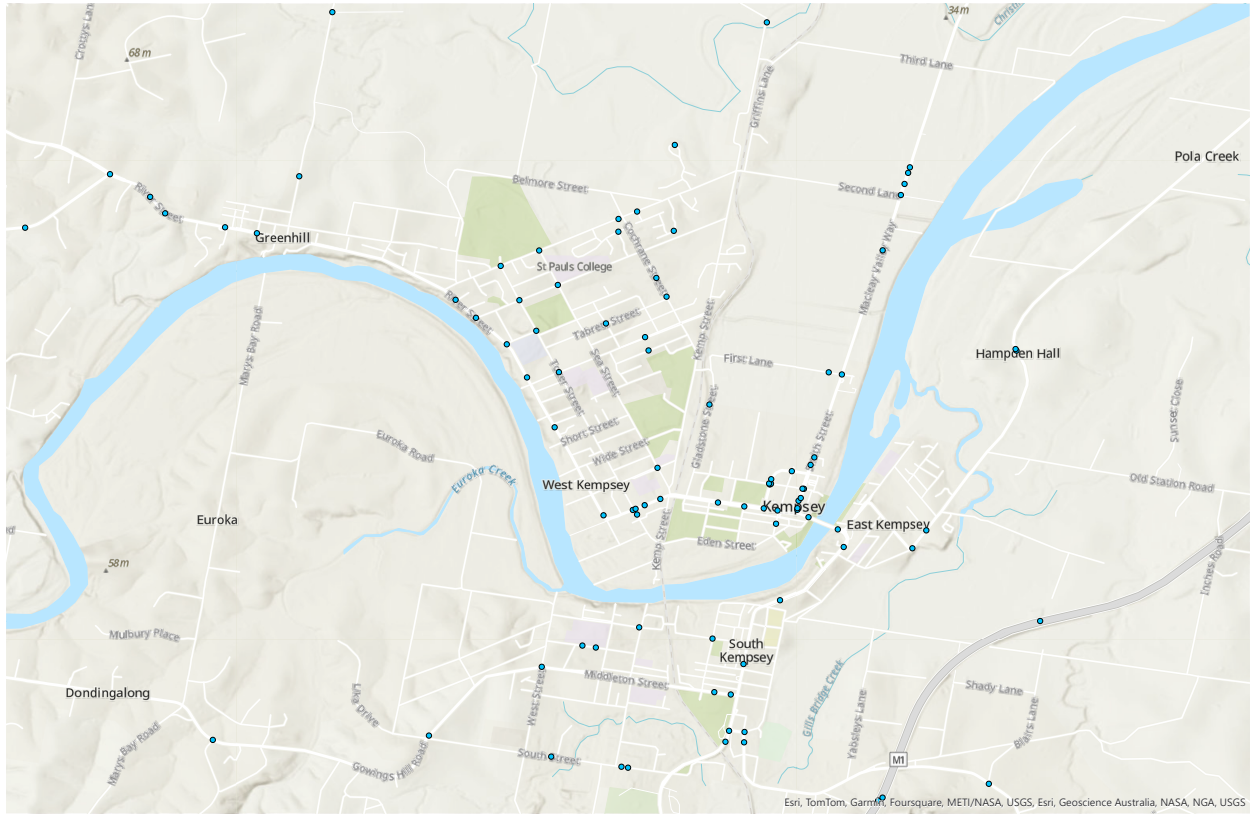


Figure 13: Map showing crashes in Kempsey

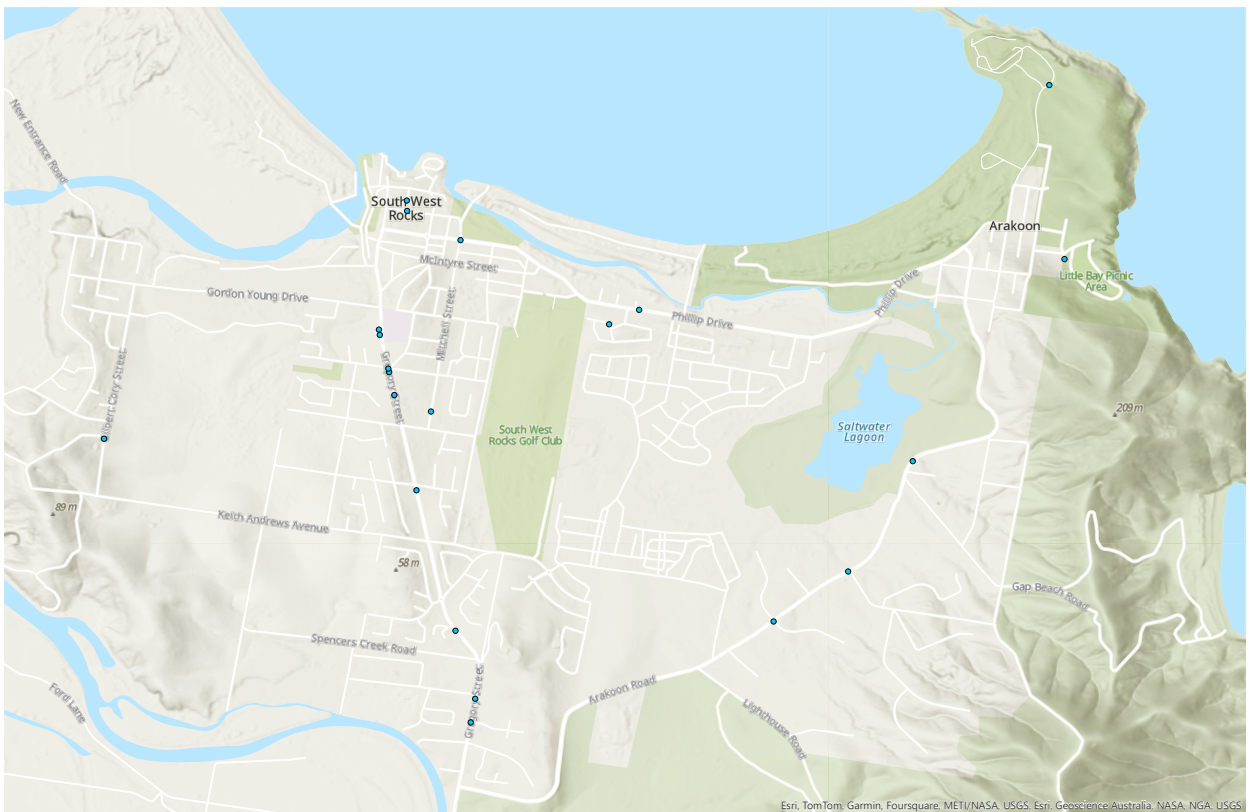


Figure 14: Map showing crashes in South West Rocks



More than half of fatal and serious injuries (55%) occurred on local roads (Figure 15). 54 (45%) of crashes occurred on regional and state roads. Since State roads are controlled by Transport for New South Wales and regional roads qualify for State Government funding, collaboration with these agencies is required to attain the best outcomes.

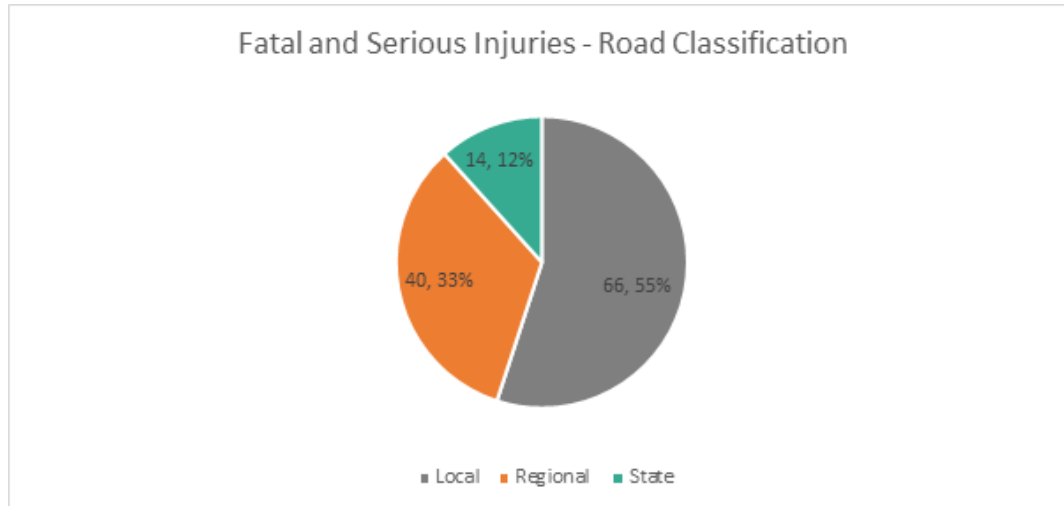


Figure 15: Kempsey Shire fatal and serious injuries by road classification

For all roads, Figure 16 shows that most fatal and serious injury crashes occurred on high-speed roads, 47 (39%) where the speed limit is 100km/h and 28 (23%) where the posted speed is 80km/h. This articulates the known risk of travelling at speeds exceeding the human survivable threshold that is outlined by the Safe System.

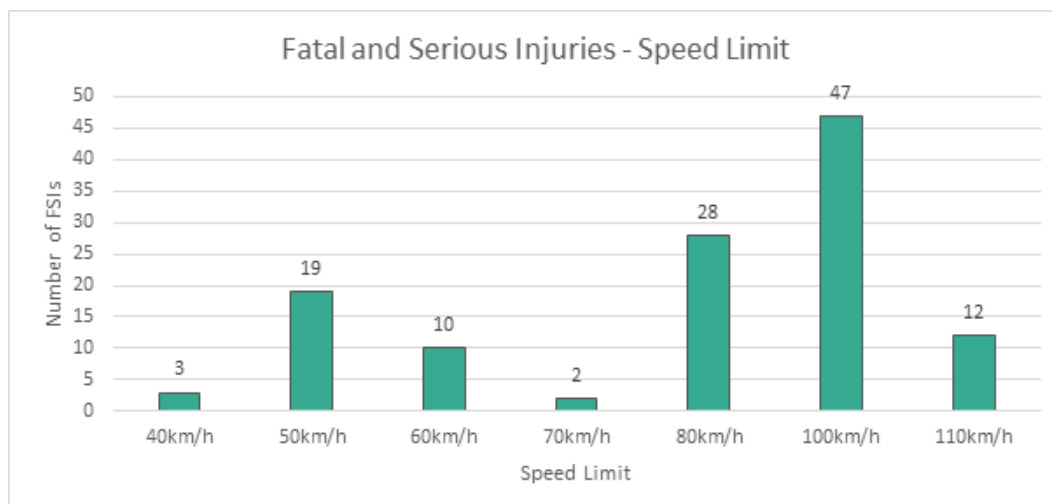


Figure 16: Kempsey Shire fatal and serious injuries by speed limit

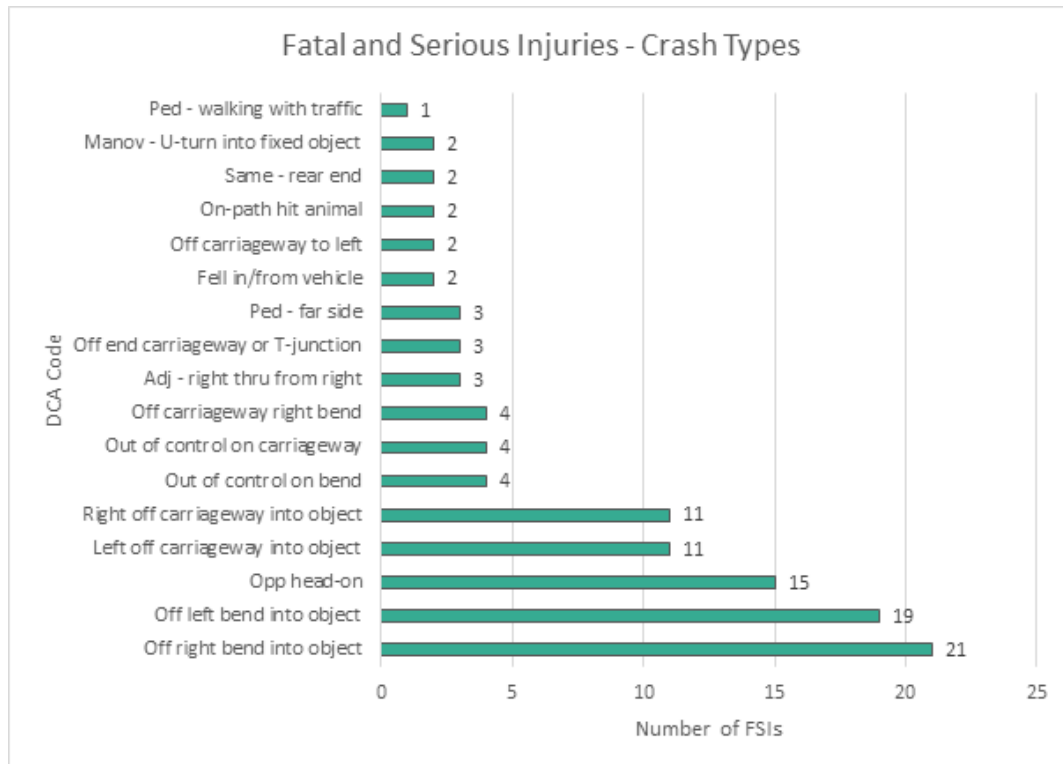


Figure 17: Kempsey Shire fatal and serious injuries by crash type

The two most prominent crash types involve motorists leaving the road on bends (Figure 17). Motorists leaving the roadway on left and right bends and striking an object accounted for 40 crashes, and 5 fatalities. 37 (83%) of crashes on bends occurred on sealed roads, with the remaining 8 (17%) occurring on unsealed roads. The posted speed limit was 80km/h or above for all five fatalities and 27 serious injuries. In total, 62 (51%) fatal and serious injuries occurred due to vehicles leaving the roadway and striking objects.



## When are crashes happening?

Fatal and serious injuries in Kempsey were spread evenly throughout the week, with the most injuries occurring on Saturdays (Figure 18).

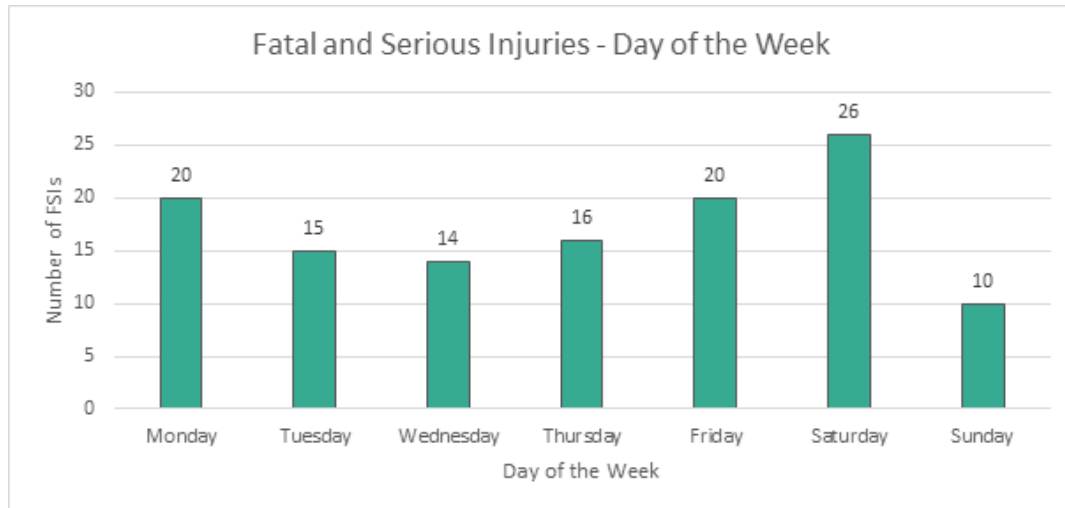


Figure 18: Kempsey Shire fatal and serious injuries by day of the week

Approximately 60% of fatal and serious accidents occurred in daylight conditions (Figure 19) and over 75% occurred in fine weather (Figure 20). Over 80% of fatal and serious accidents occurred under dry road conditions. This suggests that a majority of crashes are not inclement weather or lighting related crashes.

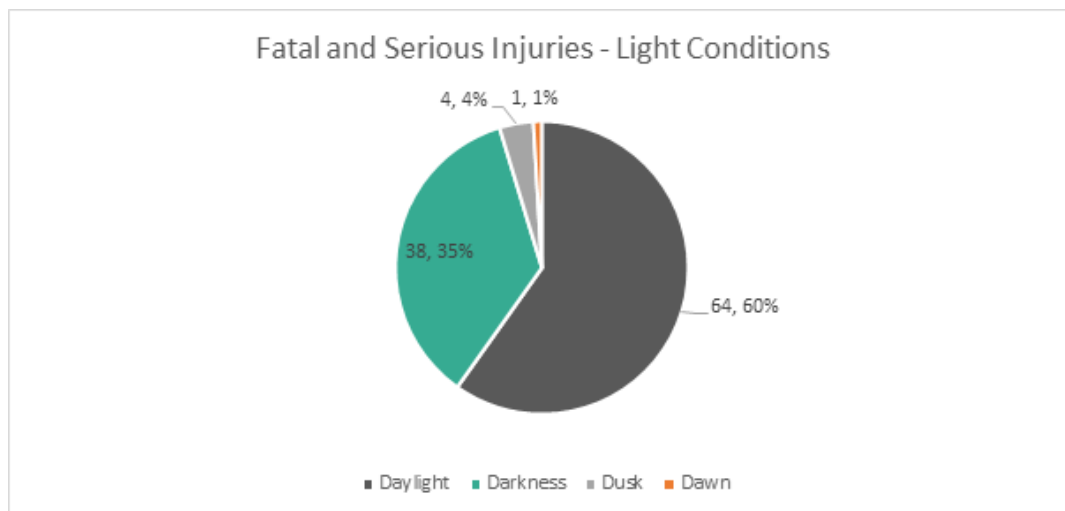


Figure 19: Kempsey Shire fatal and serious injuries by Light Condition



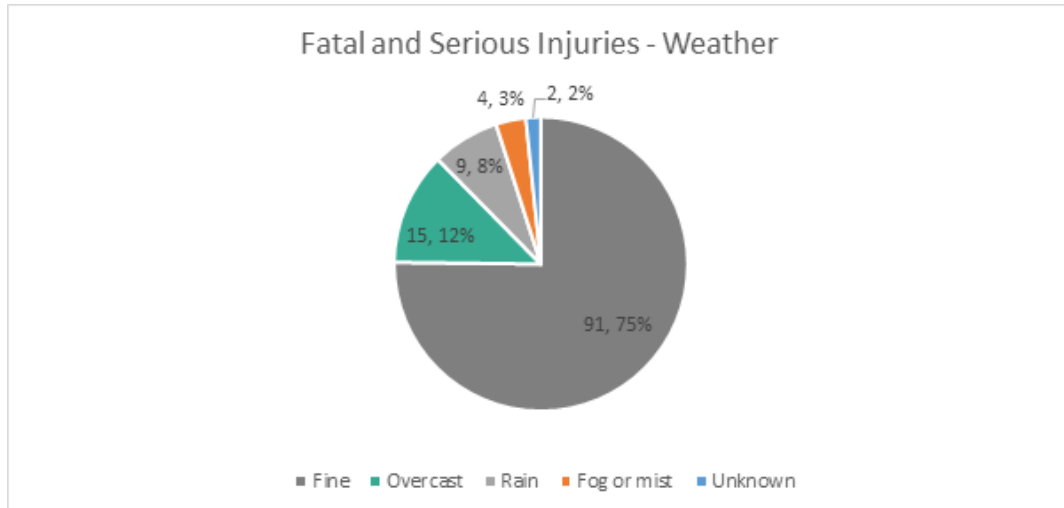


Figure 20: Kempsey Shire fatal and serious injuries by weather classification

## Who is involved in crashes?

Figure 21 shows the total number of fatal and serious injuries distributed across different road users.

Overall, the proportion of vulnerable road users involved in FSI crashes in Kempsey Shire is lower than the proportions for NSW and the Northern Region of NSW (Figure 22). The vulnerable road user group with the highest number of fatal and serious injuries were motorcyclists with 21 (Figure 21). Of the 21 fatal and serious injuries, 17 occurred on roads where the speed limit was 80km/h or higher.

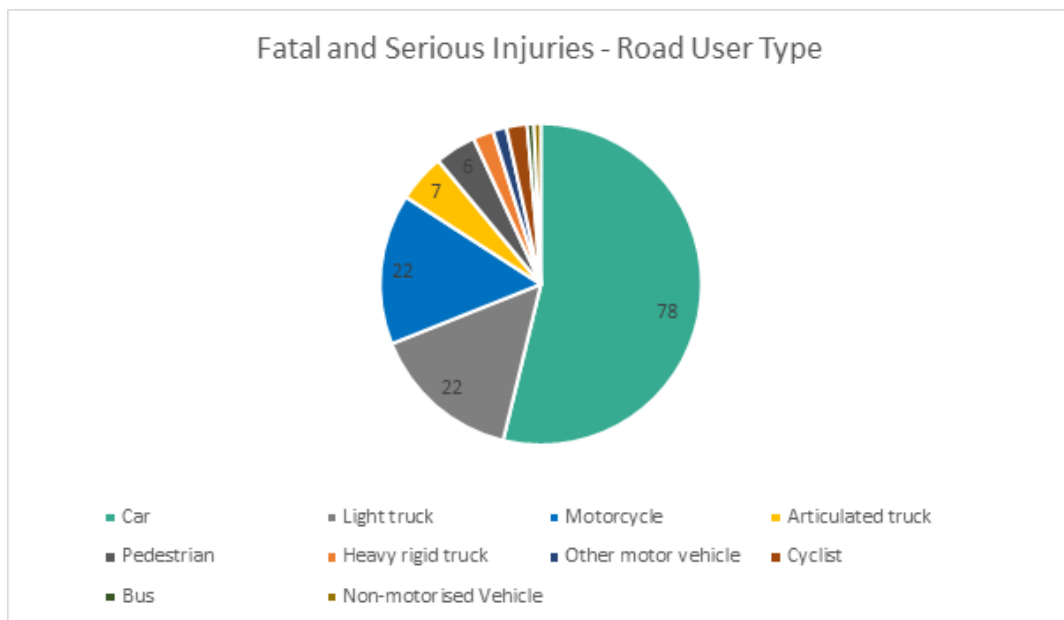


Figure 21: Kempsey Shire Council fatal and serious injuries by road user type

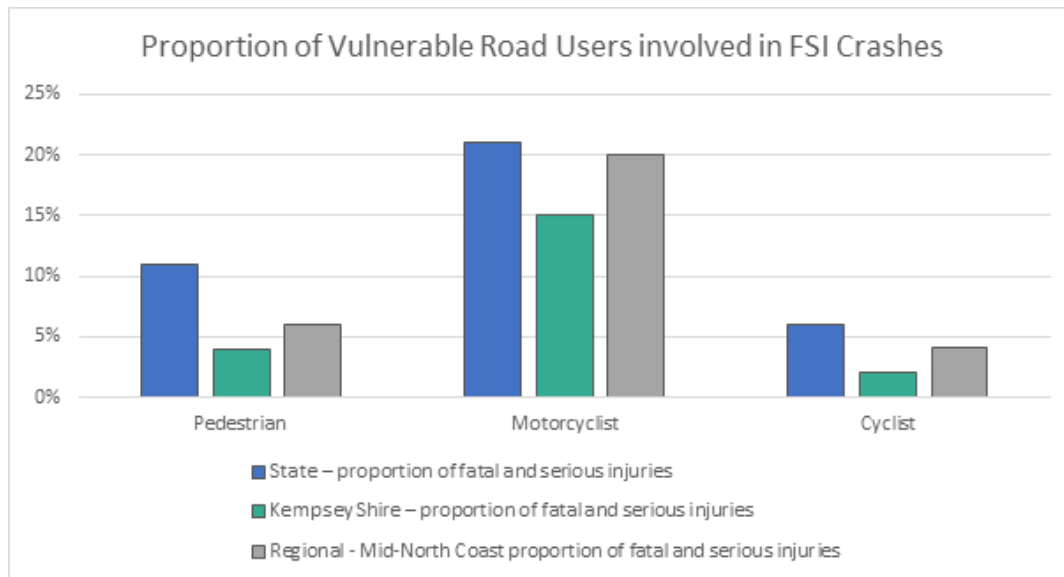


Figure 22: Proportion of Vulnerable Road Users involved in FSI Crashes

The age distribution of fatal and serious injuries in Kempsey Shire follows similar trends to the distribution for rural NSW and the State of NSW (Figure 23). The two age groups with the highest number of crashes in Kempsey Shire Council are 30-39 with 20 (18%) fatal and serious injury crashes and 50-59 with 19 (17%) fatal and serious injury crashes. The 50-59 and 21-25 age group, have a higher crash rate than that of the State of NSW and regional NSW.

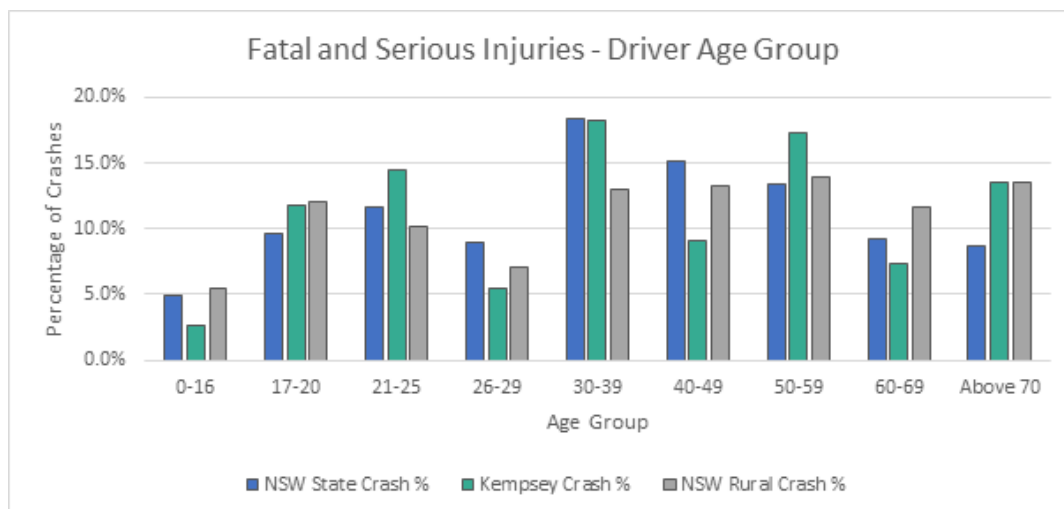


Figure 23: Proportion of crashes by age group in Kempsey Shire Council and Rural NSW



Figure 24 shows the proportion of crashes by age against the proportion of population by age. In this figure, we can see that age groups 21-25, 30-39, and above 70 are involved in a high proportion of crashes compared to the proportion of population in Kempsey.

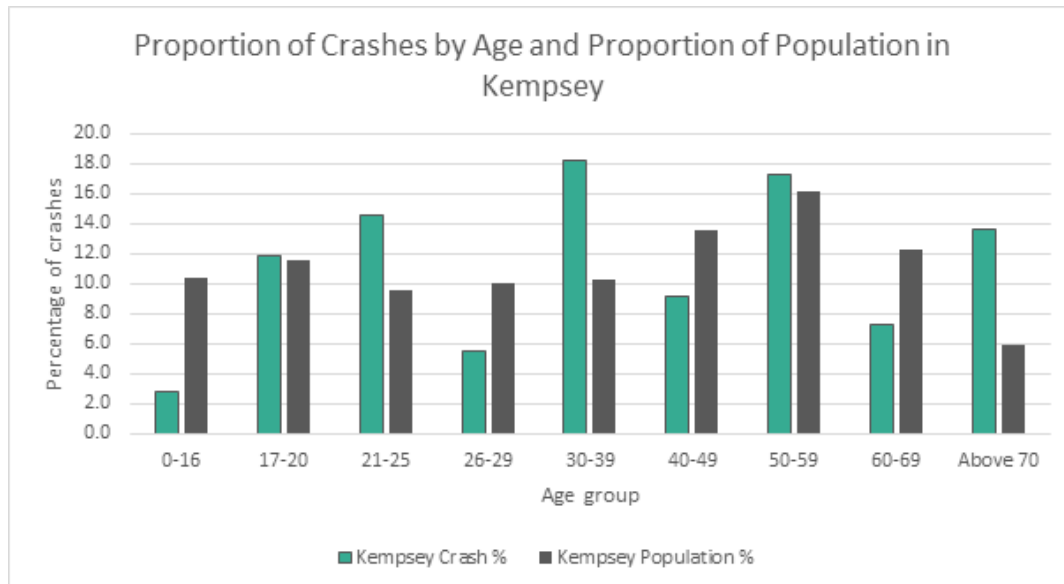


Figure 24: Proportion of crashes in Kempsey by age and proportion of population in Kempsey by age

Table 1: Overview of fatal and serious injury crashes in Kempsey Shire

Road User	Most common type	Hotspots in Kempsey	Further notes:
Pedestrians	Being struck when crossing the road or crossing driveways.	Areas with high pedestrian activity, such as the township of Kempsey.	Although pedestrian crashes occur more often on roads with lower speed limits, vehicle speeds exceeding 30km/h can cause significant trauma and death when a crash does happen.
Cyclists	Being struck at intersections, and while making a right turn.	Built up areas with signalised intersections, such as the township of Kempsey.	
Motorcyclists	Being struck at intersections, and while making a right turn.	Intersections.	There was insufficient data for serious motorcycle accidents, although most of the minor motorcycle accidents were run-off roadway, rear-end, lane changes with vehicles and other carriageway related incidents.



Road User	Most common type	Hotspots in Kempsey	Further notes:
Cars (passenger vehicles)	Run off-road into object type crashes, and head-on.	Armidale Rd, Pacific Hwy, Macleay Valley Way, Pipers Creek Road and South West Rocks Rd.	20% of all serious car-related road accidents occurred on Armidale Rd. 37% of vehicle crashes resulted from vehicles leaving the roadway at a bend and impacting an object. 13% of vehicle crashes were head on crashes with vehicles from opposing directions.
Heavy vehicles	Crashes at intersections, Rear end crashes and run off-road into object type crashes.	No distinct hotspots were identified, however most occurred in high-speed zones (>80km/h).	

There are many Safe System treatments that can be used to address the crash types identified in the table above. Some of the issues identified can be mitigated through the typical treatments, some of which are presented below.





## Potential Treatments for Common Crash Types in Kempsey Shire

### Pedestrian Treatments



Figure 25: Wombat Crossing- Memorial Avenue South West Rocks

Wombat Crossings (Figure 25) are a proven method of reducing pedestrian casualty rates by as much as 63%<sup>7</sup>. Pedestrian refuge islands (Figure 26) provide an area for pedestrians to stand while crossing multiple lanes. These islands also encourage vehicles to slow down.



Figure 26: Pedestrian Refuge Island – River Street West Kempsey

Kerb outstands can also be used as a traffic management treatment to slow vehicles down around pedestrian crossing points.

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<sup>7</sup>Makwasha. T, Turner. B, Safety of Raised Platforms on Urban Roads (<https://acrs.org.au/files/papers/arsc/2017/Safety%20of%20raised%20platforms%20on%20urban%20roads.pdf>)



## Cyclist Treatments

Protected intersections and roundabouts (Figure 27) can be used to reduce fatal and serious injury crashes at intersections. Sharrow pavement markings on approaches to roundabouts are a great way to alert all motorists that cyclists are sharing the roadway. Installing speed humps or cushions on approaches to roundabouts also lowers the speeds at which vehicles travel in the roundabout, better aligning the speed with the Safe System tolerance for cyclists (30km/h).



Figure 27: Protected Roundabout Intersection – Phillip Drive South West Rocks

An effective method to reduce cyclist crashes is to have cyclist off-road paths. This will ensure cyclists are grade separated from vehicles using the road. Shared paths (Figure 28) and separated bike lanes are Safe System treatments that reduce fatal and serious injury crashes for cyclists.



Figure 28: Shared Use Path



## Motorcyclist Treatments

Road safety barriers with rub rails (Figure 29) are a safe system treatment for loss of control on carriageway and run-off-road crashes for vehicles. Installing a rub rail system along the base of the barrier makes the system safer for motorcyclists leaving the roadway.



Figure 29: Safety Barrier with Rub Rail

## Vehicle Treatments

Audio tactile line markings and wide centreline treatments are safe system treatments that can reduce run-off-road and head-on vehicle crashes by 20%<sup>8</sup>. Median barriers and wide centrelines are additional safe system treatments proven to reduce head on crashes when vehicles leave the roadway, as seen in Figure 30. Wide centreline treatments can reduce crashes by 60%<sup>9</sup>. Roadside barriers are a primary intervention<sup>10</sup> that reduce the severity of run-off road crashes, should they occur, by guiding the vehicle along the barrier and thereby ensuring that vehicles avoid any potential roadside hazards.

<sup>8</sup>AustRoads. SAG6291: Practical Approaches for Managing Regional Road Safety Priorities – Project Report

<sup>9</sup>AustRoads. SAG6291: Practical Approaches for Managing Regional Road Safety Priorities – Project Report

<sup>10</sup>AustRoads. SAG6291: Practical Approaches for Managing Regional Road Safety Priorities – Project Report





Figure 30: Road with Audio Tactile Line Markings and Median Barriers

### Speed Limits

In line with the Safer Roads Safe System Principle, lowering the speed limit from 100km/h to 80km/h on roads will reduce vehicle and motorcycle crashes. 39 of the 78 (50%) vehicle crashes in Kempsey Shire occurred on roads where the posted speed limit was 100km/h or 110km/h. Lowering the speed limit to 80km/h reduces the likelihood of crashes occurring and the severity of crashes when they do occur.





## Crash comparison between Kempsey Shire and New South Wales

Over the past five years, on average, there is one road fatality per 4,898 people in NSW and one fatality per 2360 people in Kempsey Shire, double the average compared to that of the state's average. There is one road fatality per 2783 people in the Northern Region. For serious injuries, there is one injury per 343 people in NSW, one per 327 people in Kempsey Shire and one per 296.4 people in the Northern Region.



Crash Pacific Highway 2023 – Source Macleay Argus News



# Our Community Engagement

Community engagement is an essential component of Council's planning, and accordingly the development of this strategy included feedback on road safety from the community. We listened to our community through feedback provided through our website, an online survey, and comments from the strategy public exhibition.

## Engagement Survey

The first stage of the community engagement included an online survey, council presence at community events and consultation sessions with stakeholders. The feedback provided valuable insights that helped us identify road safety issues that matter to the community.

The participants in the survey expressed that rural areas and arterial roads were the primary focus of their concern regarding road safety (Figure 31).

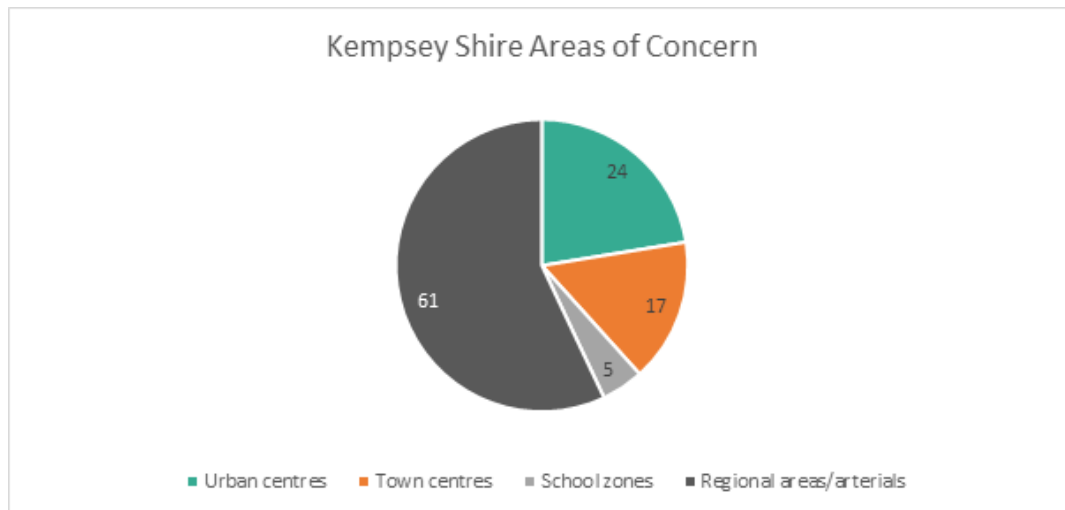


Figure 31: Road safety areas of concern

Survey respondents provided their top five road safety concerns as shown in Figure 32.

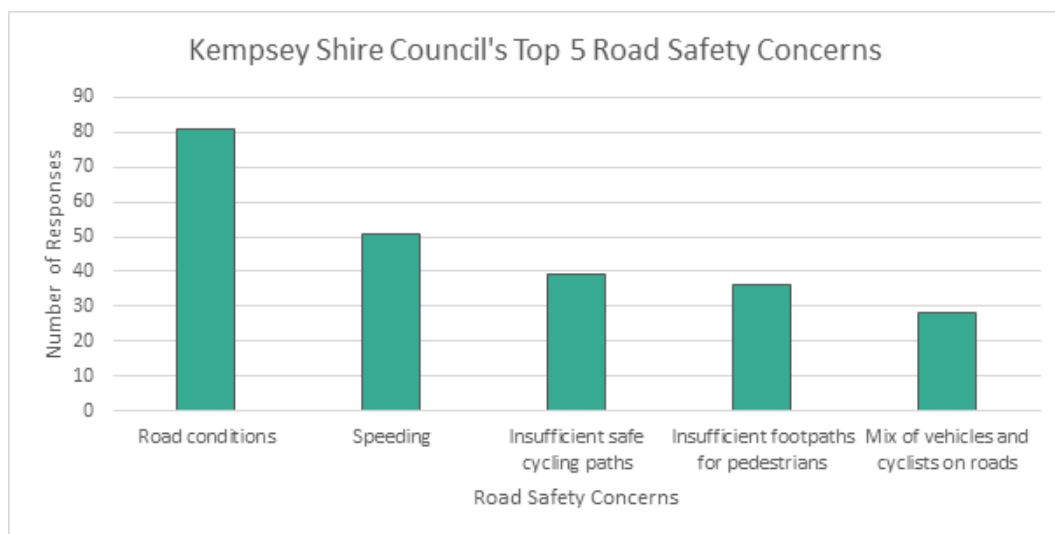


Figure 32: Top 5 road safety concerns for Kempsey survey respondents



- 1. Road conditions** – there is a broad concern across the community about road conditions in Kempsey Shire. We will identify key risk areas and prioritise improvements in these areas through ongoing upgrades of Council's Road network and through the State's Safer Roads Program
- 2. Speeding** – generally the community believes speed limits in the shire are suited to the roads (Figure 33). This is particularly true around schools, and towns and villages, where survey respondents largely believe speed limits are "about right" on roads. In rural areas, almost 60% of respondents believe speeds are "about right", with 28% stating speed limits are "too high".

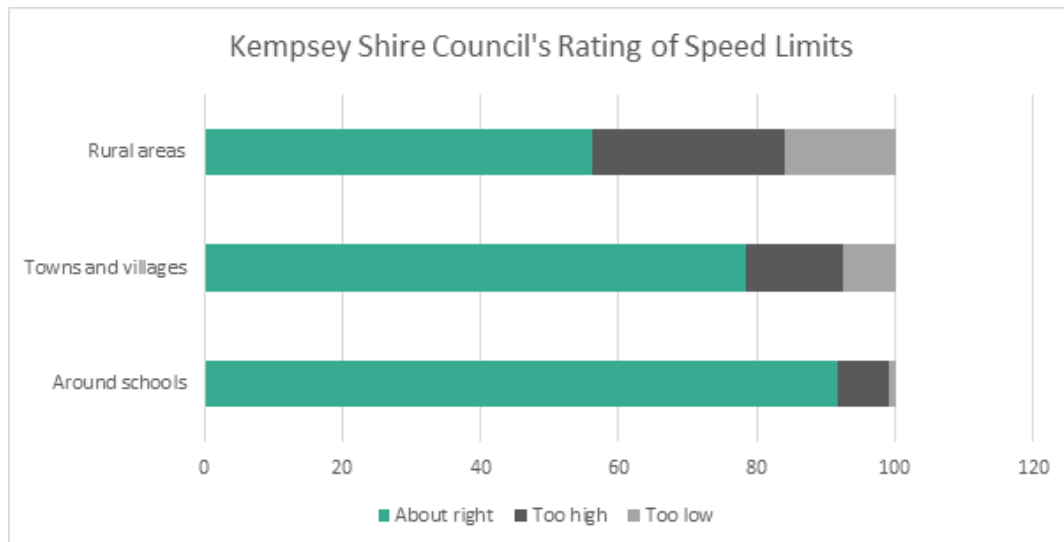


Figure 33: Kempsey Shire Council's rating of speed limits

In general, the community is content with the existing speed limits, although there are concerns from residents and key stakeholders regarding some drivers intentionally exceeding the speed limit.

**3. Insufficient safe cycling paths** – a key concern for the community is the safety of cyclists on Kempsey Shire roads. Community members would like to see a more connected cycling network.

*"Connect existing cycle lanes to promote cycling by young people and adults. Ensure schools are cycle accessible".*  
(Community feedback)

**4. Insufficient footpaths for pedestrians** – while not at the top of the list of priorities for survey respondents, pedestrian facilities still remain a significant concern and has been emphasised as a road safety priority for the community.

*"More dedicated lanes for cyclists to encourage safe cycling opportunities".*

(Community feedback)

**5. Mix of cyclists and vehicles on roads** – as covered in the above points, the community believes there are insufficient paths for cyclists and pedestrians. Key stakeholders within the community have also raised concerns around cyclists and vehicles sharing the road. Having more cycling paths will likely reduce the number of cyclists sharing the roads with vehicles.

*"Dedicated cycleways, or even shared cycle/pedestrian paths".*

(Community feedback)



## Exhibition Feedback

Community members were given the opportunity to provide additional feedback on the strategy during the public exhibition stage of the project. Overall, the exhibition feedback showed similar trends to the engagement survey.

Around 60% of respondents stated that road safety is a key concern in regional areas on arterial roads. The key safety concerns raised from the public exhibition were the same 5 concerns from the survey. This includes road conditions, speeding, insufficient footpaths for pedestrians, mix of vehicles and cyclists on road, and insufficient safe cycling paths (Figure 34).

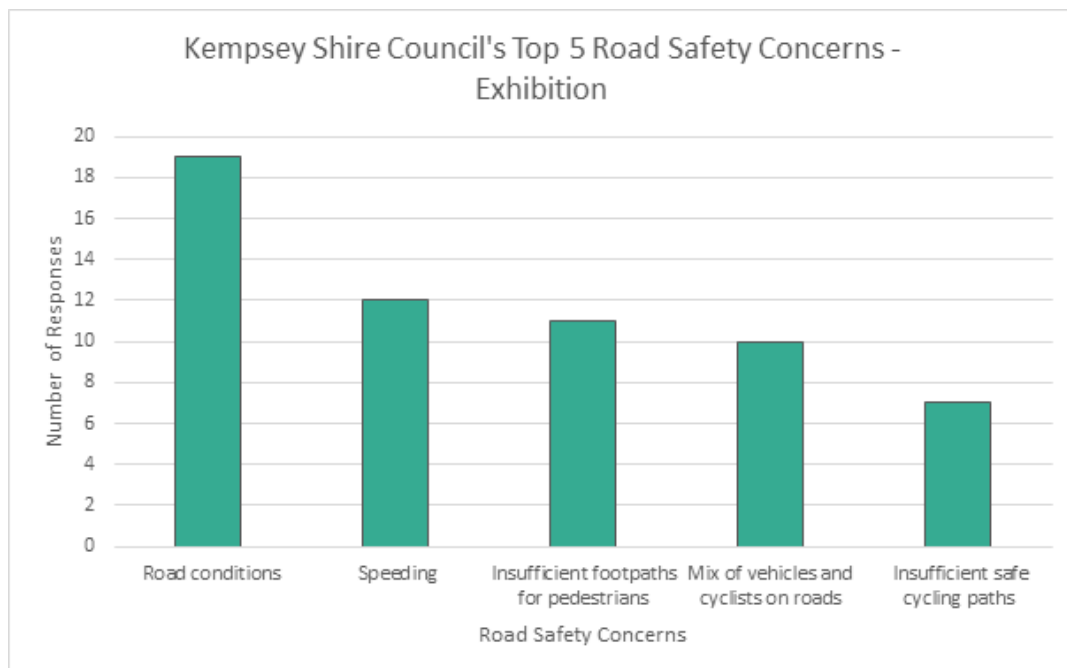


Figure 34: Top 5 road safety concerns for Kempsey from exhibition





Feedback from the exhibition showed that the community believes speed limits are appropriate, as was shown in the survey results (Figure 35). All respondents believed speed limits were appropriate around schools. More than half of respondents stated speeds are “about right” in rural areas and around towns and villages.

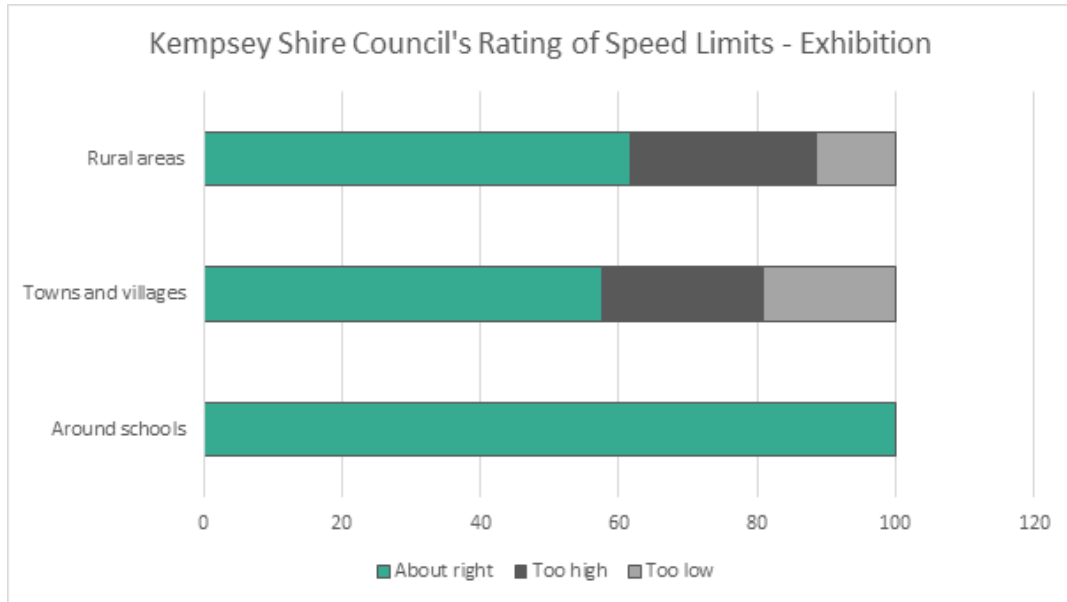


Figure 35: Kempsey Shire Council's rating of speed limits from exhibition



# Our Vision and Action Plan

## Strategic Approach

Kempsey Shire Council will adopt Vision Zero, which means we are committed to achieve zero fatalities within our Shire by the year 2050.

Our strategy is to achieve our vision through implementation of sustainable road safety actions designed to accord with key action themes.

## Our Action Themes

Based on the research, analysis, consultations, and application of best practice in road safety management, Council have identified the following themes to guide our road safety response over the next 10 years:

- 1. Leadership and Best Practice** – we are committed to Towards Zero and the Safe System Approach and we will act as an exemplar for road safety. We are willing to make bold improvements, such as speed changes, to advance road safety in our community.
- 2. Working Together** – we will work with our road safety partners and the local community to shape the future of road safety together.
- 3. Safe System Approach** – we apply the globally recognised Safe System approach, which addresses the four main factors that contribute to a crash:
  - Safe Roads
  - Safe Speeds
  - Safe People
  - Safe Vehicles
- 4. Active and Public Transport** – we will reduce risks for active transport users, recognising how important this is for a healthy and sustainable community.

## Our Action Plan

The schedule below identifies actions to be progressively implemented subject to funding and resources. Council may seek opportunities to fund the actions via NSW Government Funding programs such as Safer Roads, Safety Around Schools and Active Transport.

Some of the actions require a significant commitment of resources, and will require time to plan and consult with the community and road safety stakeholders.

There are “ongoing” actions designed to result in road safety improvements that address the issues raised in the community consultations. Council can implement these actions as part of its annual operational activities. Indicative time frames are shown as short (1-2 year), medium (3 -5 years) and long (5+ years) to align with Council’s Operational and Delivery Plan framework. Ongoing actions are expected to be rolled out annually as resources permit.



Action no.		Aim	Action	Year
1	Leadership & Best Practice	Leadership & Best Practice Incorporate road safety in Planning and Development of strategies and guidelines.	Work with the NSW Department of Planning and Transport for NSW to align strategies, guidelines and processes with Safe System principles.	Ongoing
2	Leadership & Best Practice	Proactively seek funding and grants for road safety.	Develop a list of funding sources and register to online mailing lists for the applicable NSW and Federal Government Road Safety Grants. Submit grant applications for State & Federal Funding under - Road Safety Programs.	Ongoing
3	Leadership & Best Practice	Council commitment to road trauma reduction.	Regularly review crash data to identify key issues and trends and to inform planning, programming, design and operations.	Ongoing
4	Leadership & Best Practice	Implement road safety in planning and development.	Development and review of Council plans, strategies and policies include road safety issues, activities, actions and targets as considered relevant.	Ongoing
5	Safe Roads & Streets	Reduce road crashes and assist with the development of future plans, designs and funding applications.	Review crash data and associated maps to identify areas with high numbers of crashes.	Ongoing
6	Safe Roads & Streets	Remove black spots and assist with the development of future plans, designs and funding applications.	Review crash data and associated maps to identify areas with high numbers of fatal crashes.	Ongoing
7	Safe Speeds	Safe and consistent speed limits.	Continue to identify speed zones in need of review in consultation with Transport for NSW.	Ongoing



Action no.		Aim	Action	Year
8	Safe Speeds	Speed limit compliance.	Continue to conduct regular speed monitoring surveys and request Police enforcement for confirmed high speed locations/areas.	Ongoing
9	Safe People	Promote safe behaviour of all road users.	Promote road safety messages that target local road safety issues and align with Transport for NSW statewide messages.	Ongoing
10	Safe People	Promote safe behaviour of all road users.	Continue to develop annual Road safety Action Plans in collaboration with TfNSW and NSW Police and ensure these plans align with the RSSP adopted actions aimed to promote safe behaviour of all road users.	Ongoing
11	Safe People	Improve road safety in town centres.	Review and reduce in consultation with TfNSW pedestrian signal wait times and increase green-man crossing times where applicable.	Ongoing
12	Active & Sustainable Transport	Improve pedestrian crossings.	Continue to deliver pedestrian facilities as scheduled in the Council adopted Pedestrian Access Mobility Plan (PAMP).	Ongoing
13	Active & Sustainable Transport	Improve cycle/ shared paths.	Continue to deliver cycleway facilities as scheduled in Council's adopted BIKEPLAN.	Ongoing
14	Active & Sustainable Transport	Improve safety around schools.	Conduct a program of Safe Access Audits or Road Safety Audits for schools and identify improvement actions.	Ongoing
15	Active & Sustainable Transport	Continue road safety communications.	Plan and implement Safety Around Schools education and awareness programs in consultation with NSW Department of Education and Transport NSW.	Ongoing





Action no.		Aim	Action	Year
16	Working Together	Listening to the community.	Monitor and respond to community feedback on road safety related matters.	Ongoing
17	Working Together	Listen to stakeholders.	Engage with road safety state agency, community group and local organisation stakeholders.	Ongoing
18	Working Together	Working with our Road Safety Partners.	Engage and collaborate with Transport for NSW, NSW Police, Department of Local Government, Regional Group Councils and related Road Safety Institutes.	Ongoing
19	Safe Vehicles	Safe vehicles fleets.	Promote the use of safe vehicles with Council employees.	Ongoing
20	Safe Vehicles	Heavy vehicles.	Collaborate with the Heavy Vehicle Regulator to ensure safe operation of heavy vehicles through the assessment of route access permit applications and Council related behavioral programs.	Ongoing
21	Leadership & Best Practice	Council commitment to the Safe System approach.	Provide training in Safe System principles for key KSC staff.	Short term
22	Leadership & Best Practice	Safer Driving.	Develop and deliver Safer Driving Programs for all ages in partnership with TfNSW and NSW Police.	Short term
23	Safe Roads & Streets	Improve the safety of our roads.	Conduct Road Safety Audits.	Short term
24	Safe Speeds	Safe Speeds around Schools.	Monitor speeding around schools and identify speed reduction measures to be implemented.	Short term
25	Safe Vehicles	A Safe KSC Vehicle Fleet.	Review and update Council vehicle fleet policy to incorporate safety technologies.	Short term



Action no.	Theme	Aim	Action	Year
26	Safe Roads & Streets	Safer Intersections.	Develop a prioritised list of intersections requiring safety improvements and identify safety treatments and develop a program of improvements.	Medium term
27	Safe Vehicles	Improve Child Safety.	Promote child safety features in vehicles.	Medium term
28	Leadership & Best Practice	Promote Active and Sustainable Transport.	Review and update of Council adopted plans and guides to enhance road safety and encourage active and public transport.	Medium term
29	Leadership & Best Practice	Council commitment to road trauma reduction.	Include target for trauma reduction in Council Community Strategic Plan and regularly review progress.	Medium term
30	Safe Speeds	Safe Places for People.	Incorporate Transport for NSW Movement & Place principles as part of Council's town centre master planning and urban designs.	Medium term
31	Safe Speeds	Sustainable low speed environments.	Communicate as part of future road safety behavioral programs the road safety benefits of low-speed environments.	Medium term
32	Safe People	Reduce road user distraction.	Communicate as part of future road safety behavioral programs the dangers of road user distraction.	Medium term
33	Safe People	Better compliance with Road Rules.	Promote in collaboration with NSW Police a better understanding of road rules.	Medium term
34	Safe People	Improve road safety in town centres.	Review pedestrian facilities within town centres and identify measures for safety improvements.	Medium term



Action no.	Theme	Aim	Action	Year
35	Safe Vehicles	Safer Motorcycles.	Increase awareness of the importance of personal protective equipment for motor cyclists.	Medium term
36	Active & Sustainable Transport	Improve Pedestrian Footpaths.	Conduct a high-level footpath network audit to identify areas for improvements to be included as part of future reviews of Council's Pedestrian Access Mobility Plan.	Long term
37	Safe Roads & Streets	Proactive identification of road safety issues and local area improvements.	Develop a program of Local Area Traffic Management Plans for precincts to proactively review and address identified road safety issues.	Long term
38	Safe People	Safe Use of Shared Paths.	Promote safe use of shared paths, identify, and implement improvements to enhance safer operation of shared paths to be included as part of future reviews of Council's Pedestrian Access Mobility Plan	Long term
39	Safe People	Improve road safety around schools.	Engage with schools through regular forums and promote active transport to schools.	Long term
40	Safe Roads & Streets	Safer and accessible parking.	Develop a program of parking area audits to assess safety and accessibility.	Long term



