

# National Road Safety Forum Program



**Professor Ian Johnston AM**  
**Independent Chair, National Road Safety Partnership Program**

Ian has worked in transport, specialising in transport safety, since 1966 with roles as a researcher, policy analyst, program administrator, senior executive and non-executive board member across

a range of transport modes and settings. His final full time appointment was as Director of the MUARC until the end of 2006 where he still retains an affiliation as an Adjunct Professor. He also operates a consultancy in transport safety and currently holds appointments as the independent Road Safety Expert on the Tasmanian Road Safety Council and as a member of the Core Advisory Group of the World Bank's Global Road Safety Facility.

## The importance of partnerships



**Bernard Carlon**  
**Acting General Manager, Centre for Road Safety, Transport for NSW**

For the past two years Bernard has been responsible for spearheading the development and delivery of NSW road safety policy and the NSW Road Safety Strategy in the Centre

for Road Safety.

Bernard has a Master's degree in Management. His career has spanned Government and non-government sectors in leadership roles across a range of portfolios including Health, Community Safety, Environment and now Transport. His work in these sectors is interconnected through his commitment to social change.



**Belinda Clark**  
**Interim CEO, Amy Gillett Foundation**

Belinda Clark is the Interim CEO of the Amy Gillett Foundation, Australia's leading bicycle safety organisation. She is a proven commercial leader with broad and diverse corporate, public sector and not-for-profit experience and program

leadership. The Amy Gillett Foundation was formed with the single purpose to make bicycle riding safer and its mission is to achieve zero bicycle fatalities in Australia. It is the 10th anniversary of Amy's death this year and the Foundation continues to press for change on bicycle safety issues.



**Peter Frazer**  
**President, Safer Australian Roads and Highways Inc**

In February 2012, Peter's daughter Sarah was killed in a completely avoidable road crash after her vehicle broke down. As a result of this tragedy he and his family decided that they would contribute to

improving road safety outcomes through their policy and community education work.

As a result of their initiatives, Safer Australian Roads and Highways Inc (SARAH) was established. Peter is President of the not-for-profit incorporated association.

Peter is an economist with over 30 years' experience in the field. His organisation's signature event, Yellow Ribbon National Road Safety Week, has been a finalist in both the 2014 3M ACRS - Diamond Road Safety Awards - Australasian College of Road Safety and the 2013 Australian Road Safety Award.



**Dave Cooke**  
**Manager, National Motorcycle Alliance**

Dave has been involved in motorcycling as a racer since childhood, starting out in Junior MotoCross and progressing to Road Racing, where he still competes today. He has also worked in the motorcycle media, as National Manager

of two national motorcycle magazines, and still writes for motorcycle magazines.

Dave has a background in senior management with multi-national corporations, and brings a high level of professionalism and corporate acumen to the management of the Motorcycle Alliance in providing services and advocacy for motorcyclists around the country.



**Evan Walker, Principal Manager, Safer Systems, Centre for Road Safety, TfNSW**

Evan has a degree in psychology and has over 10 years experience working in road safety research and policy development. He has worked on a number of high-profile road safety campaigns like Pinky,

Plan B, Paranoia, Don't Rush and Get Your Hand Off It. Evan has also worked on other road safety initiatives like the Safer Drivers Course, youth road safety events and education and the introduction of roadside drug testing. Evan's current role involves managing a number of teams who are focused on making sure that you, the vehicles you drive and the roads you drive on are as safe as possible.



**Kyle Loades**  
**President, The National Roads and Motorists' Association**

Kyle was appointed President of the NRMA in July 2014. He was first elected to the NRMA Board in 2006. He is currently Chair of the Governance, Compensation and Nomination

Committee and served as Chair of the Finance & Investments Committee from 2012 to 2014.

Kyle is the founder of Auto Advantage, an independent motor vehicle advisory and buying service that he established in 2001. It provides services Australia-wide from offices on the Central Coast, Newcastle, Sydney, Melbourne, Brisbane and Perth.

9:00

**Registration**

9:30

**Welcome - Eric Howard, Facilitator**

9:40

**Opening address - The Hon Duncan Gay MLC, Minister for Roads, Maritime and Freight**

10:00 - 10:30

**Keynote speech - 21st century innovations in road safety and their implications for delivering Australia's National Road Safety Strategy to 2020**

**- Tony Bliss, Honorary Senior Fellow, University of Melbourne and Director, Road Safety Management Ltd**

10:30 - 11:00

**Responses to keynote speech - featuring Tim Reardon, Secretary, Transport for NSW**

11:00 - 11:20

**Coffee break**

11:20

**Technology's role in road safety**

**Introduction** - John Wall, Manager of Road Safety Technology, Centre for Road Safety, TfNSW

**Telematics, data and incentives** - Frank Peppard, Chairman, Insurance Box

**Highly automated vehicles** - Paul Gray, Chief Executive Officer, Cohda Wireless

**The future is now**

A panel discussion with presenters plus Dean Zabrieszach, CEO/Director, HMI Technologies and Michael Regan, Chief Scientist, ARRB Group

Chair - Lauchlan McIntosh, President, Australasian College of Road Safety

12:30 - 13:20

**Lunch**

13:20

**Workplace safety - reducing crashes and costs**

**Introduction** - Jerome Carslake, Manager, National Road Safety Partnership Program

**Let's talk about heavy vehicle safety** - John King, National Linehaul Manager, Toll NQX

**Near misses - the lead indicator** - Jim Appleby, National Manager of Safety, Downer Infrastructure

**The importance of industry: Keeping staff and the community safe on our roads**

A panel discussion with presenters plus Dr Jeff Potter, Project Director, National Transport Commission and Rebecca Lehman, General Manager, Connect Macquarie Park + North Ryde

Chair - Professor Ian Johnston, Independent Chair, National Road Safety Partnership Program

14:30 - 14:45

**Coffee break**

14:45

**The importance of partnerships**

**Introduction** - Bernard Carlon, A/General Manager, Centre for Road Safety, TfNSW

**Partnership approach to improve cycling safety** - Belinda Clark, Interim CEO, Amy Gillett Foundation

**Partnership approach to advocacy** - Peter Frazer, President, Safer Australian Roads and Highways Inc

**Improving safety through motorcycle partnerships** - Dave Cooke, Manager, National Motorcycle Alliance and Evan Walker, Principal Manager, Safer Systems, Centre for Road Safety, TfNSW

**Towards safer communities: Encouraging more community partnerships and initiatives**

A panel discussion with presenters plus Kyle Loades, President, The National Roads and Motorists' Association (NRMA)

Chair - Bernard Carlon, A/General Manager, Centre for Road Safety, TfNSW

15:55 - 16:15

**Wrap-up of day - Eric Howard, Facilitator**





## Facilitator



**Eric Howard**  
**Principal, Whiting Moyne**

Eric came to Whiting Moyne, a Strategic Road Safety Advisory Consultancy operating internationally since 2006, after he completed 7 years as General Manager Road Safety with VicRoads.

He chaired the OECD/ITF Working Group which published the landmark "Towards Zero" Road Safety Report in 2008. He has chaired a number of government task forces on road safety issues within Australia and presents widely on road safety matters.

He was a member of the Advisory Board of MUARC from 1998 to 2006 and Chair of the Western Australian Parliamentary Road Safety Group from 2006-2009.

## Keynote Speaker



**Tony Bliss**  
**Honorary Senior Fellow, University of Melbourne and Director, Road Safety Management Ltd**

Tony is an internationally recognised road safety management specialist with extensive experience in the transport, communications and health

sectors, and associated global policy research networks. He is currently Honorary Senior Fellow, Urban Transport, Faculty of Architecture, Building and Planning at the University of Melbourne, and a Director of Road Safety Management Limited, a New Zealand based road safety management consultancy.

In his previous position as the Lead Road Safety Specialist at the World Bank, Washington DC, Tony directed the development, promotion and implementation of multi-sectoral strategies designed to improve road safety in low and middle-income countries, working with World Bank sector teams and global, regional and country partners.

Prior to taking up his position at the World Bank Tony held the position of General Manager, Strategy Division, Land Transport Safety Authority, New Zealand where he led the successful implementation of the National Road Safety Plan 1990-2000 and directed the design and preparation of the ongoing national Road Safety Strategy to 2010.

## Technology's role in road safety



**John Wall**  
**Manager of Road Safety Technology, Centre for Road Safety, TfNSW**

John is recognised as one of Australia's leading specialists in the application of Intelligent Transport Systems for road safety. He has more than 20 years experience in the development of road

safety strategies and holds tertiary qualifications in applied science, education and public health.

He is responsible for the development of research and evaluation programs that focus on new road safety technologies.

John is a recipient of the NSW Premier's Public Sector Awards for delivering better services to the Public, a National Medal for Service for his work as a volunteer with the NSW State Emergency Service and a Commissioner's Commendation for Courage in 2009 for his role in rescuing a truck driver in a horrific crash.



**Frank Peppard**  
**Chairman, Insurance Box**

Frank has pursued telematics since 2008 and founded Insurance Box in 2013 as Australia's first telematics car insurance product with QBE. His focus is customer experience and improving the safety of drivers whilst reducing claims.

Insurance Box has ignored No Claim Bonus / No Claim Discount as a standard insurance rating factor in favour of a new fairer rating system based on driver behaviour, called DriveScore. Insurance Box has won a 2014 CANSTAR award for innovation and a 2015 CELENT Asian insurance technology award.

Frank is a former adviser to Victorian Premier Jeff Kennett and to NSW Senator Helen Coonan, a former Minister for Communications.



**Paul Gray**  
**Chief Executive Officer, Cohda Wireless**

Paul has been Cohda's CEO since 2011. He has led Cohda's entry into the automotive V2X market and placed Cohda in the number one position for this new market. Paul has extensive

experience in creating value from new technologies, particularly disruptive technologies. Prior to becoming CEO Paul was Cohda's Chief Engineer for 5 years.



**Dean Zabrieszach**  
**CEO/Director, HMI Technologies**

Dean has been the CEO/Director of HMI Technologies Pty Ltd since March 2015. HMI is a market leader in the supply of ITS related solutions and signage in New Zealand and is expanding its operations into Australia.

Dean previously held several senior roles at VicRoads, most recently as Director Road Operations. He was responsible for the deployment of numerous ITS solutions.

As Vice President of ITS Australia and Australia's Board Director on ITS Asia Pacific, Dean was integral in Melbourne's successful bid to host the 23rd ITS World Congress in 2016, the world's most prestigious Intelligent Transport Systems event.



**Dr Michael Regan**  
**Chief Scientist, ARRB Group**

Mike is Chief Scientist-Human Factors for the ARRB Group, which is a national road research agency. He holds an honorary appointment as Adjunct Professor with the University of New South Wales and is the Immediate Past President of the

Human Factors and Ergonomics Society of Australia.

Mike has designed and led more than 100 major research projects in road and transport safety. He has specialist expertise in the design of naturalistic driving studies, field operational tests of intelligent transport systems, and human in-the-loop simulation studies. He is the author/co-author of around 230 published documents, including three books.



**Lauchlan McIntosh AM**  
**President, Australasian College of Road Safety**

Lauchlan is currently President of the Australasian College of Road Safety, Chair of ANCAP Australasia Ltd.

He was Executive Director of the Australian Automobile Association,

an inaugural Director of iRAP (the International Road Assessment Program) and a past Chairman of Intelligent Transport Systems Australia.

As an Australian Harkness Fellow he completed a Master of Management Science degree at the Massachusetts Institute of Technology.

## Workplace safety – reducing crashes and costs



**Jerome Carslake**  
**Manager, National Road Safety Partnership Program / ARRB**

Jerome's origins are from the northern wheat belt of Western Australia and his background is in agricultural science, project management, strategic research and stakeholder engagement. His

passion in team work and collaboration originate from his rowing at an elite level as both a rower and coach. The development of National Road Safety Partnership Program draws on all of these skills with the program steadily expanding and promoting a positive road safety culture in the workplace.



**John King**  
**National Linehaul Manager, Toll NQX**

John commenced his road transport industry career with Comet Overnight Transport (TNT) at Alexandria in Sydney. However has spent most of his 44 years in Queensland.

John has had the responsibility for company wide projects such as early entry into Trucksafe (1998) and fitting up engine powered equipment with In-Truck Monitoring devices, particularly for speed management (2000). He has also been responsible for initiating the safer road train BAB and ABB concept (2003) and introducing G-Force enabled 2 way In Vehicle Cameras (2011).



**Jim Appleby**  
**National Manager of Safety, Downer Infrastructure**

Jim has over 28 years' experience in the road infrastructure, asphalt production and civil engineering industries. Jim graduated from Leeds University in 1991 and spent the first 25 years of

his career in the UK, working for several years in senior executive positions for both Tarmac and Holcim before relocating to Australia.

Jim is currently National General Manager – Road Surfacing for Downer Infrastructure Services. Jim joined Downer Infrastructure in 2011 with a vision of a Zero Harm workplace through embracing behavioural change.



**Dr Jeff Potter**  
**Project Director, National Transport Commission**

Jeff has had over seventeen years' experience in developing and implementing road safety policy and safety programs relating to driver behaviour, particularly drink and drug

driving, speeding, fatigue, rail level crossing safety and heavy vehicle safety. Jeff initiated the NTC's work on corporate road safety partnerships. He is currently responsible for the work of the NTC on improving heavy vehicle roadworthiness and on improving productivity and safety for heavy vehicles.



**Rebecca Lehman**  
**General Manager, Connect Macquarie Park + North Ryde**

Rebecca is a Transport Planner with 13 years experience (both in Australia and internationally) of integrating land use and transport through policies, programs and infrastructure.

Connect Macquarie Park + North Ryde is the first Transport Management Association in New South Wales. Connect helps member businesses deliver safe transport solutions, policies and procedures to staff, reducing reliance on driving alone for work and the associated traffic and parking congestion arising from peak period car trips.