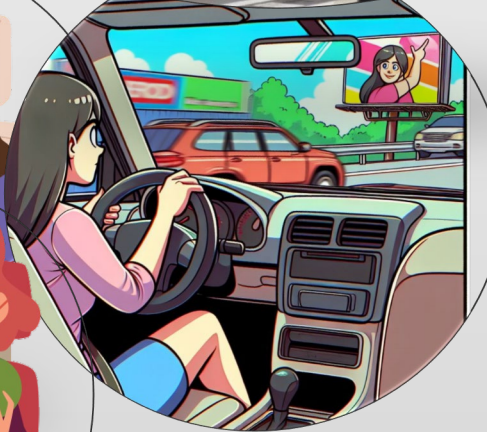# Implementation Guide to the Australian Driver Distraction Roadmap

Matin Nabavi Niaki
Martin Small
Michael Regan

Austroads

Implementation Guide to the Australian Driver Distraction Roadmap

Proposed Approach

Orient: Consider the core issues, and how your organisation can make a meaningful impact on the driver distraction problem

Implementation Guide to the Australian Driver Distraction Roadmap

1. The Problem

2. Current State

3. Forward Work Program

4. Implementation Partners

5. Implementation Mechanisms

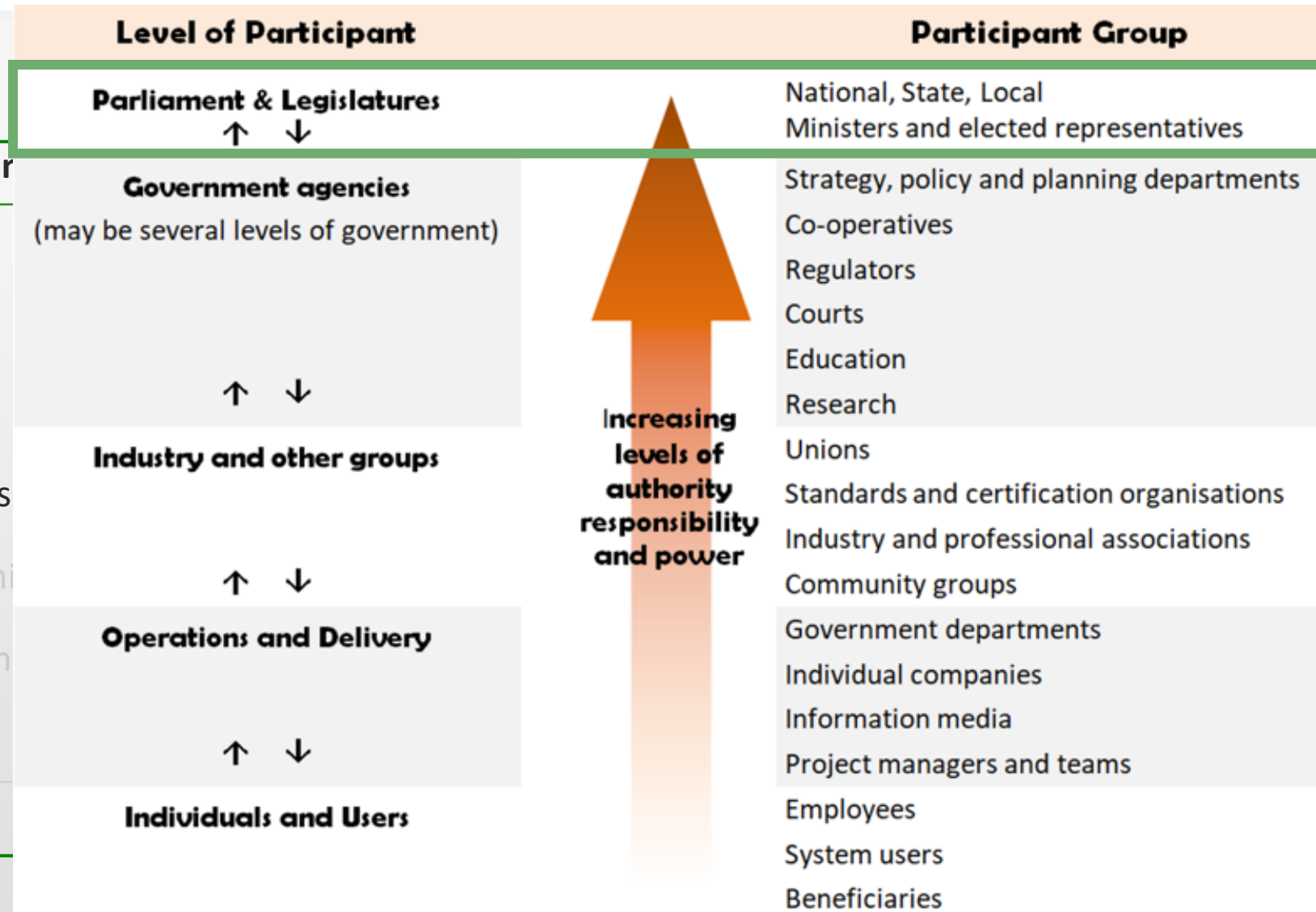6. Ongoing Implementation

7. Good Practice

Proposed Approach

Familiarise: Familiarise yourself with the major development programs that are underway and the potential impact they can have

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Proposed Approach

Align: Systematically review the Forward Work Program agreed by stakeholders and how your organisation's effort can align with one or more elements

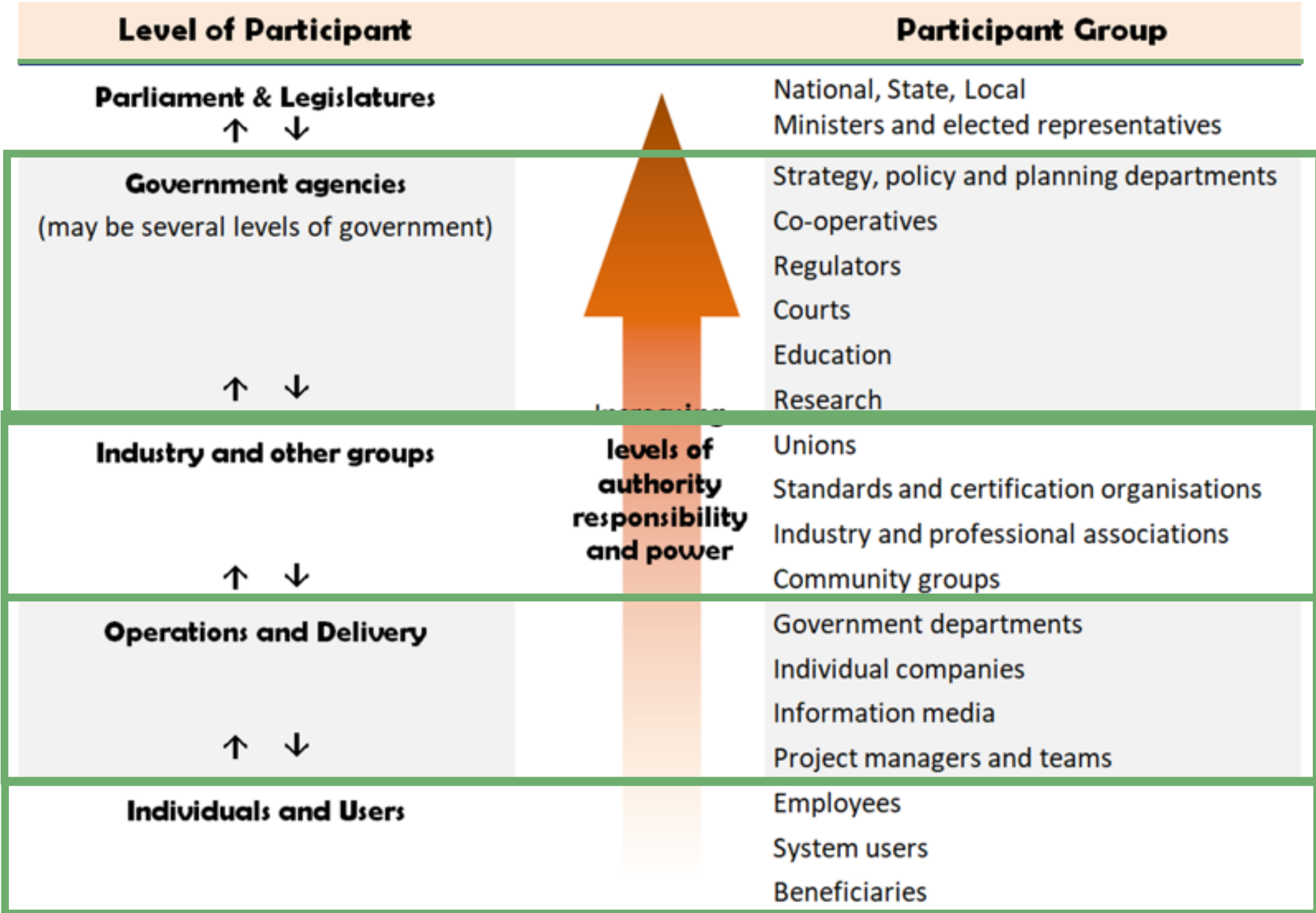| Category	Project name
Data	National driver distraction definition
	Harmonise data collection
	No-blame crash investigation
	Training crash investigators
	Data platform
Standard	Human Machine Interface standards
	Human Factors integration in transport system
	Technology standards
	Vehicle distraction standard
	Road environment standards
	Advertisement safety standard
	Standards for in-vehicle phone setup
Communication/ engagement	National narrative to drive change
	Stakeholder governance
	Demand technology improvement
	Non-transport stakeholders
	Employers and SafeWrok responsibility
	Promote distraction-technology prioritisation
	Communication platform
	Driver education
Assessment	Effectiveness of distraction countermeasures
	Impact of ADAS and automation on distraction
	Evaluate roadmap implementation
	Job stress and distraction investigation
	Evaluate existing regulations and penalties
	Trial new technologies
	After-market distraction mitigation technologies
	Effectiveness of mobile phone detection technology
	Corporate fleet policy
	Road environment assessment
	Insurance incentives

Implementation Guide to the Australian...

Proposed Approach

Level of Participant	Participant Group
Parliament & Legislatures ↑ ↓	National, State, Local — Ministers and elected representatives
Government agencies (may be several levels of government) ↑ ↓	Strategy, policy and planning departments; Co-operatives; Regulators; Courts; Education; Research
Industry and other groups ↑ ↓	Unions; Standards and certification organisations; Industry and professional associations; Community groups
Operations and Delivery ↑ ↓	Government departments; Individual companies; Information media; Project managers and teams
Individuals and Users	Employees; System users; Beneficiaries

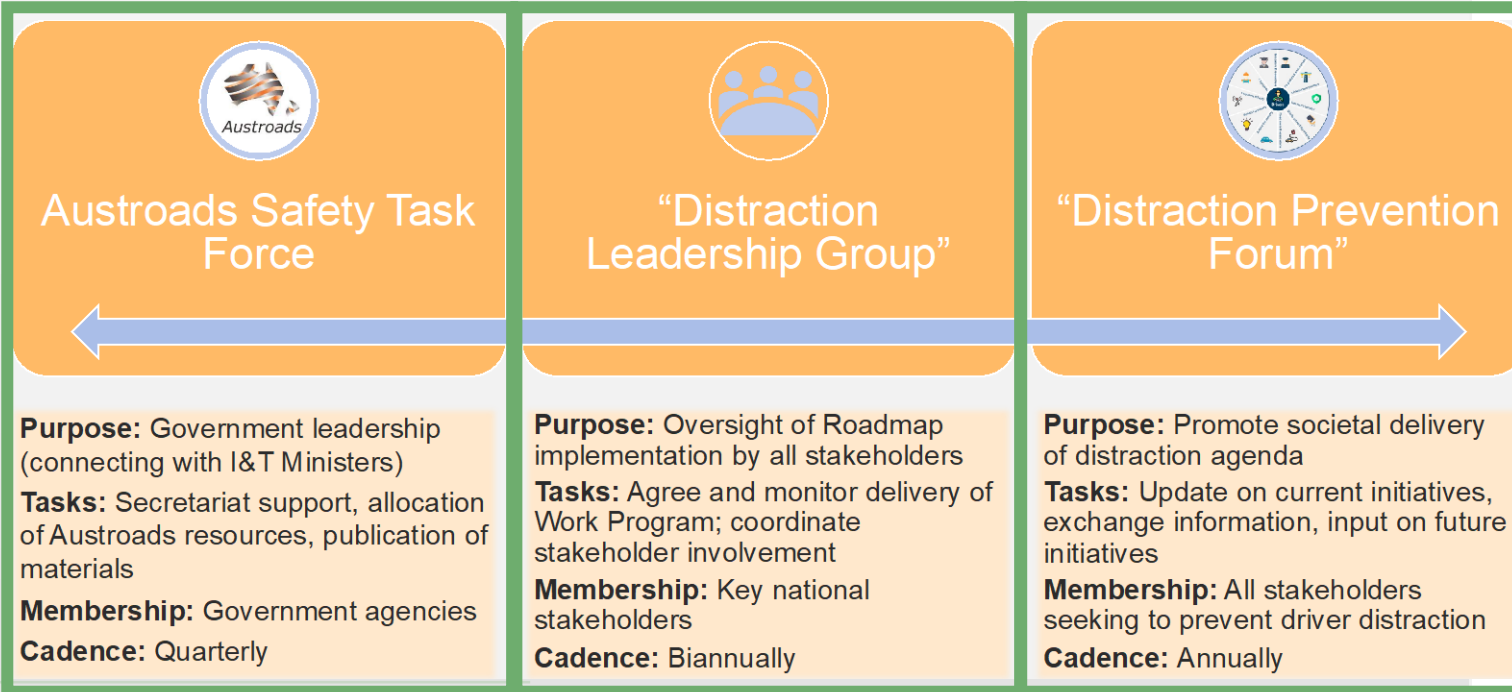Increasing levels of authority responsibility and power

Engage: Discuss the issue with potential partners including how your interests and responsibilities in distraction prevention coincide and present opportunities

Level of Participant		Participant Group
Parliament & Legislatures ↑ ↓		National, State, Local Ministers and elected representatives
Government agencies (may be several levels of government) ↑ ↓		Strategy, policy and planning departments Co-operatives Regulators Courts Education Research
Industry and other groups ↑ ↓	increasing levels of authority responsibility and power	Unions Standards and certification organisations Industry and professional associations Community groups
Operations and Delivery ↑ ↓		Government departments Individual companies Information media Project managers and teams
Individuals and Users		Employees System users Beneficiaries

Implementation Guide to the Australian Driver Distraction Roadmap

Austroads Safety Task Force

Purpose: Government leadership (connecting with I&T Ministers)

Tasks: Secretariat support, allocation of Austroads resources, publication of materials

Membership: Government agencies

Cadence: Quarterly

"Distraction Leadership Group"

Purpose: Oversight of Roadmap implementation by all stakeholders

Tasks: Agree and monitor delivery of Work Program; coordinate stakeholder involvement

Membership: Key national stakeholders

Cadence: Biannually

"Distraction Prevention Forum"

Purpose: Promote societal delivery of distraction agenda

Tasks: Update on current initiatives, exchange information, input on future initiatives

Membership: All stakeholders seeking to prevent driver distraction

Cadence: Annually

Proposed Approach

Design: Identify the best means of achieving the change that you want to see, in line with good practice injury prevention principles and current state issues

8

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Proposed Approach

Deliver: Develop and implement systems that will sustain this activity over an extended period, recognising the intractable nature of the driver distraction problem. Ongoing monitoring and evaluation of the systems to learn from and improve upon

Implementation Guide to the Australian Driver Distraction Roadmap

Proposed Approach

Learn: Retain a focus on learning from and collaborating with others working in the field. This includes ongoing monitoring and evaluation of programs and countermeasures

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Driver Distraction Roadmap: Implementation Guide

Austroads

Matin Nabavi Niaki
Senior Project Manager
Road Safety and Design
Austroads
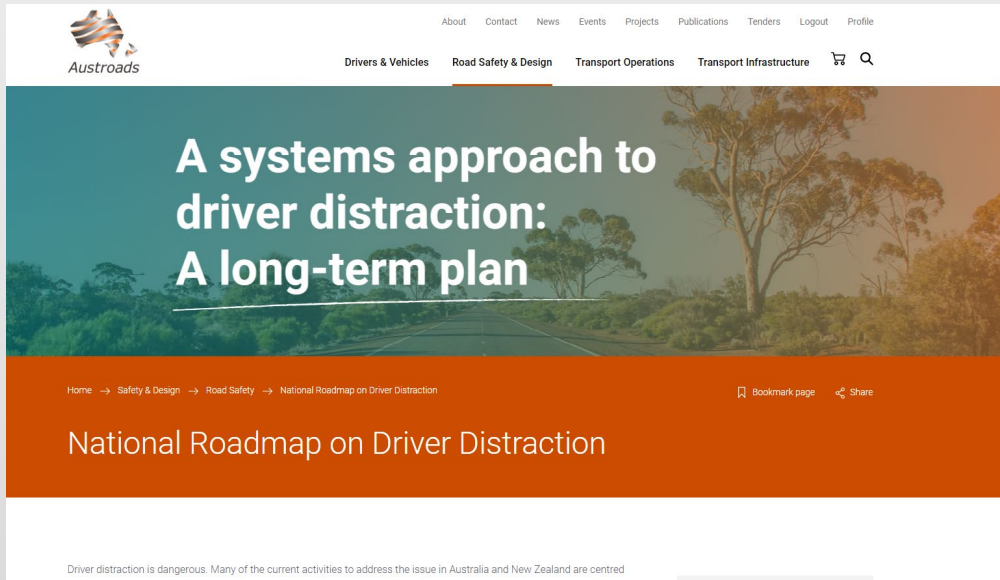mnabavi@austroads.com.au

Michael (Mike) Regan
Emeritus Professor
University of NSW Sydney

Martin Small
Principal
Martin Small Consulting
martin@martinsmallconsulting.com

Visit the driver distraction webpage