

## Co Chair's Update

We hope everyone has been keeping warm over the last few weeks with the chilly weather we have had across the country!

In June Michelle attended the NZ Transport and Infrastructure Summit on behalf of SASTA. The summit brought together key stakeholders from government and private sector to discuss the challenges and opportunities in developing NZ's transport and infrastructure networks. It was wonderful to hear from speakers from throughout the country and network with other industry professionals.

We are also excited to share that CicloCivica have approached SASTA to work collaboratively with them on the exciting new initiative ShareHub.

The focus of the [ShareHub](#) project is to share information on behaviour change programmes with practitioners throughout the country - including promoting cycling based education and best practice, along with evidence based learning.

Driving best practice and sharing information is at the heart of SASTA, and we are thrilled to be joining this journey.

Keep up the good work you are doing out there, it does not go unnoticed.

Michelle and Ngaire



## University of Auckland research on pedestrian headphone use

The tragic deaths of pedestrians in road or rail accidents while distracted by listening to music through headphones have been highlighted in research from the University of Auckland.

Research from the University's School of Population Health has shown that pedestrians who listen to music through earphones are significantly impaired in their ability to localise warning signals above the noise of traffic and trains around them.

Recently completed work by Masters of Audiology student Alicia Tay, undertaken with Associate Professor Grant Searchfield at the University's Eisdell Moore Centre, used a simulated train station environment to show that participants were unable to correctly hear warning car horns when surrounded by the noise of trains and traffic.

The main problem does not appear to be the ability to detect the sound, but rather to identify where it is coming from.

In this radio interview (link below), Dr Grant Searchfield discusses which headphones may be more dangerous to use than others, and what actions may not be the best approach in terms of safety advice (i.e. just removing one headphone).

<http://www.newstalkzb.co.nz/on-air/larry-williams-drive/audio/which-headphones-are-the-most-dangerous-for-pedestrians/>

Media release from scoop.co.nz:  
<http://business.scoop.co.nz/2017/07/10/the-modern-dilemma-pedestrians-and-personal-music-players/>

Dr Searchfield is open to connecting with our industry and discussing the research further.

## Trafinz - Nelson 8-10 November



Show traffic safety in New Zealand your support-  
The name of the game is to like & share our  
Facebook page for a free registration to  
#Trafinz2017.

Everyone who likes (and shares) our Facebook  
page <https://www.facebook.com/trafinz/> before  
31 July will enter a draw to win a **free registration**  
to the 2017 conference. The lucky winner will be  
announced on 4 August.

Encourage someone else to like and share the  
page and receive an additional draw.

Keep in touch with the conference [website](http://trafinz.org.nz/conferences/2017/)  
<http://trafinz.org.nz/conferences/2017/>

The committee are working hard to provide a  
thought provoking programme.  
For an up to date programme, please refer to the  
conference website  
<http://trafinz.org.nz/conferences/2017/programme/>

We are delighted to confirm Dr Matts-Ake Belin as  
our keynote speaker. He has a long history with  
the Swedish government and works primarily with  
the overall safety policies, strategies and  
collaboration with different stakeholders.

In 1997 the Swedish Parliament adopted a new  
long term road safety goal, Vision Zero, to guide  
all road safety efforts. This year, Vision Zero  
celebrates its 20th anniversary and in his  
presentation, Dr Belin will share some of his  
team's experiences in the development and

implementation of Vision Zero. Dr Belin will also  
share some of his ideas moving forward.



Registrations will open early August. This will be  
announced via Facebook  
<https://www.facebook.com/trafinz/> and our  
website <http://trafinz.org.nz/conferences/2017/>.  
Should you wish to receive regular conference e-  
newsletters then please advise  
[rachel@hardingconsultants.co.nz](mailto:rachel@hardingconsultants.co.nz). That way you  
will stay connected with the latest developments.

Should your organisation wish to sponsor at  
#Trafinz2017, we have a sponsorship  
opportunities booklet available for download here  
[http://trafinz.org.nz/conferences/2017/sponsors-  
exhibitors/](http://trafinz.org.nz/conferences/2017/sponsors-exhibitors/)

Alternatively contact the Harding Consultants  
team for further information.

So come to sunny Nelson this November and be  
part of the latest and greatest in Transport for  
People. Thanks to our Sponsor Host Nelson City  
Council.



## Good working relationships pay off on the alternate route.



Police Sergeant David Cross of Greymouth STU is on our West Coast Road Safety Coordinating Committee and has been very ready to work with this coordinator on a number of activities.

Most recently I have been able to join him on patrols from Greymouth up to Springs Junction to help address the Fatigue issues associated with the post-earthquake alternate route on SH 65 & 7

We held a car boot style stall and gave out NZTA supplied water, “we know it sucks” lolly sticks, print material on fatigue, all in a car tidy fatigue bag.

Local businesses at the Junction had a very positive response to our activities and were most supportive.

To actually see the numbers of trucks and cars coming through Springs Junction made us more aware of the huge changes the alternate route has made to transport.

It was also good to be able to talk to drivers, all of whom were grateful for the Road Safety products. More similar events are planned.

Ivan Wilson  
West Coast Road Safety Coordinator  
[ivanw@tpp.ac.nz](mailto:ivanw@tpp.ac.nz)

## Mission to halt bike theft

Wellington City Council, Police and cycling advocates are working together to combat theft of bicycles. Decals at bike parking corrals, Police pit stops and increased usage of the SNAP asset registration system are all part of the campaign that aims to combat the spike of bike thefts in the capital.

For more information, contact Hugh Wilson ([hugh.wilson@wcc.govt.nz](mailto:hugh.wilson@wcc.govt.nz)) or visit the WCC website:

<http://wellington.govt.nz/services/parking-and-roads/cycling/cycling-safety/locking-your-bike>



## On the road with Ruben the Road Safety Bear



Ruben the Road Safety Bear and his team recently spent a week on the Coromandel Peninsula delivering his road safety lessons to over 500 children at 16 different schools, preschools, kura and Kohanga reo.

Ruben also visited both the Whitianga and Tairua libraries to run road safety focused competitions with prizes of “Be bright – dress bright” backpacks, pictured above.

For more info contact  
[Jenny.Davis@waikatoregion.govt.nz](mailto:Jenny.Davis@waikatoregion.govt.nz)

## Tyre safety at Mystery Creek

Waikato Fieldays is held at Mystery Creek, Ohaupo every June. Record numbers this year saw 133,588 people attend over the 4 days. The event attracts farmers from all over NZ as well as the non-farming community and a large overseas contingent.

For the past 6 years Road Safety Co-ordinators from the Waikato and Bay of Plenty have joined forces to promote road safety. They work alongside the NZ Transport Agency staff and police in the NZTA marquee.

Waipa and Waikato Districts’ Road Safety Co-ordinator Megan Jolly says, ‘It’s a great opportunity to talk with a wide range of people from all over New Zealand. It’s always been about having interactive displays that generate conversation.’

This year the focus was on tyre safety. Prior to the event, co-ordinators honed their skills at a tyre safety workshop. ‘We didn’t profess to be tyre experts,’ says Megan, ‘but it was important to have a good knowledge base of tyre types and the consequences of poor tread and incorrect pressures. This proved to be very valuable as we were able to answer all queries put to us!’



The display included different types of tyres; space savers, snow and directional tyres, as well as examples of tyres with limited tread, and wear from incorrect pressures.

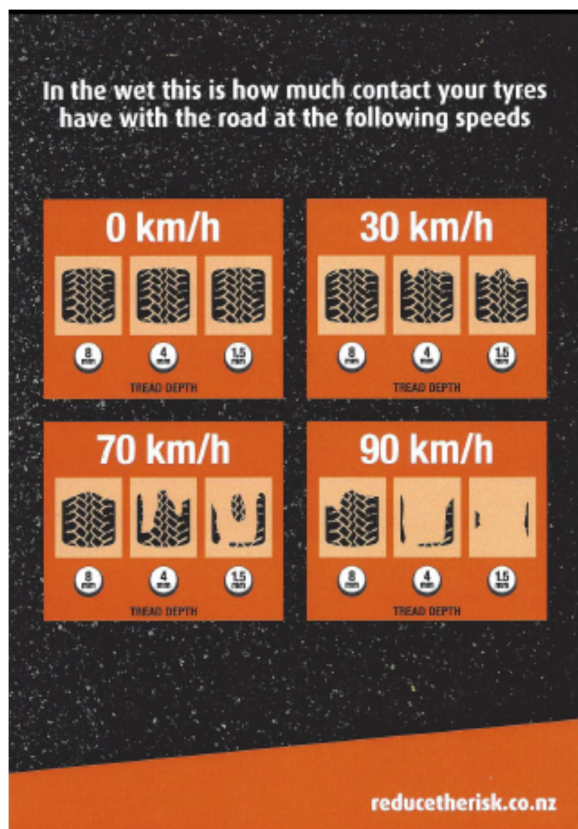


## Mystery Creek continued

As a hook to get people talking we invited people to have a go answering 3 tyre questions on a scratchy card, then free tyre tread checkers and tyre pressure gauges were given out to people to practice on sample tyres.

People were then encouraged to take the gauges away and check their own tyres. 2,000 tread checkers and 1,000 pressure gauges were given out over the 4 day period.

Consensus from the team was that the interactive display worked well by encouraging questions and discussion amongst a variety of different age groups.



For more info contact Megan Jolly  
[mj@xtra.co.nz](mailto:mj@xtra.co.nz)

## Project Glow Wear Runway Show - get your tickets now

Tickets are now on sale for two high impact runway shows in the second annual Project Glow Wear reflective fashion design competition. Each night will see a spectacular showcase of finalists, winners and international reflective fashion from retailers Heisel and Hey Reflect'o. The competition boldly goes where no other has gone before by challenging designers to create reflective clothing and accessories that marry high fashion with high visual impact. With over 200 entrants, the innovation on display is sure to wow.

Wellington – Saturday 12<sup>th</sup> August

Auckland – Saturday 26<sup>th</sup> August

Tickets and full details at  
[www.projectglowwear.com](http://www.projectglowwear.com)

## Movin' March 2017 report now available

Movin'March has several objectives:

- Promote the benefits of active travel to the school communities; specifically the benefits for children, for the environment, for parents and for schools
- Provide a focussed time to celebrate active travel to school and associated achievements
- Provide support for on-going travel behaviour change in schools beyond Movin'March
- Make resources available for schools who have an interest in active travel

For the full report :  
<http://www.gw.govt.nz/movin-march/>

## The Executive- from North to South



Northland- Angelene Waitohi  
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Dunedin City Council- Deborah Palmer  
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