

Stephen Ward Scholarship Completion Report

QPRC RECIPIENT 2021
JOANNE WILSON-RIDLEY



Ref: 51.6.8-02

Overview: Stephen Ward Scholarship

In 2020 Queanbeyan-Palerang Regional Council (QPRC) was awarded the AR Bluett Award for most progressive Council in NSW for Metropolitan/Regional category. The Stephen Ward Scholarship is made available to an employee from the winning Council to undertake further study, professional development, or research.

In 2021, QPRC's Road Safety Officer Joanne Wilson-Ridley was a recipient of the Stephen Ward Scholarship and used the scholarship to undertake the Graduate Certificate Course in Road Safety delivered by Monash University Accident Research Centre (MUARC).

Part of the scholarship requires the submission of a completion report to A R Bluett Trust providing details of the study completed outlining how it benefitted their position in Council and the organisation itself.

This is the completion report for the scholarship recipient Joanne Wilson-Ridley.

COMPLETION DETAILS FROM RECIPIENT

Details of Professional Development

Joanne used the Stephen Ward Scholarship to undertake the Graduate Certificate Course in Road Safety in 2021 with Monash University delivered by their Accident Research Centre. It was the first time this course had been run and the first course of its kind in Australia, where a university qualified course specifically focused on road safety combining the behavioural elements of a psychology course and the engineering and data components for evidence-based road safety application.

The course was designed to provide students with knowledge and tools to implement innovative and best practice responses to road safety challenges, especially focusing on the current picture in road safety and the challenges for moving forward in achieving reductions in road trauma on road networks. The course was specifically aimed at road safety practitioners and 50 practitioners from around Australia (including Joanne) were accepted into the course 2021 mostly employees working in different levels of government and police.

Monash University Accident Research Centre is internationally recognised for their road safety academic expertise and road safety research. The course combined their experience, with Monash University's on-line educational facility to deliver the inaugural graduate certificate. The course also featured guest speakers from the road safety industry both of national and international experience who lectured on their field of expertise. Weekly on-line workshops were conducted featuring guest speakers, practical activities and students applied the newly taught knowledge in weekly assignments.

Further details about the course is at: <https://www.monash.edu/study/courses/find-a-course/2022/road-safety-4718>

How the study benefited the employee in their position

Through undertaking the course Joanne improved her knowledge of current road safety practices and learnt new tools and methods for addressing road safety challenges.

Two examples of knowledge and skills Joanne learnt include:

- Assessment tools for reviewing road safety issues using the crash-risk temporal analysis method of the Haddon's Matrix. Joanne had not previously used Haddon's Matrix which was a pivotal tool in transforming road safety from a driver-blamed approach to a systems-based approach for examining road trauma. Joanne learnt how the Haddon's Matrix was devised, learnt how to use Haddon's matrix on a road safety issue and completed an assignment applying it to the road safety challenge of speeding.
- Evidence-based behavioural approaches for addressing road safety issues including methods to identify target audiences and their behavioural drivers and barriers, the approach of audience insights and segmentation to assist in behavioural interventions, and practices for prioritising the best interventions and evaluations methods. Best practices approaches were taught in the course including Monash University's BehaviourWorks Australia (BWA) Method and application of this method formed the major assessment for the behavioural component of the course.

Joanne also learnt new methods for assessing research and evidence on road safety practices, new databases to reference for investigating a road safety issue and in the course was exposed to many new road safety challenges from around Australia, including emerging issues such as electric bicycles or new emergency services reduced speed road rule.

How the study benefited the Council (QPRC) itself?

Joanne has used the new knowledge and skills learnt in the course, to investigate road safety challenges for Council. In completing the course assignments, Joanne used work-based examples to ensure she was gaining maximum application from the course skills in transferring their relevance to the workplace.

Two examples of how Council benefited from knowledge and skills Joanne learnt include:

- Joanne used Haddon's Matrix to review a pedestrian crash that occurred in March 2021 on QPRC road network. Analysing the crash using Haddon's Matrix Joanne was able to identify the role of previous treatments at the location in reducing the crash severity and identified areas in the systems where crash risks could be further addressed and how they could be addressed. Joanne's Haddon Matrix analysis for

the location was submitted to support a funding application with State Government to run specific behavioural intervention at key pedestrian crossings in school zones in our LGA in 2021-2022. Pedestrian Safety especially in school zones is a priority concern for QPRC residents and the knowledge and skills learnt in the course provided Joanne with new approach for addressing crash concerns at these priority locations.

- Joanne used the behaviour assessment component of the course to investigate the road safety challenge of low-level speeding for a new subdivision of QPRC. Joanne's literature review of the issue identified low-level speeding as one of the toughest behavioural issues to address in road safety and current enforcement practices of the NSW Government were identified to have gaps in their application for QPRC's new subdivision. Joanne wrote a policy brief using knowledge from the course on low-level speeding, created an implementation plan for a behavioural intervention to address low-level speeding for the new subdivision, identified the target audience for the intervention, created an audience insights strategy, behaviour intervention strategy with stakeholder involvement and an evaluation framework. All this work can be adapted for a project application in 2022 to tackle low-level speeding in QPRC which was identified as one of the largest road safety trauma risks due to its widespread prevalence. Joanne was further able to apply this knowledge in providing feedback to the CEO in July 2021 for a submission for a parliamentary inquiry regarding mobile speed camera enforcement programs in NSW and their impact on regional areas.

Study Costs:

The Graduate Certificate in Road Safety course fees for Joanne were \$3808.80, and Joanne used the full \$2500 from the Stephen Ward scholarship to contribute towards the course fees.

Final Comments from Recipient:

Joanne commented that one of the additional benefits of the professional development had been the ability to work with leading road safety professionals from around Australia and International. In the course workshop Joanne was able to work on practical tasks in small groups with crash investigators, policy makers, road safety policing staff and other practitioners from other states. Joanne spoke with State and Federal Road Safety leaders about current issues in road safety. The challenge of reducing road trauma on our road networks is ever increasing as the complexity of our road networks increases with new vehicle technologies, new delivery methods of transport (self-driving vehicles) and increasing demands of freight and road travel. The course's key message was that a systems approach to road safety is critical in reducing road trauma into the next decade and road

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safety needs to adopt more broad approaches, exploring multi-sector delivery and investigating how to influence road safety outcomes by integrating and adapting for community delivery. The course enabled Joanne to extend contacts in road safety to assist with exploring such broader approaches to road safety for local government. The challenge will be working with the NSW Government as their approach in the last year has been to take a narrow and stricter approach to local government road safety, particularly introducing stricter guidelines of what they won't fund or support, which is the opposite approach of what the National and International experts are recommending.

Joanne wishes to thank the A R Bluett Trust for the Stephen Ward Scholarship and to QPRC for providing the opportunity in selecting Joanne's nomination to be a recipient of the award.

Completion Details Authorisation:

Signed by:

Joanne Wilson-Ridley (Awardee)

Date: 02/08/2021

Signed by:

Peter Tegart (General Manager, CEO, Queanbeyan-Palerang Regional Council)

Date: