



Amy Gillett FOUNDATION
Safe together

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Manifesto

for safer bike riding in Australia

www.amygillett.org.au

AGF Manifesto

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Background

Cycling participation – highest level for 10 years

In 2011, 4 million people (18%) rode a bicycle

National target: double by 2016

But at what cost?

In 2011, the cost of human trauma of cycling was:

- 35 bike rider deaths
- 9,577 bike rider serious injuries

The human trauma costs of cycling in Australia are unacceptable.

Everyone has the right to
ride safely
for work and play

Action: 3, 2, 1, 0



3 Take action on 3 critical factors



Safer people

- allocate 18% of road safety communications budget
- mandatory cycling content in driver licence process
- bicycle skills
- police investigate serious injury crashes
- improve and enforce rules
- improve legal and regulatory protection

Safer roads

- reduce speeds
- minimum spend
- targeted action to reduce bike rider blackspots and bike rider crash types
- benchmark guidelines

Safer vehicles

- new vehicle design standards that increase bike rider safety
- maintain safe vehicles and bicycles

2 Work 2gether for safe bike riding

Collaborate

Cooperate

Coordinate

Communicate



1 a metre matters



**a metre
matters**

A great start to
behaviour change;
mutual respect and
awareness are
essential

0

Zero
bike rider deaths
from 2020



‘We need to understand as a society that we can demand freedom and mobility.

And we can **demand safety** at the same time’.



Professor Claes Tingvall

Director, Swedish National

Road Administration

Vision Zero initiative

<http://www.visionzeroinitiative.com/>

References

AGF mission: safe cycling in Australia

AGF vision: zero bike related fatalities

The AGF is committed to actions that improve safety for bike riders in Australia. Actions must be based on scientific evidence, rigorously reviewed information and international best practice.

We continue to push for change and we welcome all support, collaboration and cooperation.

This document was prepared using the following publicly available documents:

Cycling participation

- Australian Bicycle Council and Austroads (2011). Australian Cycling Participation, 2011. Available at: <http://www.austroads.com.au/abc/images/pdf/AP-C91-11.pdf>
- Department of Communications Information Technology and the Arts (2011). Participation in Exercise, Recreation and Sport Annual Report 2010. Available at: http://www.ausport.gov.au/_data/assets/pdf_file/0018/436122/ERASS_Report_2010.PDF

Bike rider deaths

- Australian Government. Department of Infrastructure and Transport. Road Deaths Australia—2011 Statistical Summary. May 2012. Available at: http://www.bitre.gov.au/publications/2012/files/RDA_Summary_2011.pdf



Thank you

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