

**A DRIVER TRAINING ACADEMY**

FOR THE BUS INDUSTRY



# WHAT DOES THE DEATH TOLL FIGURES ON SA ROADS LOOK LIKE?

Compared to Boeing 747's crashing

# HOW MANY BOEING 747'S?



Preliminary death tolls for the period 1-30 December

December 2007: 1 142 people killed (the final figure was 1 535)

December 2008: 937 people (total for the year was 13 875 people)

December 2009: 1 050 people (total for the year was 13 768 people)

December 2010: 1 358 people (total for the year was 13 967 people)

= 33



December 2011: 1 232 people (total for the year was 13 947 people)

December 2012: 1 279 people

December 2013: 1 184 people killed (the final figure was 1 376 people)

= 3.3



December 2014: 1 147 people killed (38 people per day)

A Boeing 747 carries 416 passengers in a typical three class seating arrangement

# HOW DO WE COMPARE AGAINST THE REST OF THE WORLD?

This **list of countries by traffic-related death rate** shows the *annual* number of road fatalities *per capita per year* and *per vehicle-km* in some countries in the year the data was collected.

According to the World Health Organization, road traffic injuries caused an estimated 1.24 million deaths worldwide in the year 2010, slightly down from 1.26 million in 2000. That is one person is killed every 25 seconds. Only 28 countries, representing 7% of the world's population, have adequate laws that address all five risk factors (speed, drink-driving, helmets, seat-belts and child restraints). Over a third of road traffic deaths in low- and middle-income countries are among pedestrians and cyclists. However, less than 35% of low- and middle-income countries have policies in place to protect these road users.





















Middle-income countries have the highest annual road traffic fatality rates, at 20.1 per 100 000, while the rate in high-income countries is lowest, at 8.7 per 100 000.






















Eighty per cent of road traffic deaths occur in middle-income countries, which account for 72% of the world's population, but only 52% of the world's registered vehicles. This indicates that these countries bear a disproportionately high burden of road traffic deaths relative to their level of motorization.

There are large disparities in road traffic death rates between regions. The risk of dying as a result of a road traffic injury is highest in the African Region (24.1 per 100 000 population), and lowest in the European Region (10.3 per 100 000).

Half of the world's road traffic deaths occur among motorcyclists (23%), pedestrians (22%) and cyclists (5%) – i.e. "vulnerable road users" – with 31% of deaths among car occupants and the remaining 19% among unspecified road users.

Young adults aged between 15 and 44 years account for 59% of global road traffic deaths. 77% road deaths are among men.

Country	Road fatalities per 100 000 inhabitants per year	Road fatalities per 100 000 motor vehicles	Road fatalities per 1 billion vehicle-km	Total fatalities latest year 2010 data 2013 report (adjusted / estimated figures by WHO report) (six highest ranked countries)	Year, data source (standard report: the WHO report from 2013, data from 2010)
Norway 	2.9	4.4	3.3	145	2012
Switzerland 	3.4	4.7	4.9	269	2013
Iceland 	3.8	4.9	3.8	15	2013
Sweden 	3	5.1	3.7	285	2012
Spain 	3.6	5.2	7.6	1680	2013
Denmark 	3	5.7	3.4	167	2012
United Kingdom 	3.5	6.2	4.3	2175	2012
Ireland 	3.5	6.7	3.4	162	2012
Netherlands 	3.9	6.9	4.9	650	2012
Germany 	4.3	6.9	4.9	3520	2013
Austria 	5.3	7.2	6.9	453	2013
Australia 	5.6	7.6	5.6	1299	2012
Canada 	6	9.3	6.1	2075	2011
Israel 	3.3	9.5	5.2	263 (290 incl. West Bank)	2012
New Zealand 	7.4	10.3	8.3	331	2012
United States of America 	11.6	13.6	7.6	36 166	2012
Uruguay 	21.5	56.2	n/a	723	2010
Lebanon 	22.3	61.7	n/a	942	2010
Brazil 	22.5	67.7	55.9[6]	43 869	2010
Thailand 	38.1	92.4	n/a	26 312	2010
World	18	93.3		1 240 000	

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World	18	93.3		1 240 000	
Iran 	34.1	96.7	n/a	19 969	2010
Botswana 	20.8	105.7	n/a	417	2010
Paraguay 	21.4	150.5	n/a	1383	2010
Dominican Republic 	41.7	151.5	n/a	4143	2010
South Africa 	31.9	156.4	n/a	14 993	2011
Cape Verde 	22.4	172.9	n/a	111	2010
Gabon 	22.5	173.3	n/a	338	2010
Venezuela 	37.2	266.4	n/a	10 791	2010
Nigeria 	33.7	425.2	n/a	53 339	2010
Ghana 	22.2	481.6	n/a	5407	2010
Ivory Coast 	20.9	867.9	n/a	4121	2009
Mozambique 	18.5	1135.5	n/a	4315	2010
Republic of the Congo 	17.1	1325.7	n/a	692	2010
Chad 	29.7	1391	n/a	3339	2010
Uganda 	28.9	1518.1	n/a	9655	2010
Malawi 	19.5	1670.9	n/a	2904	2010
Angola 	23.1	2074.9	n/a	4407	2010
Kenya 	20.9	2176.5	n/a	8484	2010
Sierra Leone 	22.6	2940	n/a	1323	2010
Democratic Republic of the Congo 	20.9	3932.6	n/a	13 764	2010
Burundi 	21.3	5960	n/a	1788	2010

# WHY IS OUR DEATH TOLL SO HIGH?

Managing Director of [www.driving.co.za](http://www.driving.co.za), Rob Handfield-Jones ascribes this to:

- The failure of government to provide road safety leadership. People only drive as badly as their governments allow them to. In countries like the US and UK, it is socially unacceptable to be a bad driver. Government road safety systems in these countries are aimed at improving competence. South Africa, he believed, was the opposite.
- As long as the key priority of law enforcers is revenue generation rather than safety, South Africa's road deaths will continue to mount
- Licensing is a corrupt mess with probably half of all licences being issued fraudulently. This creates a culture of bribery among drivers who forget that when it comes to driving, a fake licence acquired by bribery can be deadly

Transport Minister Dipuo Peters said:

- Bribing traffic officers contributed to the lawlessness on South Africa's roads. We are appealing to the moral conscience of our society. You contribute [through bribery] to allowing vehicles that are supposed to transport people becoming weapons, but also, you contribute to allowing people to become murderers.

Road Traffic Management Corporation (RTMC) spokesperson Thato Mosena said road safety began at community level.

- We can't do it alone. We need to start at a community level to spread and enforce the message that road safety is a priority and we must reduce road deaths.

# CRASH CAUSING CONTRIBUTING FACTORS

## Driver

- Impatient, aggressive and reckless driving that often results in road rage
- Speeding – speed alone does not kill, e.g. Germany's autobahns – we have more fatalities in a day than what they have in a year
- Drunk driving
- Not wearing seatbelts, open transport on the back of a bakkie
- General disobeying of the rules of the road
- Distracted driving – texting



## Road

- Overcrowding – pilgrimages to holiday destinations
- Weather conditions causing roads to be slippery and poor visibility
- Poor maintenance – Transport Minister Dipuo Peters said, on 22 April 2014 that the total value of road maintenance backlogs was around R150-billion



## Vehicle

- Un-roadworthy
- Overloading





# WHAT MIGHT MAKE US CHANGE OUR BEHAVIOR?

Road fatalities per 100 000 motor vehicles

Australia = 7.6

South Africa = 156.4

Since record keeping commenced in 1925, there have been over 180,000 deaths on Australia's roads. However, road trauma levels have declined substantially over the last four decades, despite considerable population growth and a threefold increase in registered motor vehicles. During this period, the number of road deaths per year has fallen from 3,798 deaths in 1970 to 1,153 in 2014.

Australia embarked on various road safety programmes like: From October 1st 2014 anyone who loses their licence for drunk driving will have an alcohol interlock fitted to any vehicle they drive. Only a little bit over? You bloody idiot.

# WHAT WORKS IN AUSTRALIA?

TAC Victoria runs various awareness campaigns focussing on problematic driving behaviour

The footage used in these awareness campaigns are vivid and whenever crashes caused by the various behaviours/aspects increase, these short movies are aired on TV. Short movies are aired regularly to act as reminders and has a direct impact on reducing wrong behaviours amongst motorists, cyclists and pedestrians.

PUTCO used some of these short movies a while ago in an accident awareness campaign. The number of crashes at one of its depots decreased notably. In order to remain effective, these short movies need to be aired regularly and content should be updated frequently.

# WHAT WORKS IN AUSTRIA?

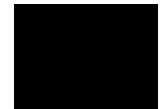
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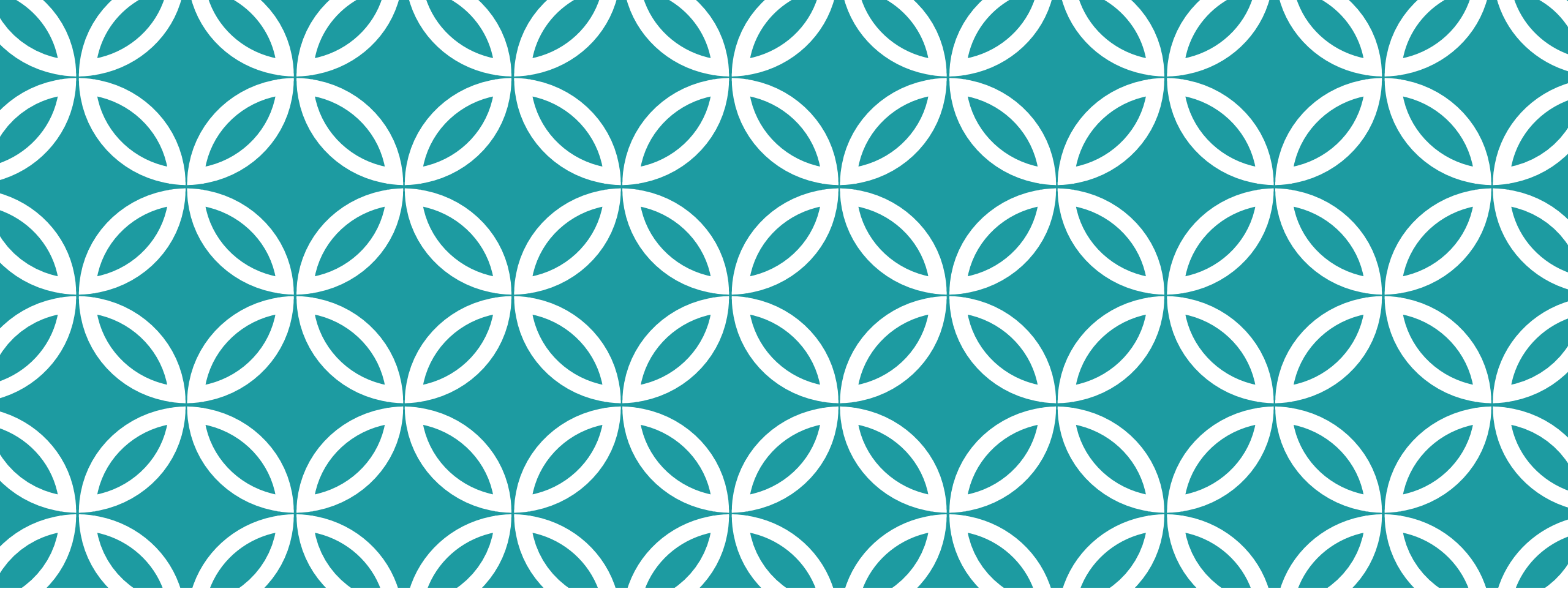
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In 2009 only 633 people died on Austria's roads, yet, their new plan that started in 2010 aims to reduce this number with 50%

All new license applicants undergo the VTS - Vienna Dover assessment developed by Schuhfried. If in an accident license is revoked, need to see a Traffic Psychologist and redo Dover. If not suitable, does not get a license.





# WHAT IS TRAINING

WHY DO WE NEED TO TRAIN  
SOMEONE?

# DEFINITION OF TRAINING

**Training** is teaching, or developing in oneself or others, any **skills and knowledge** that relate to specific useful competencies. Training has specific goals of **improving** one's **capability, capacity, productivity and performance**. In addition to the basic training required for a trade, occupation or profession, observers of the labor-market recognize as of 2008 the need to continue training beyond initial qualifications: to **maintain, upgrade and update skills throughout working life**.

- A trained person must be more effective once he is trained
- Training must happen on a continuous basis, e.g. refresher training

# BENEFITS OF INTERNATIONALLY ACCREDITED TRAINING ACADEMIES

Training is standardized across provinces

We can work towards a nationally accredited and accepted driver training standard – when a driver applicant presents a certificate from an accredited training academy the employer will know that it is of a good standard and quality

We learn from other companies and even countries which methods work most effective in training drivers

Considering the accident statistics across the various countries we definitely need to consider South African drivers' attitude and typical driving behavior in the training presented.

THANK YOU FOR YOUR TIME



AND FOR BEING PART OF THE SOLUTION  
TO SAFER ROADS IN SOUTH AFRICA



# DATA SOURCES

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