

Item 3: Road Safety Education

SESSION TYPE: Workshop

PURPOSE/DESIRED OUTCOME:

The purpose of this workshop is to educate and highlight the Road Safety Education Programme to the Assets & Infrastructure Committee. The approach for this workshop is an interactive session, starting with what is NZTA Road Safety Education, statistics that we use to inform programmes, then presentation of what is used to delivery these programmes under the Work Category 432, with an interactive session.

DATE/START TIME:

Thursday, 30 July 2026 at 1.30pm

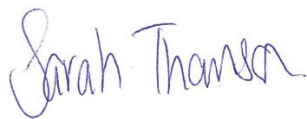
TIME BREAKDOWN:

Presentation: 30 minutes

PRESENTERS:

Alison Tomlinson - Strategic Asset Manager
Sarah Thomson - One Network Roding Technician

Prepared by:



Name: Sarah Thomson
Title: One Network Roding Technician
14 July 2026

Reviewed and Authorised by:



Name: Tony Avery
Title: General Manager Property & Infrastructure
16 July 2026

ATTACHMENTS:

A	Road Safety Education PowerPoint
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Road Safety Education: An Interactive Overview

*Through **education, awareness** and strong **community partnerships**, we are working together to **reduce harm** and build **safer roads** across the Queenstown Lakes District.*

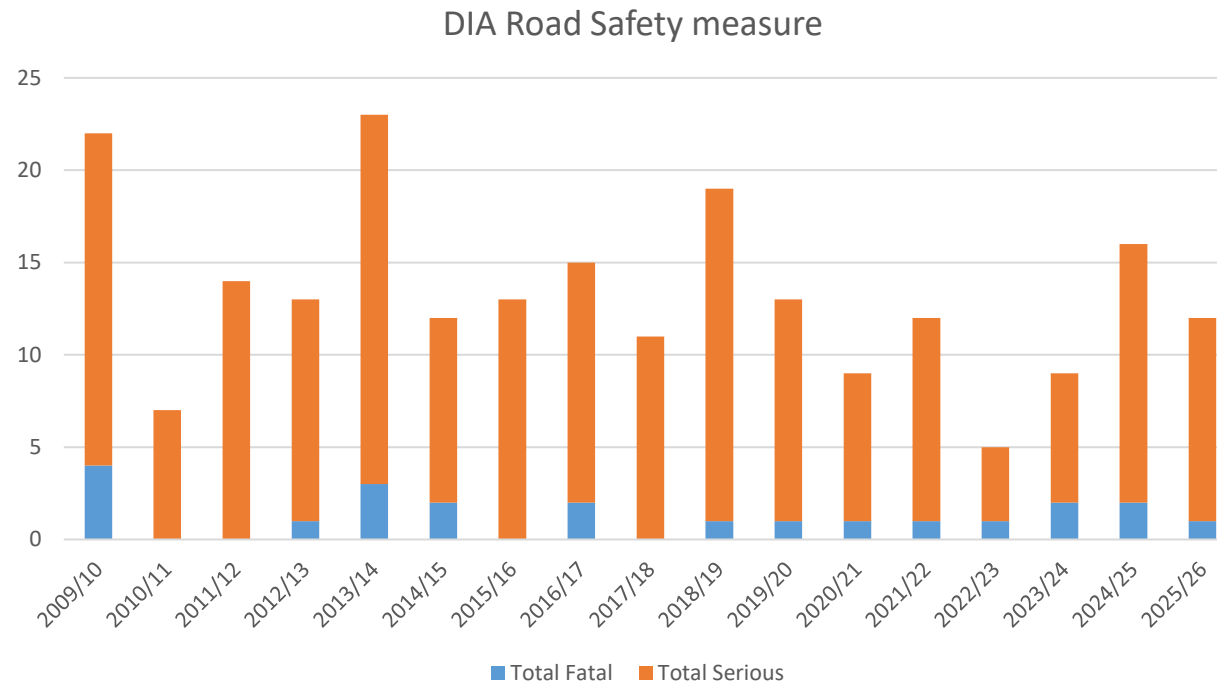
Road Safety Education

- > Enhancing community safety through strategic road safety education measures.
- > NZTA Work category [432](#) provides for safety promotion, education and advertising activities that promote the safe use of the land transport network through education, advertising, awareness raising and providing public information to users of the transport network.



Strategic context and policy alignment

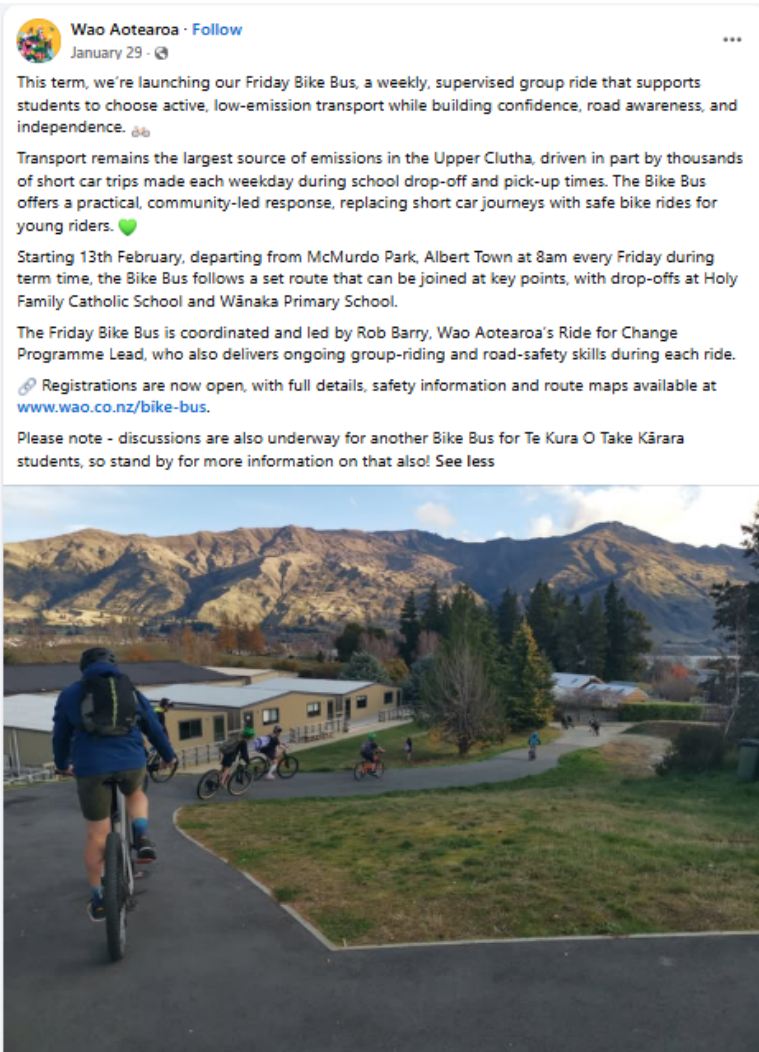
Alignment with the QLDC Road Safety Action Plan (AMP) QLDC Risk Policy, Government Policy Statement for Land Transport, 2024 Setting of Speed Rule 2024, CAS and the Communities at Risk Register.



Road safety education is a important treatment plan for the below corporate risks

- Tier 1 RISK10048 – Health safety or wellbeing incident affecting member of public
- Tier 1 RISK10032 - Health, safety or wellbeing incident affecting employee
- Tier 2 RISK200066 - Death and Serious Injury on local road network

Understanding harm on Queenstown Lakes District roads



Crash trends, Risk factors

Vulnerable Road Users - design the network for 8- and 80-year-olds

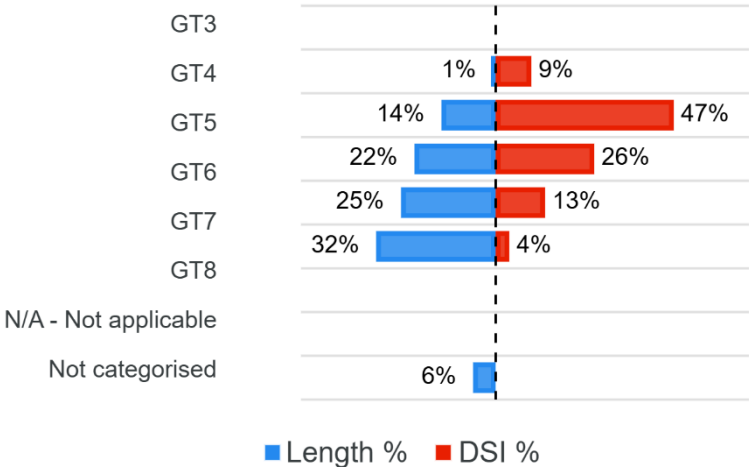
Alcohol, Cycling, Distraction, Driver licensing/training, Drugs, Fatigue, Intersections, Micromobility, Motorcycling, Restraints, Speed, Vehicles, Walking

Community at Risk Register

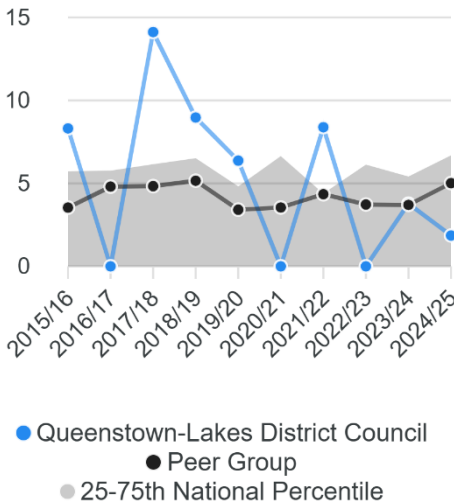
Crashes cluster in rural corridors, and tourist routes, guiding targeted safety measures

Evidence informs harm reduction approaches

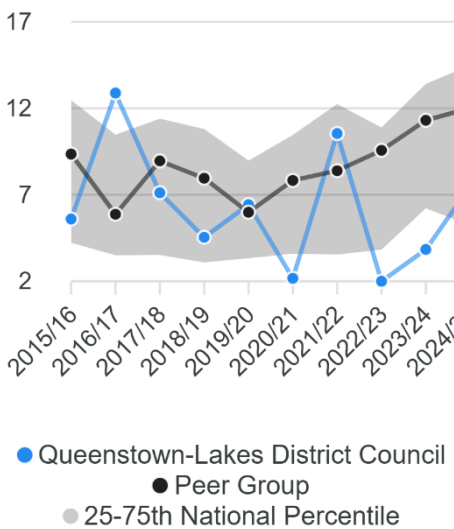
Length vs no. deaths and serious injuries



Walking



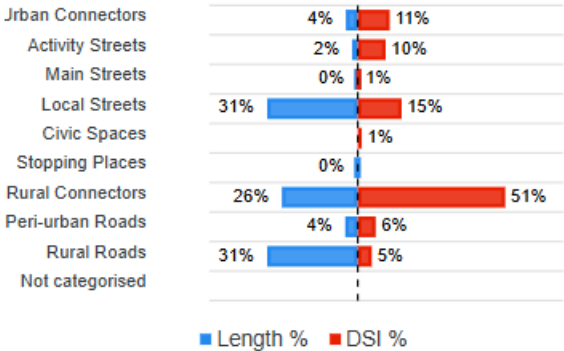
Motorcycles



DSI Distribution (ONF Street Categories)

2024/25

Length vs no. deaths and serious injuries



Supporting education programmes



Car seat safety



Car seat giveaway!

Want to win a top-of-the-line car seat for your little one? We've got 3 Diono Radian 3RXT car seats (newborn to 145cm tall) and 2 Monterey 4DXT car seats (from 5 years old) up for grabs!

To go in the draw to win, simply comment on this post telling us which seatbelt position is correct for a pregnant woman, A, B, C, or D. Please also specify which seat you would like to win.

Feel free to tag a friend who may want to go in the draw also!

Winners will be drawn at 9.00am on Friday 23 May.

#RoadSafetyWeek



CAR SEAT GIVEAWAY!

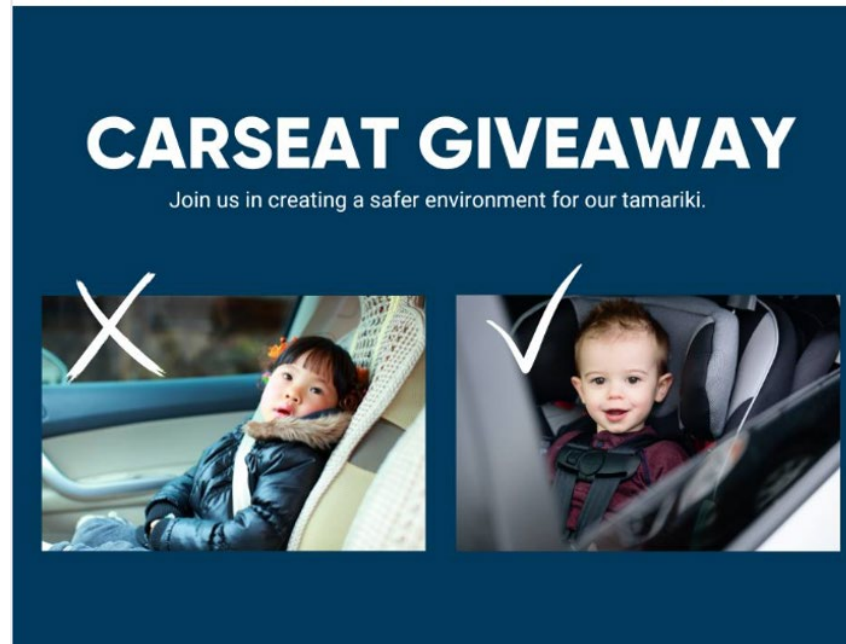
Keen to win a top-of-the-line car seat for your little one? We've got a Diono Cambria car seat for older kids and a Diono Radian 3RXT for younger ones up for grabs!

To go in the draw to win, simply comment on this post telling us why a puffer jacket should not be worn by a child sitting in a car seat. Be sure to also let us know what car seat you'd like to win!

Puffer jackets might be cozy, warm and perfect for chilly weather, but there's a crucial reason why they should not be worn under the seatbelt when it comes to children and car seat safety.

Entries close at 5.00pm on Wednesday 19 July 2023.

QLDC Competiton Terms & Conditions: <https://www.qldc.govt.nz/terms-and-conditions>



Posts can have 81888 views, 62575 reach with 842 interactions

Alcohol



**HAD A DRINK?
TAKE A TAXI.**

Going out on the town this silly season?

Plan a safe ride home. Catch a taxi, crash at a mate's house, or have a non-drinking friend drive.



School buses – 20km/h past a stopped school bus



Option 1

20
20km/h
past a
stopped
school bus -
both
directions



Die cut sticker:
Pink will be white as on image



Be Bright Be Seen campaign - get your free reflective disc

- > Free reflective disks to help tamariki to be seen in poor light, I teamed up with the library and our road safety education contract to hand out the free reflectors as part of Road Safety week in May.
- > They can be attached to clothing, school bags and sports kit, even bikes and scooters. They help children be seen more easily on streets once they leave the safety of home or the school gate.



Safe Spot

SAFE SPOT

A simple way to keep little hands safe around vehicles

Why use the safe spot magnet?

Young children are curious and move quickly around vehicles. The Safe Spot magnet gives them a clear, visible place to stand, helping adults keep track of where they are.

BENEFITS:

- Reduces risk of children wandering behind or around vehicles.
- Helps children learn safe habits early.
- Makes loading and unloading calmer and more predictable.
- Easy reminder for both children and caregivers.

How to use the safe spot

- 1 Attach the Safe Spot magnet to the rear passenger side of your vehicle, within your child's reach.
- 2 Teach the rule to your child: "When we get out of the car, put your hand on the Safe Spot!"
- 3 Load Safely - while your child's hand stays on the magnet, adults can safely:
 - Unload groceries.
 - Get siblings out.
 - Prepare prams or car seats.

Safety notes

- Magnet is weather-resistant and durable.
- Rounded corners for safety.
- Always supervise children around vehicles.
- Best used as part of a consistent routine.

Promoting safer communities, one small habit at a time.

QUEENSTOWN LAKES DISTRICT COUNCIL



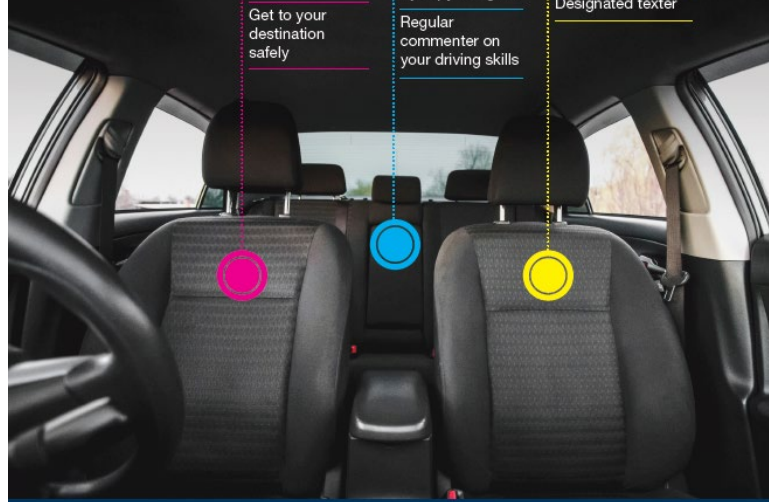
Summer drive campaign

Heading out on a roadie this summer?

Welcome in the new year safely and stay focused while driving.

KNOW YOUR ROLE

DRIVER:	BACKSEAT BANDITS:	PASSENGER:
Drive	Snack distributor	Resident DJ
Stay in control	Master of 'are we there yet?'	Master of directions
Stay sober	Eye spy instigator	Temperature controller
Follow road rules	Regular commenter on your driving skills	Designated texter



Winter drive campaign



Driving this winter?

Check the road conditions before you leave.
Sign up for our **free daily Winter Road Reports**.

Winter Driving Tips

- Carry chains and know how to use them.
- Leave earlier and slow down.
- Check the weather.

Scan the QR code or head to qldc.govt.nz/winter-road-reports

QUEENSTOWN LAKES DISTRICT COUNCIL

Queenstown Lakes District Council
May 25

New snow chain rules are coming into effect this winter

From this winter, drivers who don't fit chains on Council-managed roads when required may face a \$750 fine. This is enforceable under the Traffic and Parking Bylaw 2025, with Police responsible for issuing infringements.

Winter conditions can change quickly, so please make sure you're carrying chains, confident fitting them, and following any signs or directions from Police, ski field teams or QLDC.

These changes will help keep our alpine routes moving and ensure grit trucks and emergency services can access roads when needed.

See comments below for more information.



THE RULES ARE CHANGING

Fitting chains will be enforceable this winter. To find out what you need to know, visit qldc.govt.nz/winter-road-reports

RYDA - High Schools



School safety audits and travel plans

QLDC engaged Lightfoot to work with schools to update travel plans and road safety audits

St Joseph Primary School safety audit



1. Introduction

1.1 Brief and project description

ViaStrada (the safety auditors) have been commissioned by Lightfoot to undertake a safe system audit of the St Joseph Primary School environs. This report may be read in conjunction with the separate campus safety and accessibility audit. Each document has a different purpose, audience (school board vs council engineers) and procedure. Figure 1-1 shows the general area around the school that has been assessed.

1.2 The safe system audit team and procedure

The safe system audit was carried out by the Safe System Audit Team (SSAT) consisting of:

John Lieswyn, the safety audit team leader of ViaStrada Ltd. The auditor holds a Masters of Engineering (Transportation) and is an ITE Certified Professional Transportation Planner. He has completed NZTA Safe System Assessment Framework and Road Safety Audit trainings. He has led over 60 road safety audits since 2015 and over 30 school travel plans including campus safety and accessibility audits across the state of California, Whangārei, Hastings, and Palmerston North since 2012.

Luca Ware, a safety audit team member of ViaStrada Ltd. Luca has completed the NZTA Safe System Assessment training and is a frequent audit team member.

The procedure generally complies with the NZ Transport Agency Waka Kotahi (NZTA) *Safe System audit guidelines* (2022). As the auditor or Client are not aware of any projects that may be in planning or design stage, the procedure has been amended to cover the general safety of the school environs. Accordingly, the sections of the typical safety audit report dealing with the project team response have been omitted.



Figure 1-1: Location and extent of audit

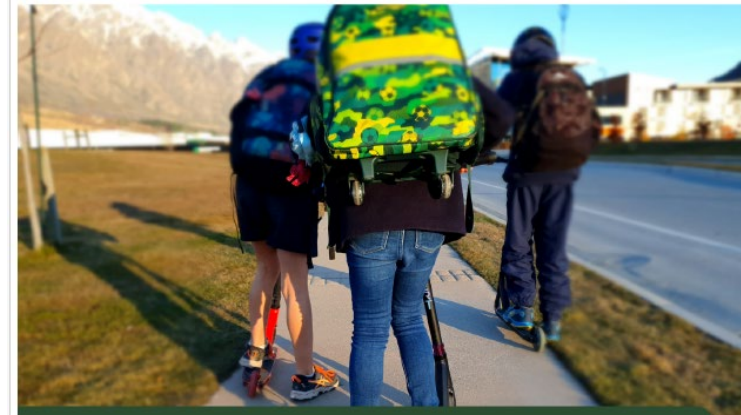
1.3 Meetings and site visits

The SSAT met Principal Alan Grant on 7 May 2025 at 08:00 and concluded the surrounding streets audit by 11:00.

1.4 Existing conditions

NZTA's MegaMaps shows Hallenstein Street and Melbourne Street as having "commercial / big box" (large format retail) land use types. However the blocks of interest do not have any commercial and therefore the land use type is deemed urban residential. Melbourne Street is still shown as local street type

ACTIVE8
SCHOOLS



Remarkables Primary School Travel Plan

Prepared by
Lana Cruickshank
Feb 2026

Through education, awareness and strong community partnerships, we are working together to reduce harm and build safer roads across the Queenstown Lakes District.