



**To the  
Victorian  
Parliamentary  
Road Safety Committee**

**Inquiry into Improving Safety  
at Level Crossings**

A submission

Prepared by:

Date:

Speed Mate Pty Ltd, Hughesdale, Victoria.

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**This submission offers a brief overview of our Road Safety technology which is designed to capture the attention of every driver; anytime, anywhere.**

**We submit that it will create greater unity between Governments and Drivers, in countering the current rate of the Road Toll, so often attributed to driver inattention.**

**Ours is a technology with a multitude of applications**

**One such application**

**The perfect solution  
for increasing Level Crossing awareness**

**together with**

**other applications being perfect solutions  
for many Arrive Alive 2002-2007 Strategies**

## **SUMMARY**

**This Committee, by virtue of its existence and all past inquiries undertaken is patent proof that more needs to be addressed on the important issue of Road Safety.**

**Australian Rail Occurrence Data provided by the ATSB shows that in 2006, Victoria recorded 7 fatalities and 74 serious injuries.**

**2007 sees an unacceptable and preventable increase in the Level Crossings fatality figure; a stark reminder that the problem needs to be resolved, sooner rather than later.**

**The National Railway Level Crossing Safety Strategy published in August 2003 by the Australia Transport Council stated :**

**“Railway level crossing crashes are amongst the most costly economically and are estimated to be \$180,000 per crash in urban areas and \$430,000 in rural areas. These figures exclude the costs to the rail track owner for track and train repair and for the train operator, which can often amount to several million dollars for a single crash.”**

**Any crash, when properly considered is always preventable; so too are the human and economic costs associated with such sometimes tragic occurrences.**

**Lives are lost and far too many permanently shattered by the tragedy of road trauma.**

**The demand for an improvement in driver behaviour and attitude is extremely well documented, yet the development of cost effective, high efficiency road safety countermeasures has, until now, hardly kept pace.**

## **BACKGROUND**

**In 2001 Speed Mate Pty Ltd commenced with its vision of becoming the leading force in advancing Road Safety by ensuring that a level playing field could exist for all; it saw and still sees, fairness and equity as one of its core values.**

**We identified the need for a cost-effective product that would ideally become an auditory interface that resulted in a cognitive demand on drivers; in particular we saw there was an opportunity to develop an educative tool for enhancing their behaviour.**

**To this end, Speed Mate began developing a Road Safety system for the purposes of affording all drivers and all Governments worldwide the opportunity of really creating a bipartisan approach to Road Safety.**

**Six years later and after conducting a 2 year faultless trial at locations in the City of Monash, we are confident that our technology has greater potential than any other available countermeasure for reducing crashes.**

**'Speed Mate' is a driver advisory system for static and electronic road safety signs, dangerous road conditions with the added ability to advise drivers of all nearby active Emergency vehicles.**

**The system operates on our unique radio frequency protocol and provides an interface between our brand transmitters (predominantly solar powered) and our brand receivers.**

**With a multitude of applications, the solar powered transmitters can be installed onto any existing or new roadside structure; DC models can be hardwired into any vehicle or distributed in a portable version for roadside transmission.**

**Upon entering a re-determined transmitter footprint our in-vehicle receivers will announce a voiced message associated with the specific code being sent by the said transmitter. The transmitters are time and date programmable, a feature which makes the system extremely appropriate as a school zone or shopping strip advisory medium for drivers.**

**All transmissions would be particularly suitable for highlighting the need for extra care when night time and rain or fog affected driving conditions prevail.**

## **BACKGROUND cont'd**

To name a few uses, transmitters may be placed at any or all passive level crossings, school crossings, on approaches to designated black spot areas, pothole areas, and road construction areas.

Units may even be set up to warn drivers that they could be subjected to an Alcohol or Drugs test at any time.

A GPRS/3G enhancement will be made available (at an extra cost), which can alter the transmitter code in the event of a local or national disaster. The applications are endless.

For their part in placing transmitters wherever deemed necessary, the Government will be seen as truly seeking partnership with all drivers in advancing the cause of Road Safety; the most common countermeasure, the Speed Camera, is reportedly intended to alter driver behaviour but is all too often criticised by the driving public as a means of revenue raising for Governments.

Our system offers the Government an opportunity of absolutely refuting these perceptions. It offers them an opportunity to provide an additional and more relevant 24/7 approach to Road Safety advertising; drivers will be receiving timely road safety information about hazards etc.

In short, the Government will have the potential of conducting a more meaningful, real-time, on-road awareness campaign rather than relying only on a campaign conducted via Television, Radio or Print media.

Speed Mate also offers the Government and any industry Employer of Transport, Rail and Road Construction personnel, the opportunity of providing a Safer Workplace be it in a vehicle of any type, a train or on the roadside.

With the afore-mentioned features available in our technology, we strongly believe that upon our product's commercialization, we will have answered the need for an operationally sound Road Safety system that saves lives, reduces the human and fiscal costs of crashes, whilst still being cost effective for both Governments and drivers.

## **RESPONSES TO BOTH TERMS OF REFERENCE**

Speed Mate Pty Ltd believes that it has a product that is the most affordable and comprehensive vehicle safety technology; we are ready to go into production and enter the marketplace both locally and overseas.

We believe that not only does our system have great potential for impacting the number of crashes and/or the seriousness of injuries sustained in crashes, it has from comparison with others, the most cost-effective technology to improve safety at Level Crossings.

Whilst respecting other vehicle technologies that are currently available or being trialled, we suggest that some of these require OEM fitment with no possibility of retrofitting to existing vehicles.

In Victoria where there are approximately 3.7m vehicles with an average age of 10.2 years in age, it is safe to say that many drivers will be clearly precluded from having the benefits of such countermeasures.

**This is not the case with our technology as it targets the entire driving Community; a level playing field was our vision from the outset.**

Our product offers an opportunity of not only saving lives but will most assuredly break down the barriers that currently exist between errant/ lapsing drivers and Government, who for so long have been accused of only being interested in filling their coffers with Speed Camera revenue.

The typical Speed Mate brand receiver sits on a dashboard, is strictly an audio system and does not require the driver to take his or her attention from the road environment; it can be also made available with Bluetooth connectivity should a motorcyclist desire to use same or with audio breakthrough technology for heavy vehicles or anyone choosing this style.

Heavy vehicle type receivers can also receive additional forewarnings applicable to their vehicles, e.g. Height Clearance, Load Limits, Over Dimensional Routes, Steep Grades and Curvatures etc.

New car manufacturers will shortly be approached with a view to our product becoming an OEM subsystem, supplied under licence for in-dash fitment to new vehicles. The cost of these units will be insignificant when compared to any other subsystem fitted and for this reason we believe that all will be encouraged to embrace our product and its Life saving functionality.

## **RESPONSES cont'd**

**Manufacturers will be encouraged not to offer Speed Mate as an 'optional extra' but rather as a standard feature.**

**Should this distribution model be adopted by any or all manufacturers, it would most certainly be a very cost effective exercise in enhancing public perception that they are in fact showing commendable Corporate Responsibility; a fact that we are certain will not be omitted in their promotion of new models.**

## **CONCLUSION**

**The Victorian Government, by its very own actions in encouraging and investing in part, in the development of Intelligent Speed Adaptation technologies, shows that it has an expectation that drivers will embrace such technologies; we also share that expectation and therefore see no barrier to success with the implementation of our system onto Victorian, Australian or International roads.**

**In Australia in 2006, 1601 lives were lost; approximately 22,000 people were seriously injured in Australia.**

**In a statistical summary published by the ATSB, it is reported that 337 lives were lost on Victorian roads in 2006.**

**With the well documented figure of approximately \$1.2 to \$1.5 million being the fiscal cost of one Road fatality, it makes our product extremely worthy of Government support and subsequent prominence in the marketplace both locally and overseas.**

**At this stage it is intended that the Speed Mate System will be manufactured predominantly in Victoria, amongst the very community that we are trying to preserve and nurture.**

**The technology has been presented to three members of the Railway Technical Society of Australasia who are also Rail Industry Consultants. Whilst not being in a position to endorse the system, they each concurred that “the system is extremely deserving of evaluation”.**

**The company has been invited by both the RTSA and ALCAM entities to present the system to members in upcoming meetings and/or conferences.**

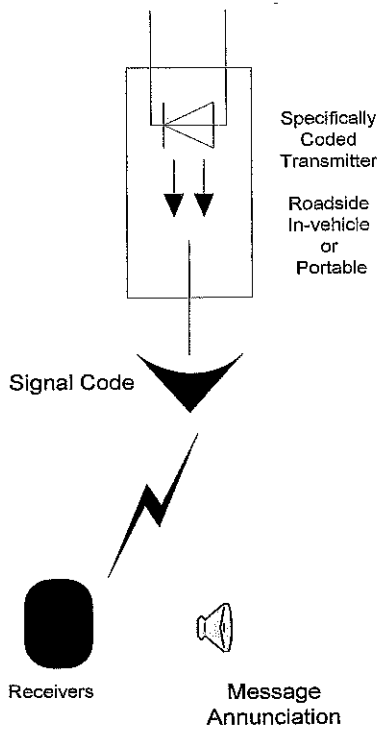
**A true opportunity for making a difference in Road Safety is now within reach and to this end, we seek your consideration of all matters we have placed before you.**



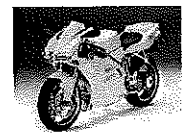
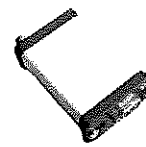
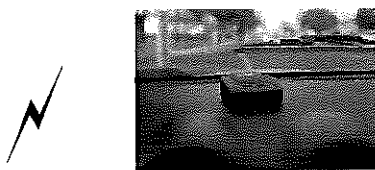
## SPEED MATE ROAD SAFETY SYSTEM GRAPHIC OVERVIEW



**TRANSMITTER TYPES**  
Static- Portable- Mobile



**RECEIVER TYPES**  
Portable – In Vehicle or  
Hardwired  
with Breakthrough audio or Bluetooth



**Speed Mate's potential is only limited by one's imagination**