SAFETY ALERT



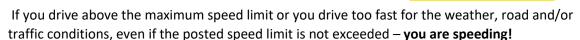


TITLE: Driving Speed

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What is speeding



Dangers of speeding

There is no such thing as safe speeding. The faster you travel, the less time you have to react to emergencies or to stop. And if you do crash, the faster you are travelling, even if within the speed limit, the greater the risk of injury to you and your passengers.

Excessive speed is a factor in one third of WA road fatalities.

The risk of being involved in a crash resulting in injury in a 60 km/h speed zone doubles with every 5 km/h increase in driving speed above the limit. This means travelling at 65 km/h in a 60 km/h speed zone doubles the chance of having a crash resulting in injury. If you get up to 80 km/h, you have increased your chance of an accident by 32 times.

Common excuses drivers speed

- Running late for appointments, work, school and other obligations.
- Engaging in distractions like texting, talking on a mobile or conversing with a passenger.
- Thrill seeking by driving at fast speeds.
- Driving while impaired by drugs or alcohol, which significantly impairs judgement and contributes to risk taking behaviour.
- Encountering slow-moving or backed up traffic, which may prompt drivers to speed to make up lost time.

What can you do about it?

It is important to remember that driving is a responsibility, not a right. Every time we drive, we are responsible for the lives of those in the car, other road users and ourselves. To help avoid speeding, remember to:

- Use cruise control where suitable.
- Be aware of road and weather conditions and reduce speed accordingly.
- Follow advised speed signs for corners etc.
- Practice effective time management and plan your trip.

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