

ANDS Information Video (Transcript)

Voice-over:

Each year, around 1300 people are killed and a further 33,000 injured on Australia's roads. Despite intensive research, there's very little accurate data on driver behaviour leading up to an accident.

With some help from Australian drivers, that's about to change.

A groundbreaking study, led by a consortium of universities, in collaboration with government and industry partners, is looking to put the driving habits of 360 volunteers from Sydney and Melbourne under the microscope, by allowing a complex system of sensors and cameras to be installed temporarily in their cars.

Adjunct Prof Mike Regan:

This study, which we call a Naturalistic Driving Study, is the first study of its kind that's ever been conducted in Australia.

It's being done for two reasons. Firstly, we want to understand, for the very first time, how drivers actually drive their cars in the real world – both in normal, and safety critical conditions.

Secondly, we want to use the knowledge to improve road safety and ultimately to save lives and reduce the number of people who are being seriously injured on the roads. It's currently one of the most important road safety studies in the country, and in the world.

Voice-over:

The equipment to be installed in the cars includes GPS, accelerometers, RADAR, plus a number of cameras that will record visuals of what happens inside and outside the vehicle.

Adjunct Prof Mike Regan:

The video cameras are looking towards the front of the vehicle, another one's looking at the driver – we can see the driver's face and we can also see what they're doing in the way of interacting with the radio and other controls in the vehicle – and there's another one that's looking behind the car. So we get a lot of information second by second on how people are driving.

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After four months of recording the equipment will be removed, and the data – which remains encrypted throughout the study – will be downloaded to a secure database and made available to the universities for detailed analysis.

Adjunct Prof Mike Regan:

We believe that the data from this study is so important that people will be wanting to analyse it for at least a decade.

Voice-over:

A wide cross-section of the community is being sought in New South Wales and Victoria for the study. Interested parties can find out more at www.ands.unsw.edu.au

Adjunct Prof Mike Regan:

There's no other way that we can gather the information we need to improve road safety and save lives.