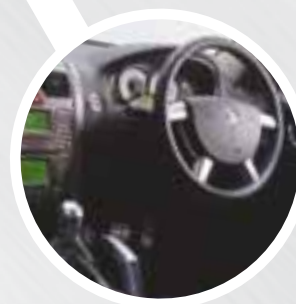


CHANGE BY DESIGN 2010

ACTIVE SAFETY

Tuesday 23rd March 2010 8.30am
Melbourne Convention and Exhibition Centre,
2 Clarendon Street, Southbank
Level 2, "The Auditorium"

RSVP: Friday 12th March 2010



In engineering, active safety systems are systems which can be activated in response to a safety problem or abnormal event. Such systems could be activated either by a human operator, automatically by a computer driven system, or even mechanically. Active safety is the use of technologies to prevent an accident. It is the Society of Automotive Engineers – Australasia's objective to explore the future of world wide active safety trends and showcase them to Australian companies.

- 8.30** Registration Opens
- 9.00** Open of Conference by MC
- 9.10** Official opening by the Minister
- 9.20** Infineon – Trends in Active Safety
- 10.00** Robert Bosch Australia - The future of Active Safety
- 10.40** **Morning Tea**
- 11.00** Transport Accident Commission (TAC) - Personal Injury Reduction
- 11.40** New South Wales Injury Risk Management Research Centre
- Combating Driver Fatigue
- 12.20** VicRoads - Traffic Management & Intelligent Speed Assist
- 1.00** **Lunch**
- 2.00** Victoria Police - Technology:
Friend or Foe & Driving down the road toll by Design
- 2.40** MUARC - Latest research on effective Active Safety Technologies
- 3.20** **Afternoon Tea**
- 3.40** Panel
- 4.20** Formal Close of Presentation
- 4.30** Post Conference Drinks
- 5.30** **Conference closes**



Trends in Active Safety

Presenter: Robert Tan

Automotive System
Application Engineering

Director and Principal Engineer from Singapore, Infineon Technologies Asia Pacific Regional Headquarters. Robert graduated from Monash University with a bachelor of engineering degree. He worked for Delphi for 14 years in test and product development before joining the team at Infineon. He is also a member of SAE and IEEE.

Presentation: This presentation will cover the transition of Active Safety from being a privilege, to being a right for all road users. The major question is how active safety can be implemented into the mass market. This question will be discussed and some ideas given on how to implement active safety for all.

Company: Infineon Technologies AG, Neubiberg, Germany, offers semiconductor and system solutions addressing three central challenges to modern society: energy efficiency, communications, and security. In the 2009 fiscal year (ending September), the company reported sales of Euro 3.03 billion with approximately 25,650 employees world-wide. With a global presence, Infineon operates through its subsidiaries in the U.S. from Milpitas, CA, in the Asia-Pacific region from Singapore, and in Japan from Tokyo. Infineon is listed on the Frankfurt Stock Exchange (ticker symbol: IFX) and in the USA on the over-the-counter market OTCQX International Premier (ticker sym-bol: IFNNY).



ROBERT BOSCH AUSTRALIA



The Future of Active Safety

Presenter: Mark Jackman
Manager Project Management and Marketing.
Chassis Systems Control.

Mark has worked in the automotive industry for nearly 20 years. The last 10 years, at Robert Bosch. In 2002 Mark relocated to Robert Bosch in Germany to take up a position in the Stuttgart head office of the Chassis Systems division. In Germany Mark managed projects involving vehicle braking systems including ESP and other advanced safety functions. For the last 5 years in conjunction with his role as head of the ABS and ESP project management teams, Mark has been involved in the international campaign to raise awareness of vehicle stability control and active safety systems. Bosch Australia is sole suppliers of ABS and ESP to the Australian car manufacturers.

Presentation: ESP is just the tip of the Active Safety iceberg. Future technologies will involve active and passive safety systems in combination with the radar and vision sensors. Predictive braking, driver drowsiness and pedestrian protection are only a few of the features that form the cutting edge of automotive safety.

Company: The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 280,000 associates generated sales of EUR 45.1 billion in fiscal 2008. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries.

Bosch employs over 1900 associates in Australia and New Zealand with the regional headquarters located in Clayton, Victoria.



Personal Injury Reduction

Presenter: Samantha Cockfield
Manager, Road Safety.

Samantha has been involved in the road safety field for over 15 years. She began her career as an economist working on the development and evaluation of the TAC's first blackspot program before moving into project management and program development. In her current role she manages a small team of road safety professionals who undertake a broad range of research, analytical, program development and project management tasks. Samantha has a special interest in youth and education issues pertaining to road safety.

Samantha holds positions on a number of committees including the Victorian Motorcycle Advisory Council, the Australasian New Car Assessment Program Council, the Australian Novice Driver Trial Committee and Victorian Road Safety Management Committee. Samantha has qualifications in Economics, Political Sciences and Business Administration.

Presentation: Samantha will discuss personal injury reduction from the view of the TAC and the latest technologies that they are adapting.

Company: The TAC is a Victorian Government-owned organisation set up in 1986. Its role is to pay for treatment and benefits for people injured in transport accidents. It is also involved in promoting road safety in Victoria and in improving Victoria's trauma system.

Funding used by the TAC to perform these functions comes from payments made by Victorian motorists when they register their vehicles each year with VicRoads. The TAC is a "no-fault" scheme. This means that medical benefits will be paid to an injured person - regardless of who caused the accident.

Legislation guides the TAC in the types of benefits it can pay and any conditions that apply. This legislation is called the Transport Accident Act 1986.

To ensure it remains a long-term compensation scheme, the TAC uses its funds fairly and responsibly. This ensures the TAC is able to meet the needs of seriously injured people who need lifetime care.

NSW INJURY RISK MANAGEMENT RESEARCH CENTRE

Combating Driver Fatigue

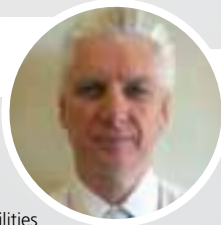
Presenter: Raph Grzebieta



Raphael Grzebieta is Professor and Chair of Road Safety at the NSW Injury Risk Management Research Centre at The University of New South Wales in Sydney, Australia. He has around 27 years of research and practical experience in crashworthiness and road safety, structural crashworthiness, impact and blast loading of structures, and forensic engineering investigations. He has published over 190 papers, supervised numerous PhD and Masters students and has taught at both undergraduate and postgraduate levels.

Presentation: Fatigue is a recognised hazard for safe driving. Current road safety statistics suggest that fatigue involvement in fatal crashes is around the same as drink driving, although many people point out that fatigue involvement is probably underestimated. This presentation will focus on the in-vehicle technologies currently available to monitor fatigue, their claims, what some of the issues are and the UNSW research program and instrumented vehicle being used for the study being run by the School of Aviation and the IRMRC.

Company: The New South Wales (NSW) Injury Risk Management Research Centre (IRMRC) is an independent research centre of the University of NSW. It has strong collaborative and administrative links to the UNSW Faculties of Engineering, Medicine and Science. Its funding partners are NSW Health, the Roads and Traffic Authority (RTA), the Motor Accidents Authority (MAA) and the UNSW.



Traffic Management & Intelligent Speed Assist

Presenter: Ross McArthur

Ross McArthur is VicRoads Manager Vehicle Safety and Policy. His responsibilities include development and management of vehicle safety and roadworthy standards and reforming heavy vehicle transport safety and efficiency policy in Victoria. In effect, he is responsible for the safety of Victoria's fleet of 4 million registered vehicles.

Ross is an internationally recognised expert on vehicle safety and is Chairman of the Australasian New Car Assessment Program (ANCAP) Council.

ANCAP is Australasia's and New Zealand's prime independent Consumer Crash Test Ratings Organisation. As Chairman of the Council, he plays a key role in ANCAP's program to crash test most popular new cars sold in Australasia and in publicising this life saving information.

He is a Chartered Professional Engineer (Institution of Engineers Australia) with more than 30 years experience in vehicle safety both in the public and private sector with a specialist understanding of transport safety and efficiency measures around the world.

Presentation: Ross will be introducing the new Intelligent Speed Assist devices that have been announced and also discussing in more depth the Traffic Management process that VicRoads have adapted.

Company: VicRoads is the registered business name of the Roads Corporation, a statutory Corporation within the Victorian Government infrastructure portfolio. The infrastructure portfolio comes under the responsibility of the Minister for Roads and Ports.

Our purpose is to deliver social, economic and environmental benefits to communities throughout Victoria by managing the Victorian arterial road network and its use as an integral part of the overall transport system.

VicRoads employ approximately 2700 staff to work in partnership with other government agencies, local government and the private sector to provide road, registration and licensing services throughout Victoria.



VICTORIA POLICE

Technology: Friend or Foe & Driving down the road toll by design

Presenter: Peter Bellion

Peter has been employed by Victoria Police for 24 yrs and from 1990 has been attached to Accident Investigation Section and the Major Collision Investigation Unit. He holds the position of Collision Reconstruction Team Leader. Peter completed a Civil Engineering Degree prior to commencing work with Victoria Police.



Peter has lectured on Accident Investigation and Reconstruction to police, engineers, forensic scientists, physics students, emergency services personnel and other interested groups. He has trained in excess of 200 consulting engineers and police officers.

Peter in recent times has been performing Senior Sergeant duties within the traffic and transit safety department of Victoria Police.

Presentation: Peter will be exploring two presentations, one focusing on the impact technology plays in Active Safety and the other focusing on driving down the road toll.

Company: Victoria Police provides a 24 hour police service to the Victorian community. Victoria Police contributes to a high quality of life for individuals in the community by ensuring a safe and secure society and underpins the economic, social and cultural wellbeing of Victoria.

Victoria Police is a large organisation employing more than 13,800 people, including police, public servants and protective security officers, serving Victoria, with a population in excess of five million. With 339 police stations and other facilities, Victoria Police provides support to the community 24 hours a day, 365 days of the year.



Latest research on effective active safety technologies

Presenter: Rod McClure

Rod McClure has medical qualifications, extensive clinical experience in emergency medicine, a PhD in injury epidemiology and specialist training in public health medicine. He currently holds the positions of Director of the Monash University Accident Research Centre, Professor, Department of Epidemiology and Preventive Medicine at Monash University, and Professor of Public Health Medicine, Griffith University.

Over the course of the past five years Rod McClure has maintained a heavy teaching and administrative load in the MBBS programs of University of Queensland, and then Griffith University, and now carries the responsibility of the largest injury prevention research centre in Australia.

Presentation: The effect of the solution focused approach to transport safety is evident in a careful examination of the trends in Victorian road crash fatalities in the last half century and the correlation between changes in the road toll and introduction of road safety campaigns. However, an obvious feature of the time series analysis is the plateauing of the effect in recent years and the discrepancy between this plateauing and the current policy target of a 30% reduction in the road toll by 2017. There is clearly a need to find the "next big thing" in road safety research, rather than hope more of the same is going to achieve the desired results. This presentation will highlight new technologies currently under development that are aimed at preventing or mitigating crashes as well as providing some estimates of the potential savings in serious trauma that may be gained from their implementation into Australia's future vehicle fleet. The history of the success of transport injury prevention has been the acceptance of the value of scientific evidence as the foundation for transport safety policy.

Company: The Monash University Accident Research Centre is an interdisciplinary centre focusing the primary, secondary and tertiary prevention of injury. It is among the leading injury research centres of its kind with over 100 staff employed in facilities located in Melbourne, Johannesburg, Kuala Lumpur and Prato. Through this network of offices, and established collaborations with universities throughout the world, MUARC operates as a truly international research organisation.



MC: Mr David Ford

An Honours graduate in Mechanical Engineering from the University of Melbourne, David Ford is a Fellow of the Inst. of Engineers Australia and a Fellow of both the Society of Automotive Engineers Int'l. (USA) and SAE-Australasia. He is a former Senior Vice President and Treasurer of SAE-Australasia.

David is a former Product Planning Manager and Chief Engineer of the Ford Motor Company of Australia, moving to the USA to in 1990 to take up Director/Executive positions in Product Development with Ford Motor Company, USA.

He retired from full time employment in 1998 to return to Australia, where he has maintained international and local industry and academic contacts in addition to involvement in other local ventures.

He has over 40 years association with the worldwide Automotive Industry with a range of experiences in Executive management of Engineering and Business operations in Australia and USA and Joint Venture projects with Japanese companies (Honda; Nissan; Mazda).

Change By Design 2010

Tuesday 23 March 2010

Registration Form

RSVP: Friday 12 March 2010

Cost: SAE-A Members: \$385 Non Members: \$415 SAE-A Student Members: \$200

Participant Details

Name:

Company:

Address:

Postcode:

Telephone:

Fax:

Email:

Tax Invoice: ABN: 95 004 248 604

Payment Details

Please find enclosed by cheque/money order payable to SAE-A

Please change by credit card for the amount of \$

VISA

MASTERCARD

AMEX

Please note: 2% surcharge is applied when paying via VISA and Mastercard, and a 3% surcharge is applied to AMEX transactions.

Cardholder

Card Number

Expiry Date

Signature

Cancellation: there will be no refunds given, however a substitute attendee may be nominated. Upon receipt of this registration form, you will be contacted with confirmation of your registration and a tax invoice will be received for your payment.

Please forward this completed form to SAE-A

Email: marissa@sae-a.com.au

Post: Suite B, Level 2, 70 Dorcas street, Southbank 3006

Phone: 03 9696 5190 Fax: 03 9696 5865