



ANCAP

Crash testing for safety

AUSTRALASIAN
NEW CAR ASSESSMENT
PROGRAM

Strategic Objectives. 2016-2018

VISION:

To eliminate road trauma through the testing and promotion of safer vehicles.

PURPOSE:

ANCAP is the leading independent vehicle safety advocate in Australasia. It provides consumers with independent, transparent advice and comparative information on the level of occupant and pedestrian protection provided by different vehicle models in the most common types of crashes, as well as their ability – through technology – to avoid a crash.

- Work cooperatively with and support member organisations to help them promote safer vehicles.
- Work cooperatively with vehicle brands to raise the bar on safety whilst remaining independent.
- Work cooperatively with other stakeholders to promote safer vehicles through the 'Safe Systems' approach.
- Work cooperatively with Euro NCAP and testing laboratories to develop and implement a common test protocol in 2018.
- Test and interpret data to assess the crash avoidance and crash protection safety of new motor vehicles to compare their performance and publish the results.
- Educate consumers on new vehicle safety features and safer vehicle choices.
- Educate and influence decision-makers to advocate for improved vehicle safety.
- Maintain strong links with other NCAPs and international advocates to lift and align safety standards around the world.
- Maintain and improve support for the organisation - leveraging existing and exploring new support streams.



Vehicle Testing and Evaluation.

Undertake best-practice, independent vehicle safety testing and assessment for vehicles sold in Australian and New Zealand.

- Maintain strong fleet coverage.
- Publish results for vehicle models not previously rated.
- Assess and republish Euro NCAP results where applicable to the Australia and New Zealand market.
- Work cooperatively with vehicle brands to improve the safety specifications of their vehicles.
- Undertake regular audit testing of vehicles.

Alignment with Euro NCAP on a common test protocol in 2018.

- Develop new common test protocols and associated policies with Euro NCAP for 2018.
- Assess test lab capabilities in preparation for the adoption of new protocols in 2018.
- Consult with the automotive industry, Department of Infrastructure and Regional Development and other stakeholders on new 2018 protocols and policies.
- Implement and publish new 2018 protocols and procedures.

Improve ANCAP's technical and engineering capability and capacity.

- Build technical and engineering capability and capacity.

Consumer and Vehicle Safety Advocacy.

Educate and influence decision-makers to advocate for improved vehicle safety through effective engagement and advocacy strategies.

- Provide new and improved resources to leverage ANCAP partnerships to increase consumer reach.
- Increase engagement with vehicle brands and dealers to promote vehicle safety.
- Host vehicle safety seminars for politicians, ministers, departmental representatives and other key decision makers at ANCAP crash tests.
- Advocate for safer vehicles through participation in regular meetings / briefings with politicians, ministers, departmental representatives and other key decision makers.
- Undertake and assist with research to promote the effectiveness and uptake of new vehicle safety technologies.
- Collaborate with the Used Car Safety Rating program to improve consumer understanding of safety ratings for the life of a vehicle.
- Take a leading and collaborative role in national autonomous and 'driverless' vehicle policy decisions.

Maintain strong links with other NCAPs and international advocates to lift and align global vehicle safety to benefit Australasian consumers.

- Maintain and improve strong relationship and data sharing arrangements with Euro NCAP including participation in Working Groups.
- Take a lead and active role in Global NCAP activities and Working Groups.
- Be an active participant in international road and vehicle safety events and conferences to benefit Australian and New Zealand consumers.

Media and Communications.

Pursue an active and positive public profile through traditional and digital media.

- Maintain strong engagement with the media through the provision of timely and relevant content.
- Improve use of social media platforms to increase broad community engagement.
- Work with and support ANCAP members on joint media campaigns / announcements.
- Establish a revised brand narrative through a cooperative advertising campaign with members and stakeholders throughout Australia and New Zealand.

Improve internal communications to support member organisations to promote safer vehicles.

- Provide members with updates on ANCAP activities, vehicle safety developments and rating information for communication across their respective stakeholder base.
- Work with the Vehicle Safety Research Group (VSRG) to develop guidelines for the communication of respective rating systems.
- Participate in joint communications and media activities with members.
- Improve access to ANCAP communications materials, brand assets and vehicle safety content to assist member communication of safer vehicle messaging.

Improve external communications to educate consumers on new vehicle safety features and safer vehicle choices.

- Enhance the ANCAP brand to improve timestamp recognition.
- Provide improved access to ANCAP safety ratings and vehicle safety information through digital platforms.
- Engage with new vehicle car sales platforms to increase the prominence, relevance and reliability of ANCAP safety rating information.
- Increase engagement with new car dealers, and through them, consumers to incorporate safety as part of the sales conversation.

Operations and Governance.

Strengthen the organisation's financial sustainability including leveraging private sector support.

- Maintain and improve relationships with vehicle brands to assist in leveraging private sector support for the independent testing and supply of vehicles.
- Explore new financial members including other consumer, road safety and insurance organisations.
- Explore alternative support sources including in-kind contributions.

Strengthen the governance and management of the organisation through effective workplace, operational and financial strategies.

- Maintain a safe and effective workplace.
- Enhance capability of the ANCAP Secretariat.
- Ensure best-practice governance by the ANCAP Board and Council.

