



Phillippa Batchelor



Pippa is Business Development Manager for 3M Australia and New Zealand Transport.

Pippa Batchelor has extensive theoretical and practical experience of the Transportation Safety Industry, with her career starting within the UK and Europe and for the last 5 years within Australia and New Zealand. She has worked extensively both within the research and development, and regulatory functions of 3M. She has recently been the drafting leader for the revisions of the AS/NZS1906.1 and AS 4001 standards, which were published in 2017.

She is regularly engaged in educating road safety practitioners and has led several workshops to encourage greater understanding of the practical implementation of signage and other technology to increase road safety.

What is the Future for Roads?

The transportation industry is in the midst of a dramatic shift. Already we are seeing the increased use of advanced driver assistance systems (ADAS), trials of autonomous vehicles already in the ANZ region, and changes in legislation to accommodate these futuristic solutions, all of which will bring profound changes to vehicles and the environment in which they operate.

Before fully autonomous vehicles and trucks can appear on the roads, work is underway to build an entirely new ecosystem needed for this technology to operate. This requires extensive research to create intelligent transportation materials and systems and is a collaborative effort between industry, academic institutions and government organisations. 3M Traffic Safety and Security Division is developing technologies within areas ranging from machine-readable and smart sign technology, more robust and visible pavement markings to wireless communications beacons and safer passage through construction zones.

This presentation will give an overview of what technologies are coming to overcome the challenges of the future and the transition to the possibility of autonomous vehicles.