



Goldfields-Esperance CASE STUDY ESPERANCE ROADWISE COMMITTEE

Community Overview

The Committee covers the Shire of Esperance, which is located on Western Australia's southeast coast about 725 kilometres from Perth by road. Covering 42,000 square kilometres, the Shire is responsible for a road network of 4853km's, which is the largest of any Local Government in the state. With a population of almost 14,000 the Shire has one of the lowest population densities in WA.

Residents of the Shire's farming community regularly drive large distances, travelling through the network of small towns, such as Condingup, Salmon Gums, Grass Patch, Gibson or Cascade, or to and from their property to Esperance town centre.

Committee Overview

The Committee is a formal Committee of Council and meets every six weeks. The Committee has a road safety action plan that is developed, with input from all members, at the beginning of each year.

The plan aims to address all four cornerstones of the safe system approach and is reviewed during each meeting to ensure the committee is implementing the strategy as planned. An annual evaluation of the plan is also conducted to assist in improving the effectiveness of future initiatives.

The Committee's overall vision is to address key road safety issues that are relevant at a local level to reduce the incidence of road trauma across the region. State and local statistics are reviewed during the development of the annual action plan to ensure priority road safety issues are addressed.

Road safety activities 2015-16

The list below provides a summary of the Committee's 2015 action plan activities:

- Driver Reviver – 27 February and 2 April.
- *Blessing of the Roads* – 24 March.

Pictured above: Pic 1, 'Enjoy the Ride' campaign launch – September 6, 2015. Pic 2, 'Enjoy the Ride' campaign back to school promotions – 2015.

**Covers a
population of
14,000**

**16 road safety
activities in
2015-16**

**Committee meets
every 6 weeks**

**11 RoadWise
Committee
Members**

COMMITTEE REPS

Department of
Transport
School Drug Education
and Road Aware
(SDERA)
Main Roads WA
Community
representatives
St Johns Ambulance
WA Police
Shire Councillor
WA Country Health
Service
Asset Management
Administration Officer
WALGA RoadWise
Director of Asset
Management or their
nominee

- Bike week and school bike safety checks – 16-20 March.
- White cross roadside display – 2 April.
- Youth week road safety photo booth – 18 April.
- UN Road Safety Week #savekidslives campaign – 2-20 April.
- ‘Belt Up’ football round – 23-24 May.
- Good Sports alcohol education with clubs – 9 June.
- ‘Design your own seatbelt’ regional schools project – 20 July to 25 September.
- ‘Enjoy the Ride’ campaign – September to January 2016.
- iScoot moped road safety presentation – 9 September.
- Type 1 Child Car Restraint (CCR) Fitting course – 26 October.
- Free CCR fitting and checking events – 8 - 9 September and 10 November.
- ‘Design your own seatbelt’ regional school display at the Esperance Show– 16-17 October.
- *Road Ribbon for Road Safety®* campaign – December.
- Speed display trailer deployment – ongoing throughout the year.

The principal initiative for the Committee in 2015 was the Esperance ‘Slow Down and Enjoy the Ride’ campaign. The campaign was funded by a grant from the Government of Western Australia’s Road Safety Community Grants Program. An overview of the activities involved is provided below:

- The Committee developed localised campaign material including a series of posters and postcards that featured Esperance people, places and past times in an aim to increase the relevance of the campaign material to the local community.
- Truck and car bumper stickers were distributed at Committee events and by the Shire of Esperance licensing department.
- The campaign launch included a free yoga class and community breakfast to help remind people of the benefits of slowing down both on and off the roads.
- 7,500 campaign flyers were distributed with the Shire of Esperance rates notice.
- A series of promotional events were held in partnership with local coffee retailers. Retailers distributed ‘Enjoy the Ride’ stickers and campaign displays were presented.
- A back to school campaign was implemented to inform the community about the insignificant amount of time saved by travelling 10kms over the speed limit through a school zone. Schools were also provided with maths activities that calculated how little time was saved by speeding through school zones.
- Campaign presentations were delivered at local Rotary meetings and at the South East Premium Wheat Growers Association (SEPWA) Ladies Day.
- A poem was written by local bush poet and Shire President, Victoria Brown to address the issue of speed during harvest. The poem was shared successfully via social media (over 170 shares resulted from the post) and by other Local Governments across the state. It was also recited at a number of events including the Esperance Agricultural Show, York Bush Poets Festival and the Kojonup Hospital Committee’s Ladies Day.
- Primary schools created ‘Enjoy the Ride’ murals that were utilised as pledge boards. Community members were invited to pledge how they would stay safe on the roads at the Committee *Blessing of the Roads* event.
- A total of 17 media hits (excluding social media) were generated as a result of the campaign, including print articles and radio interviews by both local and state wide media outlets.

Key lessons learned from evaluating the 2015 program of activities include:

- Localised campaigns that involve local community members have a positive impact on how the initiative is received and spread throughout the community.
- Regular road safety initiatives planned and implemented throughout the year assist in maintaining the profile of road safety throughout the community.
- Partnerships with other organisations and community groups is critical to the spread of road safety messages.