

RoadWise Road Safety Newsletter

DECEMBER 2019



Issue 58

In this issue...

- [Road Ribbon for Road Safety® Campaign Update](#)
- [Road Ribbons Around the State](#)
- [Child Car Restraint Update](#)
- [Talking About the Impact of Road Trauma in the Kimberley Region](#)
- [Road Safety Advocacy in Chittering](#)
- [New Chair for the Hedland Community Road Safety Group](#)
- [Reminding Drivers to Slow Down During Harvest](#)
- [Joining Forces to Work Towards Zero in Harrisdale](#)
- [Five Star Cars on Show at the Topdrill St Barbara's Parade](#)
- [Share the Roads Down South](#)
- [Mid West Vehicle Safety Checking Day](#)
- [Using Art as a Vehicle for Change](#)
- [Vehicle Safety Checked in the City of Swan](#)
- [Community Road Safety and Path Safety Campaign Launched](#)
- [Community Grants Applications Now Open - National Road Safety Week 2020](#)
- [Merry Christmas from WALGA's RoadWise](#)
- [Road Safety Calendar](#)



Road Ribbon for Road Safety® Campaign Update

As we travel far and wide during this festive season, road safety should remain close to our hearts and minds. WALGA's RoadWise Road Ribbon for Road Safety® campaign acts as a timely reminder for us to all work together to make Western Australian roads safer.

This year's campaign has been actively supported by State Government agencies, Local Governments, RoadWise Committees, numerous not-for-profit organisations and local businesses across the state.

So far, more than 135 organisations have engaged with their local communities by promoting *Road Ribbon for Road Safety®* campaign messages.

More than 16,000 road ribbons have been distributed, 58 road ribbon events planned or held, and more than 140 public displays organised.

WALGA's State Council took time out during their December meeting to raise awareness and show their support for the *Road Ribbon for Road Safety® Campaign*, forming a zero to represent the long-term vision of zero deaths and serious injuries on Western Australian roads.



Pictured above: WALGA's State Council showing their support for the 2019 Road Ribbon for Road Safety® campaign and the long-term vision of zero deaths and serious injuries on Western Australian roads.

Find out how to participate in the 2019 campaign at <http://roadwise.asn.au/road-ribbon-for-road-safety.aspx>.

Road Ribbons Around the State

Local Governments and members of the community road safety network have been showing their support for the 2019 *Road Ribbon for Road Safety®* campaign.

- The **Toodyay RoadWise Committee** celebrated the launch of the *Road Ribbons for Road Safety® campaign* on 21 November outside the local IGA store, engaging with shoppers and passers-by to promote the key messages and handing out ribbons. Fifty ribbons were distributed and conversations were had about local road safety issues, road conditions and the target of zero road fatalities and serious injuries.
- **Kimberley Zone** Shire Presidents, Chief Executive Officers and other delegates affirmed their support for the road ribbons campaign at the recent WALGA Zone meeting with a photo shoot and distribution of road ribbons.
- **Main Roads WA (Kimberley)** Road Safety Days provided the perfect opportunity to promote the road ribbon message to local road safety network members.
- Ribbons were available at the Chinatown Christmas Carols/Christmas Parade in Chinatown, **Broome** on 6 December.

- Community groups based in the **Shire of Serpentine-Jarrahdale** were invited to morning tea in Pinjarra during November where road ribbons were also distributed.
- **Wanneroo Primary School** set up a road safety display and distributed road ribbons to all school families.
- On 5 December, road ribbons were distributed and discussed at the **Koorunga CWA (Wannamal, Shire of Chittering)** end of year lunch.
- **City of Armadale RoadWise Committee** members joined with **Armadale Neighbourhood Watch** and **St John Ambulance** this month to raise awareness of road safety at a community safety event at Bunnings Warehouse Harrisdale, including the *Road Ribbons for Road Safety®* campaign.

These events are in addition to the many road safety displays erected and the road ribbons being made available to the community through Local Government, State Government and other offices across the State.



Visit the RoadWise website at <https://www.roadwise.asn.au/image-gallery/> to see the [road ribbon photo gallery](#), which showcases how many organisations are getting involved in the 2019 campaign.

Find out how to participate in the 2019 campaign
at <http://roadwise.asn.au/road-ribbon-for-road-safety.aspx>.

Child Car Restraint Update

In good news for road safety and the environment, a newly formed SeatCare program is expected to commence in 2020, providing families, carers and others with an environmentally sustainable way to dispose of their old child car restraints.

Equilibrium, sustainability and environmental management consultants, are co-designing and building the SeatCare program as an industry-led product stewardship scheme to deal with unwanted child car restraints.

With a targeted launch date of mid-2020, SeatCare will provide a free and environmentally-friendly option for disposing of old child car restraints.

By collecting and disassembling the seats on-site, the program aims to divert in excess of 900 tonnes of waste away from landfill and back into the recycling stream.

Visit <https://minister.environment.gov.au/lev/news/2019/recycling-protect-young-lives> to find out more about this new initiative.



Pictured above: Type 1 Child Car Restraint Fitters inspect child car restraints.

For advice and information about the use of child car restraints in Western Australia, call the WALGA RoadWise child car restraint information line on 1300 780 713 or visit <https://www.roadwise.asn.au/child-car-restraints.aspx>.

Talking About the Impact Road Trauma in the Kimberley Region

Road Trauma Support WA (RTSWA) staff recently travelled to Broome to run a series of workshops on road trauma with staff from Main Roads WA in the Kimberley as part of their 'Kimberley Road Safety Days'.

The 'Kimberley Safety Days' are a great way for staff from across the region to get together and this is believed to be the first time that talking about road trauma was on the agenda.

Supported by the Kimberley Regional Road Safety Advisor Greg Hayes and Tom Wood, School Drug Education and Road Aware (SDERA) consultant with

the Department of Education, the event also provided an opportunity to promote the *Road Ribbon for Road Safety®* campaign.



Pictured above: Main Road WA Kimberley staff with the Road Trauma Support team at the Kimberley Safety Day.

Road Trauma Support WA is a state-wide service assisting anyone affected by road trauma, regardless of when the incident occurred or what level of involvement the person had, direct or indirect. Counselling sessions are delivered free of charge and no referral is required. Visit the [Road Trauma Support WA](#) website or [Facebook page](#) to find out more.

► Road Safety Advocacy in Chittering

On 5 December, at the Koorunga CWA (Wannamal, Shire of Chittering) end of year lunch, road safety ambassador and CWA Young Volunteer of the Year 2019, Cory Payne shared his road crash survival story.

At the age of 17, Cory experienced a driver fatigue crash which put him on life support with a severe brain injury. His story of recovery, rehabilitation and now road safety advocacy at 23 years of age is a very moving and inspiring account.

Road Safety Advisor Cliff Simpson also spoke about the history of the *Road Ribbons for Road Safety®* campaign, its relevance to road traffic victims, families and survivors of road trauma and its focus on a future with zero deaths and serious injuries on WA roads.





Pictured above: Annette Howard, Cory Payne and nephew Xavier, Cliff Simpson and Koorunga CWA President Bev Fleetwood; Cory Payne sharing his road crash survival story at the event.

To find out how you can get involved in addressing road safety issues in the Wheatbelt North region, email Road Safety Advisor Cliff Simpson csimpson@walga.asn.au or call 0409 686 138.

New Chair for Hedland Community Road Safety Group

The Hedland Community Road Safety Group has a new chair. Town of Port Hedland Commissioner, Fred Riebeling, was voted into the position at the meeting last month.

The Group also has a new Terms of Reference and members will next meet in January to work on the 2020 action plan.

Outgoing Chair Surii Dhat from Qube has agreed to continue as a member of the Group and her contributions as Chair were formally acknowledged at the last meeting.



Photo caption: A Port Hedland icon promoting the Road Ribbon for Road Safety ® campaign.

For more information about road safety in the Pilbara, contact Senior Road Safety Consultant Engel Prendergast via email; epondergast@walga.asn.au.

▶ Reminding Drivers to Slow Down during Harvest

In a partnership between the Shire of Northam RoadWise Committee and CBH, the latest #avonlocalsdrivingchange campaign centres around driving safely during harvest season.

Northam farmer Georgia Haddrill read the Esperance RoadWise Committee's poem "Enjoy the Ride" as part of radio advertisements featured on Triple M Radio across the Wheatbelt.

Northam RoadWise Committee member Lew Couper also gave two interviews on York community radio with the same message: that everyone needs to get home safely after a day on the roads.

In addition, a "photo-voice" has been posted on various Facebook pages in the Avon Valley region.

The Shire of Northam RoadWise Committee continues to engage local people to be the voices of road safety in the region, helping to make the #AvonLocalDrivingChange campaign a truly local road safety campaign with community ownership.



Pictured above: The latest #AvonLocalDrivingChange campaign focuses on road safety during harvest season.

Visit <https://www.facebook.com/shireofnortham> to view the #AvonLocalDrivingChange campaign photo voices.

▶ Joining Forces to Work Towards Zero in Harrisdale

City of Armadale RoadWise Committee members joined with Armadale Neighbourhood Watch and St John Ambulance this month to raise awareness of road safety at a community safety event at Bunnings Warehouse Harrisdale.

Committee members took the opportunity to talk to the community about the safe system approach to road safety and the importance of working towards zero deaths and serious injuries.

Road ribbons were also available, allowing individuals to show their support for the *Road Ribbon for Road Safety®* campaign which runs through the Christmas/New Year holiday period.



Pictured above: Armadale RoadWise Committee member Sandra Baraiolo mans the display; Teaming up with Neighbourhood Watch and St John Ambulance at Bunnings Harrisdale.

For more information on road safety in the City of Armadale visit <https://www.roadwise.asn.au/roadsafety/>

► Five Star Cars on Show at the Topdrill St Barbara's Parade

Members of the Kalgoorlie-Boulder RoadWise Committee participated in the annual Christmas Mining and Community Parade in Kalgoorlie this month.

This year in the *Topdrill St Barbara's Parade*, the RoadWise Committee decorated two 5 star vehicles, promoting the Australasian New Car Assessment Program (ANCAP) 5 star ratings and the 'safer cars save lives' message.

Two new 5 star ANCAP rated vehicles from the City of Kalgoorlie-Boulder fleet were used in the parade - a 2019 Nissan Leaf and 2019 Mazda BT-50 utility vehicle. Showing that work vehicles can be 5 star safety rated was an important part of the display.

Committee members walked in the parade, spreading the Christmas spirit and chatting with the crowd about safe vehicles and safe practices on our roads.

In the true spirit of the RoadWise road safety network working together, the City of Mandurah RoadWise Committee was able to share their safe vehicles signage and banners with the City of Kalgoorlie-Boulder RoadWise Committee for this event.



Pictured above: The City of Kalgoorlie-Boulder's Euan Workman with Committee members George Workman, Kelly O'Donnell and Glenys Woodman; Committee member Glenys Woodman, grandson Max Toy and Road Safety Advisor Carol-Anne Bradley with the 5 Star Nissan Leaf.

Contact Road Safety Advisor Carol-Anne Bradley on mob: 0409 881 924 or email, cbradley@walga.asn.au to find out how your organisation or group can contribute to reducing road trauma in the Goldfields-Esperance region.

Share the Road Down South

The Geographe Bay Regional RoadWise Working Group is using a rest bay billboard on the way into the City of Busselton to promote the 'Share the Road' message over the summer holidays.

The timing of the message coincided with the start of the Leavers 2019 event and the anticipated increase in tourist numbers in the area over summer.

The 'Share the Road' and 'Share, Respect, Enjoy' messaging is being promoted to recognise that there will be an increase in visitors to the area walking, riding and driving over the holidays.

People are being reminded to be aware of vulnerable road users, including pedestrians and cyclists.

The Geographe Bay Regional RoadWise Working Group analysed road crash data for the City of Busselton for the five year period from January 2014 to December 2018 when developing its 2019/2020 Action Plan. In that five year period there were 14 reported crashes that involved a hit pedestrian.

For more information about sharing roads and footpaths, visit the [Road Safety Commission's website](#).



Pictured above: The Geographe Bay Regional RoadWise Working Group is encouraging everyone to share the roads.

Local Governments in the South West interested in working together to prevent road trauma by adopting safe system policy and practice can contact Road Safety Advisor Nicky Smith on 0438 982 563 or email nsmith@walga.asn.au.

▶ Mid West Vehicle Safety Checking Day

A number of local businesses in Geraldton volunteered their time on the last Saturday morning in November to conduct free car safety checks and talk to people about the importance of vehicle safety.

Spirit Radio broadcast the event live from Midwest Windscreens, whilst the windscreen team checked for cracks or chips and provided advice on window tinting.

Staff from Bridgestone checked tyre pressures, tread checks and balance queries and Mainline Automotive checked mechanical related safety issues.

A child car restraint checking station was coordinated by WALGA's RoadWise, helping ensure child car restraints were installed correctly.

The event was well attended with many local drivers taking the opportunity have their vehicles checked, speak to experienced staff and even to grab a free sausage sizzle in the process.



Pictured above: The Mid West vehicle checking station saw local businesses join forces to provide a free service in the lead up to the festive season.

To find out more about local road safety initiatives in the Mid West region, email Road Safety Advisor Samantha Adams, sadams@walga.asn.au or call 0419 953 583.

▶ Using Art as a Vehicle for Change

The Local Drug Action Team in Albany has recently completed a project working with students from North Albany Senior High School and Alta 1, promoting awareness about drugs, alcohol and road safety.

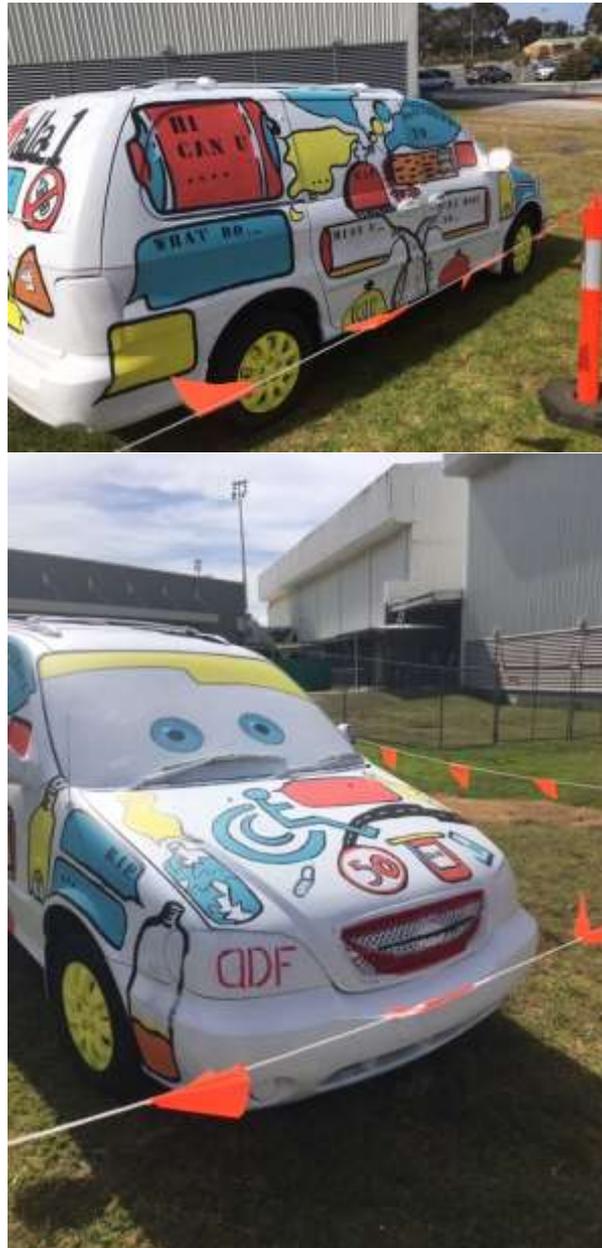
Two old cars were painted with artwork which was developed by the students.

During the development of the artwork, students engaged in storytelling activities alongside professional artists Kia Watt (Local Aboriginal artist) and Serena McLauchlan.

The process provided students with the opportunity to voice and express young people's stories around issues of risk-taking behaviours including speeding and alcohol and other drug use, as well as other social determinants of health.

The project aims to increase awareness about drugs, alcohol, and road safety in the Great Southern region.

To further spread the message, the cars are on public display at the Albany Marina and Albany Leisure and Aquatic Centre car parks. The cars were also displayed at the 20019 Albany Show where they stimulated lots of discussion about drugs, alcohol and road safety.



Pictured above: The Local Drug Action Team in Albany has recently completed a project working with students from North Albany Senior High School.

Contact Road Safety Advisor Carl Beck on 0418 904 081, or via email at cbeck@walga.asn.au to find out how your organisation can get involved with road safety projects in the Great Southern region.

Vehicle Safety Checked in the City of Swan

The City of Swan RoadWise Working Group recently partnered with the Department of Transport and the City of Stirling to provide free vehicle safety and child car restraint checks to the community.

Department of Transport staff volunteered to provide vehicle safety checks, checking for safety and mechanical issues such as tyre tread, working lights and worn seatbelts.

The average age of Western Australia's passenger vehicle fleet is 10.7 years¹

and ensuring that older vehicles are in good, safe condition can help to reduce the risk of road fatalities and serious injuries.

Trained Type 1 Child Car Restraint Fitters also volunteered their time to provide free installations and inspections, ensuring child car restraints were correctly installed in the vehicle and suitable for the child's age and size.

The event attracted a steady stream of community members, providing an opportunity to have a chat about the importance of safe vehicles.

¹ Australian Bureau of Statistics, 9309.0 – [Motor Vehicle Census, Australia](#), 31 January 2019.



Pictured above: The City of Swan RoadWise Working Group partnered with the Department of Transport and the City of Stirling to provide free vehicle safety and child car restraint checks.

If you would like further information on where you can get your child car restraint inspected or installed, a list of trained fitters can be found on the RoadWise website at <https://www.roadwise.asn.au/childrestraints/>.

Community Road and Path Safety Campaign Launched

After completing a major upgrade of Middleton Road last year, including the installation of additional shared paths and cycle lanes to encourage more community members to walk or cycle, the City of Albany is now launching an extensive education campaign aimed at local residents and business owners.

The campaign will see all residents and businesses along Middleton Road receive an information pack aimed at developing a culture of mutual respect between all road and path users to help keep the community safe.

There is a special focus on vulnerable road users such as cyclists and pedestrians.

The information pack will include

- A 'Share the Road Brochure' with helpful tips for pedestrians, cyclists and drivers
- A 'Slow Down – Consider our Kids' sticker to be placed on bins
- A rider reminder tactile sticker to be placed on the inside of the drivers door handle to remind them to look out for riders when opening their car door or reversing from a driveway.

In addition to the information packs, the campaign will include cinema and radio advertising, newspaper advertising, school communication resources, social media articles and a large outdoor banner for use at schools and other public areas.

There was also be a presence at the City of Albany Christmas Pageant, with a group of student displaying the share the road message.

The campaign is being funded by a Government of Western Australia Road Safety Community Grant and is coordinated by the City of Albany's TravelSmart Officer.



Pictured above: the Share the Road campaign is in full swing in Albany.

Visit the City of Albany's website at <https://www.albany.wa.gov.au/facilities/community/sustainable-communities.aspx> to find out more about this project.

Community Grants Applications Now Open - National Road Safety Week 2020

The Road Safety Commission has opened applications for Local Governments, schools, service clubs, RoadWise Committees and community organisations to apply for a specialised grant round that provides funding *up to \$5000* each, to encourage the Western Australian

community to participate and hold an event during National Road Safety Week (NRSW).

Supported by the State Government of Western Australia, including the Road Safety Commission, National Road Safety Week is an annual initiative created by the [Safer Australian Roads and Highways \(SARAH\) Group](#) .

Every year, more than 1200 people are killed and 35,000 seriously injured on Australian roads. In remembrance for those people who have lost their lives on our roads, and for the families left behind, Western Australian landmarks across the country regions and including Perth locations such as Yagan Square, Elizabeth Quay, the Bell Tower, Trafalgar Bridge and Council House, will light the night in yellow light across the week. Community events honour road traffic victims and ask the community to pledge to make the roads safer for everyone, *to drive so others survive*.

Members of the RoadWise road safety network are invited to participate in National Road Safety Week by holding an event to raise awareness or light a local landmark/s or iconic building/s in yellow light. To achieve this, the opportunity to apply for a National Road Safety Week grant is now open.

Grant events must be held during National Road Safety Week (3 to 10 May 2020).



Pictured above: Local Governments and members of the road safety network participating in Road Safety Week.

For further information, [grant guidelines](#) and to submit an application, visit the Road Safety Commission's [National Road Safety Week](#) web page.

▶ The RoadWise team would like to wish members of the RoadWise road safety network a very happy and safe Christmas

The RoadWise network is made up of a wide range of individuals and organisations across the state – more than 6500 people at last count, all with an interest in making their communities safer through measures to prevent death and serious injury from road crashes.

Many of our activities and initiatives could not be implemented without you, so thank you for your valuable contributions.



We look forward to continuing to work together in 2020!

▶ Road Safety Calendar

Each month, relevant events, seminars, professional development opportunities and awards will be listed as an easy reference for members of the road safety network.

Events, seminars and professional development opportunities

- Austroads Webinar: Australasian Road Asset Data Standard – Opportunities for Local Government, now online; [Austroads via Vimeo](#).
- Government of Western Australia Road Safety Community Grants - Event grant applications are assessed monthly and rounds close on the last Friday of every month at 5:00pm - <https://www.rsc.wa.gov.au/About/Community-Grants/Event-Grants>.
- Government of Western Australia Road Safety Community Grants - Project grant applications are assessed quarterly and close on the last Friday of December and March at 5:00pm - <https://www.rsc.wa.gov.au/About/Community-Grants/Project-Grants>.
- 11th International Conference on Managing Fatigue, Fremantle - Monday-Thursday, **16-19 March 2020** - <http://managingfatigue2020.com/>.
- National Volunteering Conference, Perth - Wednesday-Friday, **18-20 March 2020** - <https://www.volunteeringaustralia.org/get-involved/events/nvc2018/>.

Road safety awards programs

- **Australian Road Safety Foundation, Road Safety Awards 2020**
- The awards are designed to acknowledge the achievements of leading road safety stakeholders and provide an opportunity to formally recognise their commitment to improving road safety outcomes. Find out more information at <https://arsf.com.au/arsa/>.
- **WALGA Local Government Road Safety Awards 2020** - The awards acknowledge outstanding achievements by Local Governments in the area of road safety, and recognise innovation in engineering countermeasures contributing to safe system implementation, along with local road safety partnerships and champions. Find out more information at <https://www.roadwise.asn.au/local-government-road-safety-awards.aspx>.

Event dates are also included on the WALGA RoadWise website event calendar at <https://www.roadwise.asn.au/events-calendar/>.

WALGA

ONE70, LV1, 170 Railway Parade,
West Leederville, WA 6007
PO Box 1544, West Perth, WA 6872
Tel: (08) 9213 2000 | Fax: (08) 9213 2077
Email: info@walga.asn.au
www.walga.asn.au

© Copyright Western Australian Local Government Association 2014