



Gascoyne

CASE STUDY

CARNARVON ROADWISE

COMMITTEE

Community Overview

The committee covers the Shire of Carnarvon, which has a population of 6,800 and is 53,000 square km's in size. Renowned for fishing, a beautiful coastline and a rich heritage, the Shire of Carnarvon is a popular tourist destination. It also has strong horticultural and pastoral industries.

The Shire has a multicultural demographic and there is an influx of tourists during the winter months. A demographic and economic profile undertaken by the Shire in 2014, showed an aging population and a higher than average indigenous population reside within the Shire.

Committee Overview

The Committee meets monthly and has a road safety action plan that is reviewed during each meeting. The Committee aims to improve road safety outcomes in the Shire of Carnarvon, by increasing community awareness and knowledge of the main road safety issues causing death and serious injury in the region, and informing the community about what they can do to lessen the risk.

Road safety activities 2015-16

Over the past year, the Carnarvon RoadWise Committee has been involved in a variety of activities to increase awareness and understanding of road safety issues affecting the region. Committee members have also worked hard to provide helpful information that helps contribute to a safer road environment. Below are some Committee highlights from the past 12 months.

1. Social media

The Carnarvon RoadWise Committee has hit social media in a bid to spread the word and create awareness of road safety in the community. The Carnarvon RoadWise Facebook page went live in March 2016 and Committee members are thrilled with the response and interaction from the local

Established in 2014

Community
population 6,800

Five major projects
in 2015-2016

Committee meets
monthly

18 RoadWise
Committee
Members

COMMITTEE REPS

Local Government
officers

WA Police

Main Roads WA

Rotary

Returned Services
League

Department of
Corrective Services

Rio Tinto

Clontarf Football
Academy

Department of
Transport

Department of Health
Carnarvon Bus Charters
School Drug Education
and Road Aware

WALGA RoadWise

Pictured above: Pic 1, The Carnarvon RoadWise Committee Facebook page. Pic 2, Members of Carnarvon Roadwise Committee on the road safety bus tour around the town.

community and others around Australia.

The Facebook page was designed to promote road safety and engage with the public, by posting safety messages on a weekly basis in conjunction with the Committee's 2016 Action Plan.

As a result, the Committee has gained positive exposure through the Carnarvon community and has had two articles featured in the local newspaper, the *Northern Guardian*. These articles were also posted on the group's Facebook page, reaching more than 1600 social media users alone. More than 80 of those users either commented on the posts or shared with their friends/family/colleagues.

During the month of May, and to coincide with Road Safety Week, the Committee coordinated a 'Photograph your rest stops and post on the Carnarvon Roadwise Facebook page competition'. The competition aimed to encourage road users to stop and take a break to avoid the onset of fatigue within the Gascoyne region. The photograph which received the most 'Likes' won a prize.

2. Road review

The Carnarvon RoadWise Committee has been out and about, promoting priority road safety issues and implementing community road safety activities in the community. On Wednesday, 6 April 2016, the Carnarvon RoadWise Committee organised a bus tour around the town to identify road safety issues and concerns, and proposed actions to address these issues.

A number of issues were identified by the Committee including dangerous intersections, safety issues associated with school drop off/pick up zones, the use of illegal U-turns and issues identified with a local bus stop used for employment pick up/drop offs.

Some of the proposed actions from the bus tour included collaborating with the Shire of Carnarvon, WA Police, Carnarvon Community College, Carnarvon Hospital and local employer Centurion to address the issues identified.

3. Child car restraints

Carnarvon RoadWise Committee members joined staff from the Shire of Carnarvon to provide child car restraints information at the Under the Sea Family Fun Day held during October 2015.

As part of their family day display, the Carnarvon RoadWise Committee showcased some of the newer child car restraints on the market, provided the opportunity for people to ask questions and distributed child car restraint information.

A Type 1 Child Car Restraint Fitting course was held in Carnarvon during November 2015. Registered participants gained a qualification in providing advice on the correct use and fitting of child car restraints.

4. Workplace road safety

Carnarvon Bus Charters is represented on the Carnarvon RoadWise Committee, providing valuable input into Committee planning and activities. Drivers at Carnarvon Bus Charters have now made the commitment to turn off their mobile phones and bag them up to ensure they pose no distraction whilst they are driving. This is part of ongoing road safety activity within the organisation which has also recently included online fatigue avoidance training.

5. Promoting road safety at events

Carnarvon RoadWise and Main Roads WA joined forces to shed some light on road safety at the TropiCOOL Festival held during the WA Day long weekend in 2015. The interactive display focused on the importance of wearing helmets and seatbelts as well as the dangers of driver distraction. There were activities for children to encourage them to always buckle up when in travelling in the car and to wear helmets when riding their bikes, with merchandise to remind them of the messages they had heard. Adults completed a quiz which saw many get stumped when asked to list three different types of driver distractions. This provided a great opportunity for discussion.