



# Kimberley CASE STUDY BROOME ROADWISE COMMITTEE

## Community Overview

The Shire of Broome encompasses 56,000 square kilometres. Broome has a permanent resident population of 16,031 residents (2011), the majority of whom are located within the town of Broome. Broome is the service centre for the broader Kimberley region and functions as the gateway to the region. During peak Tourism Season (April-September), the number of visitors as part of the total service population, could increase by up to 75%.

Almost a third of Broome's population is indigenous which, despite being significantly higher than the average indigenous population across Western Australia, is a smaller proportion than the average across the Kimberley.

The structure of the Broome economy is focused around tourism and support to the broader resource sector in the Kimberley region. The key sectors driving growth are construction and transport.

The Shire of Broome is one of the only places left in the world where wild-stock pearling takes place. In 2010, a total of 397,947 oysters containing pearls were harvested (WA Department of Fisheries 2011).

In 2013 there were 12,625 registered vehicles (Australian Bureau of Statistics).

## Committee Overview

The Broome RoadWise Committee is an informal Committee of Council. However, the chair of the committee is an Elected Member (nominated by council, plus proxy).

The Committee has an action plan which is aligned to the WA's Road Safety Strategy: *Towards Zero*.

The action plan is based on the four cornerstones of *Towards Zero* (safe roads and roadsides, safe road use, safe vehicles and safe speeds). Each quarter, a different cornerstone is the "main effort" or focus of road safety activity. Other activities also occur during the quarter to support other agency initiatives and projects.

*Pictured above: Pic 1, Broome RoadWise Committee launch of the Choose Your Ride Festive Season Drink Driving Campaign. Pic 2, Broome RoadWise Committee was instrumental in getting the Cattle on Road Awareness Campaign/Project off the ground.*

Established in 2000

Community  
population 16,000

Five major projects  
in 2015-2016

Committee meets  
monthly

12 RoadWise  
Committee  
Members

## COMMITTEE REPS

Local Government  
Elected Member  
Local Government  
officer  
WA Police  
Department of  
Transport Main Roads  
WA  
WA Country Health  
Service  
Kimberley Aboriginal  
Medical Service Council  
Broome Liquor Accord  
School Drug Education  
and Road Aware  
WALGA RoadWise

The Committee meets quarterly. The meetings are mid-cycle where the action plan is reviewed to achieve two goals -

- a. Review of activity for current quarter.
- b. Plan for implementation of activities for next quarter.

The overall action plan is reviewed annually.



## Road safety activities 2015-16

Over the past 12 months the Broome RoadWise Committee has planned, developed and co-ordinated and supported several targeted road safety campaigns. Highlights include:

- **Choose Your Ride**

A major educational, awareness and enforcement campaign coinciding with the festive season mainly focused on drink driving (safe road users). It is a high profile campaign rolled out across the Kimberley that receives plenty of local media coverage and social media attention. Different aspects of this campaign were implemented in other regions – also attracting widespread interest. Key partnerships included local volunteers from Ambulance, Fire Brigade, taxi operators and the local undertaker.

- **Don't Zoom in Broome**

This campaign is a localised version of the Community Safe Speed Promise and was revitalised to coincide with quarter three, safe speeds activities. Resources included a banner at the main entrance to town, car stickers, educational material and a pledge for road users to sign. The project was co-ordinated by the Shire of Broome and was again popular with residents. This project also supported other social media activities.

- **The Good Ticket**

For something different, the Broome RoadWise Committee suggested local police pull over people for “doing the right thing” and in doing so the motorists went into a monthly prize draw. The prize (incentive) was supplied by the Committee. This was seen as popular with motorists and also gave our key partners, the local police, an opportunity to engage on a positive note with the community. The project was featured online (WA Today) and attracted interest from other police jurisdictions.

- **Horns and Hooves on the Highway**

Members of the Broome RoadWise Committee were instrumental in implementing all aspects of this awareness campaign. The campaign involved the placement of “Horns and Hooves on the Highway” branding on work and personal e-mail signatures, social media posts and the production of a bumper sticker. It also involved a localised mass media campaign and attracted plenty of interest as coincidentally it was “the” topic of conversation at the time of the launch of the campaign. The campaign continues and phase two includes the development of other educational material and production of stickers in foreign languages. A key partnership in this campaign has been Main Roads WA, who solely funded the first round of bumper stickers for the region. The project has expanded to the Pilbara and Gascoyne regions. The Esperance region is also considering adopting certain aspects of the project.

- **Shire of Broome Community Grant**

One of the major challenges for all RoadWise Committees in the region is access to funding for projects. The Broome RoadWise Committee was successful in its bid for \$10,000 as part of the Shire of Broome Community Grant Scheme. This will enable the committee to plan and fund events, campaigns, and develop resources. The funding provides a solid foundation for the committee to enhance the road safety activity within the Shire of Broome.