



Metro South

CASE STUDY

ARMADALE ROADWISE COMMITTEE

Community Overview

The Armadale RoadWise Committee covers the City of Armadale, which has a population of 82,267 and covers 560 square km's. The City of Armadale has retail, hospital and education precincts as well as light industrial. As one of the outer metropolitan Local Governments, there are also orchards, wineries and cottage arts and crafts. The area has a rich cultural heritage with popular tourist attractions like Araluen Botanic Park, Canning Dam, Elizabethan Village and the Bibbulman Track.

The City of Armadale's population is currently growing at twice the WA average and is estimated to reach 144,827 by 2036¹.

Committee Overview

The Committee is a formal committee of Council that meets on a monthly basis.

The Committee's vision is for the City of Armadale to have a safe, efficient and user friendly road transport network. The Committee seeks to improve road safety within the City of Armadale by raising community awareness of road safety issues and initiatives, and facilitating community planning, development and implementation of road safety programs and promotions.

Road safety activities 2015-16

For over 20 years the Armadale RoadWise Committee has been delivering local activities to raise awareness of road safety.

The Committee has just updated its Terms of Reference and has applied for a budget from the Council to assist them in delivering road safety activities over the next 12 months. A partnership with the community services section of the City of Armadale has increased the Committee's capacity to deliver promotional activities at events.

Below are some Committee highlights from the past 12 months.

Pictured above: Pic 1, Members of Armadale and Gosnells RoadWise Committees and WA Police ready to tackle drink driving. Pic 2, Volunteer Services Coordinator Wendy Stanley with RoadWise Committee member volunteers Wayne Tarboda and Fred Nancarrow and Committee Chair Cr Kerry Busby.

Established in 1994

Covers a population of 82,000

Four key activities in 2015-2016

Committee meets monthly

14 RoadWise Committee Members

COMMITTEE REPS

Local Government Elected Members
Local Government officers
WA Police
Intensive Care Foundation
Taborda Contracting
Community representatives
WALGA RoadWise

1. Slow down, rest and revive on Australia Day

With a grant from the RAC's Community Partnerships Program, resources from WALGA's RoadWise and support from the RoadWise Committee, the City of Armadale provided a Rest and Revive Stop at the Australia Day celebrations in Minnowarra Park.

Patrons were provided with free tea or coffee and information about how they could manage fatigue whilst driving, including taking regular breaks, swapping drivers and stopping for a sleep.

There was also a focus on the 'slow down and enjoy the ride' campaign with the message displayed at the Rest and Revive Stop and played on the main stage. Members of the community were also encouraged to sign the *Safe Driver in Armadale* pledge with 41 people promising to drive at safe speeds and be courteous to other road users.

2. RoadWise committees and police working together to reduce drink driving

In a joint venture, members of the Armadale and Gosnells RoadWise Committees attended a WA Police Random Breath Testing operation.

Whilst police tested drivers and checked licences and vehicle registrations, Committee members handed out educational information to drivers who tested positive, though within legal limits, to alcohol. This was to remind them of the dangers of drinking and driving and to encourage them to remain alcohol free next time they drive.

A total of 234 drivers who blew 0.00 were, as positive reinforcement, entered in the chance to win a \$100 gift voucher.

With alcohol a contributing factor in more than 22% of road fatalitiesⁱⁱ, the Armadale and Gosnells RoadWise Committees will continue to work with WA Police and other stakeholders to raise awareness and educate the broader community on the dangers of drink driving and ways to reduce the incidence of drink driving.

3. Road ribbons at Carols by Candlelight

Every year the Armadale RoadWise Committee attends the annual Carols by Candlelight in December to hand out road ribbons, as part of the *Road Ribbon for Road Safety*® campaign, to remind people to stay safe on the roads over the festive season. For the 2015 campaign, the Committee attached the ribbons to the Carols song book and included a road safety message.

4. Recognition for RoadWise Committee volunteers

During the past six months, members of the Armadale RoadWise Committee have been acknowledged for their ongoing commitment to road safety and the City of Armadale community. Firstly, in December 2015, the City of Armadale presented RoadWise Committee volunteers with a gift of original art produced by members of the Armadale Society of Artists. Then, in February 2016, inaugural Committee member Fred Nancarrow received a highly commended in the Joe North Award category at the Local Government Road Safety Awards.

ⁱ City of Armadale, www.armadale.wa.gov.au/city-armadale-quick-facts, 24 May 2016.

ⁱⁱ 2014 Preliminary Fatal and Critical Injuries on WA Roads – Summary, www.rsc.wa.gov.au