

South West

CASE STUDY

BUNBURY ROADWISE

COMMITTEE

Committee Overview

The City of Bunbury RoadWise Committee formed during 1998. Current membership of the Committee includes City of Bunbury Councillors, Local Government officers, local police and Fire and Emergency Services Authority representatives, as well as Main Roads WA, School Drug Education and Road Aware (SDERA) and community members.

Until 2016 the Committee met monthly but has now moved to bi-monthly meetings. The Committee has a road safety action plan that has been endorsed by the City of Bunbury Council and forms an integral part of the meeting agenda.

Road safety activities 2015-16

1. During June 2015 the Committee, at the request of local MLA John Castrilli, initiated traffic counts and an assessment of a section of road in Carey Park susceptible to hooning behaviour. After receiving data substantiating the upgrade of the intersection, work was undertaken by the City of Bunbury to improve the road way and provided traffic calming devices to prevent future hooning behaviour.
2. In consultation and collaboration with the Bunbury Cycling Club, new signage was erected along Koombana Drive in Bunbury promoting safe distances between vehicles and cyclists ("Share the Road").
3. Representations were made to both local MLA John Castrilli and Road Safety Minister, the Hon. Liza Harvey MLA, supporting the adoption of safe distance legislation for cyclists and requesting that similar legislation be adopted in WA. Responses from both offices advised that the Queensland model was being evaluated and should the data substantiate similar legislation in WA, it would be considered.
4. Members of the Committee met with a local bus company to facilitate a change in two local bus routes that were proving to be unsafe for local pedestrians. Shortly after, these bus routes were altered to provide a safer environment for pedestrians.
5. In mid-2015, representations were made to both local MLA John Castrilli and Road Safety Minister, the Hon. Liza Harvey MLA, regarding the introduction of a compulsory first aid course to form an integral part of the WA learners test. Advice from both offices advised that at this stage it would be an onerous impost on both Government resources and learner drivers themselves and this may be something to be revisited at a later date.

Established in 1998

Population 31,348+

Coordinated 17
major activities
during 2015-2016

Committee meets
bi-monthly

COMMITTEE REPS

City of Bunbury
Councillors
Local Government
officers
WA Police
Fire and Emergency
Services Authority
Main Roads WA
School Drug Education
and Road Aware
Community members
WALGA RoadWise

6. Throughout 2015-16 the SDERA Keys for Life Program has been in place in all seven high schools and 15 other schools in the Bunbury region. Newton Moore Senior High School recently celebrated 10 years participation in the program.
7. Throughout 2015-16 there were seven Bunbury pubs and clubs which took part in the Skippers Program, helping to promote a responsible drink driving culture in the community. These premises are contacted frequently to offer them assistance and support. All seven premises were adopted into the program in mid-2015
8. In conjunction with local police, a promotional campaign was undertaken in local newspapers promoting the use of daytime running lights on local cars.
9. In August 2015, the City of Bunbury adopted a new Safe Mobile Phone Use policy rolled out to all staff. Mobile phone use while in control of a vehicle owned by the City of Bunbury is now prohibited.
10. The M8 the Call Can W8 campaign was set up by the Committee in mid to late-2015. This was a major campaign involving the Cities of Bunbury and Mandurah along with the Shires of Dardanup, Collie and Bridgetown-Greenbushes. The Committee included representation from each of the Local Governments as well as Main Roads WA and local police. Activities included: establishing three safe texting bays set up along the Forrest Highway providing a safe place to pull over and use a mobile phone, co-ordination with local police specifically targeting mobile phone use while driving in the community, a campaign launch at the Bull and Barrel festival in Dardanup with extensive promotion to an approximate crowd of 10,000, production of campaign bumper stickers handed out to local drivers in all five Local Government areas, extensive promotion of the dangers of distracted driving in local news in all participating locations, a large article in *The West Australian*, and several interviews with the chair of the RoadWise Committee on both Radio West and ABC Radio Bunbury. This campaign began in 2014 and will run again in 2016.
11. During late 2015, new lower speed limits were introduced along Koombana Drive after traffic monitoring and consultation with Main Roads WA.
12. Throughout 2015-16 the City of Bunbury maintained a schedule for the deployment of the speed alert mobile trailer to be moved around the city to discourage speeding behaviour and support safe travel speeds.
13. Throughout the year members of the Committee participated in three Road Safety Audits at the intersections of Blair and Clarke Streets, Sandridge and Pennant streets, and at the City of Bunbury Port.
14. Over the Christmas period, the City of Bunbury participated in the *Road Ribbon for Road Safety*® campaign. Promotion through local news and handing out of road ribbons was conducted.
15. Prior to the Christmas school holiday period, all Bunbury high schools received copies of the Used Car Safety Ratings pamphlet to hand out to appropriately aged students so they may be more informed prior to purchasing their first vehicle.
16. During the Easter period 2016, the Committee participated in the *Blessing of the Roads* campaign with an in depth interview, and the blessing delivered over ABC Radio Bunbury, promoting the dangers on the road during the holidays. Local newspapers also promoted the campaign. A road safety colouring-in competition was held at a local primary school to further promote the Blessing event.
17. In May 2016 the Committee used the *Towards Zero Road Safety Display Trailer* to promote road safety at the South West Motoring Extravaganza. Members of the Committee, including local police, staffed the trailer for the day. This also included a standard drinks display.