



Estimating the value of contributions to community-level action for road safety

Speech notes

Celebrating the RoadWise network event and report launch



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Mr Ian Duncan, Executive Manager Infrastructure

Event: Celebrating the RoadWise Network

Date: Wednesday, 11 May 2016

Good morning everyone and thank you for joining us as we celebrate the contributions of the volunteers involved in the WALGA RoadWise community road safety network.

My name is Ian Duncan. I am the Executive Manager, Infrastructure at WALGA. Until a few hours ago I was intending to introduce WALGA's President, Cr Lynne Craigie to address you and thank you. Unfortunately Cr Craigie is very unwell and unable to be here. She sends her sincerest apologies and I have been asked to speak on her behalf.

I would also like to acknowledge apologies received from the Honourable Liza Harvey MLA, Deputy Premier; Minister for Police; Road Safety; Training and Workforce Development; and Women's Interests. The Minister is currently hosting an event at Parliament House, so is unable to celebrate with us in person this morning.

I would like to acknowledge that this meeting is being held on the traditional lands of the Noongar people, and pay my respect to elders both past and present.

It is fantastic to see members of the community road safety network here this morning, including a number of RoadWise committee members from the regions. We also have representatives from Minister Harvey's office and from our road safety partner agencies.

Welcome everyone and thank you all for joining us.

The contributions from the network of road safety volunteers are being recognised across the state this week as part of National Volunteers Week.

In addition to this event, morning teas and other celebrations are being held in locations across the state to acknowledge the volunteers who could not make it here today.

With all this talk of celebrating our wonderful volunteers, we should first cast our minds back to 1994 when the RoadWise Program first began.

Even back then, before we were truly state wide, the contributions of volunteers were invaluable in promoting road safety in local communities.

These days, the community road safety network in WA is made up of a wide range of individuals and organisations across the state – 4718 people at last count, all with an interest in making their communities safer through measures to prevent death and serious injury from road crashes.

The RoadWise Program's role is to engage Local Governments and communities in actions that support and contribute to the implementation of *Towards Zero*, the road safety strategy for WA 2008-2020.

In practical terms, the Program does this through its team of metropolitan and regional staff who:

- Promote participation and community ownership;
- Facilitate opportunities for local road safety leadership;
- Support local road safety committees;
- Provide access to resources and training; and
- Share road safety information.

This approach aims to build the capacity of our community road safety network to contribute to reducing death and serious injuries on our roads.

Working in road safety can sometimes feel like a thankless task. Some years (like this year so far), the number of people who are

killed and seriously injured is higher than in the previous year and the media attention this generates can make it feel like we aren't making a difference.

That feeling is one of the many reasons it is so important to acknowledge the people in our community road safety network who are always there, working in their local communities, implementing targeted road safety projects and initiatives such as Driver Reviver operations, child car restraint and vehicle checking stations, road safety displays at community events, social media campaigns targeting local road safety issues, policy changes such as fleet and workplace road safety and other community campaigns which engage a diverse range of people.

We know some individuals start working with us as part of their official role, such as through road safety partner agencies like the WA Police, Main Roads WA or The Department of Health. Others join the network as community representatives on RoadWise or road safety committees, often bringing with them very personal experiences of how road trauma has impacted their families.

Somewhere along the way, many of those who start working with local committees because it is part of their role, soon become more and more involved – volunteering at local events, helping to develop

new local road safety activities, becoming road safety leaders or advocates and making other contributions above and beyond their “official” requirements.

Everyone’s motivation is different but the goal is the same – working together using the shared responsibility approach to achieve zero deaths and serious injuries on our roads.

So what is the value of this community contribution to road safety?

In many ways it is invaluable or priceless. However, WALGA’s RoadWise Program recently completed a study which aimed to explore and quantify the level of financial and in-kind contributions made by the road safety network, supported by the RoadWise team, to enable local road safety activities to be planned and implemented.

The findings of the three-month study reinforce the strength of the RoadWise Program’s well established partnership approach.

Of particular relevance today, is the fact that individuals in the network contributed more than 4000 hours during the three-month reporting period of the study. This represents more than 16,000 hours on an annual basis.

To put an estimated dollar value on it, this study has shown that the community road safety network, supported by the WALGA RoadWise Program, contributes more than **\$1.6 million dollars per year** (based on 2015 estimated values) in in-kind and financial contributions to enable the implementation of 983 road safety activities.

This is leveraged from the **\$1.8 million dollar** support provided through the Road Trauma Trust Account and State Road Funds to Local Government Agreement funding allocations to the RoadWise Program (in 2015).

The significance of this contribution cannot be underestimated and it is certainly cause for celebration today!

If you would like to find out more about the RoadWise study, and the findings, there are copies of the report here today as well as a summarised briefing page.

We will also publish more information in the May edition of the *RoadWise Road Safety Newsletter*, due for release next week.

These figures go a long way to reinforcing the significance of the contribution you all make to the success of the RoadWise community road safety network.

Let me close by stating once again how important it was to extend the invitation to attend this morning's event to members of all **62** RoadWise and road safety committees across the state.

With committees stretching from Esperance to Kununurra, obviously distance meant many could not attend, however the fact we have been able to recognise many of these people at a regional level with similar celebratory events is testament to the high value we place on all of our fantastic volunteers.

As we share some morning tea in celebration of your wonderful contribution to our network, please take the time to view the photos of community road safety initiatives being implemented across the state.

We have also asked some of our community volunteers about their involvement in RoadWise and what they enjoy most about being part of the network. These profiles and a few video clips will be featured on the big screen shortly.

Once again, as we celebrate National Volunteers Week, thank you all for your contribution to road safety – you are making a difference.