

Road Safety Programs

Achievements

2010



WALGA

Table of Contents

RoadWise community road safety network	1
Local road safety initiatives aligned to Towards Zero	2
Safe roads and roadsides.....	2
Safe speeds.....	2
Safe vehicles	3
Communications and media for community road safety initiatives.....	3
Road Safety Display Trailers	3
Community Road Safety Grants.....	4
Type 1 Child Car Restraints Fitting Service	5
Local Government Safe System Project	6
Local Government Policy, Advocacy and Leadership	7

TOWARDS ZERO



getting there together

The aim of WALGA's road safety programs is, on a state-wide basis, to facilitate the active engagement and involvement of Local Governments and the community (through the community road safety network) in effectively contributing to the adoption and application of the safe system approach and the implementation of specific initiatives of the *Towards Zero*, Western Australian Road Safety Strategy 2008-2020.

Much of this work lends support to the safe system foundation cornerstone of *Towards Zero*, helping to strengthen the supporting structures and initiatives that will be necessary for effective implementation.

This is an overview of the key achievements from WALGA's ongoing road safety activities and new initiatives during 2010.

RoadWise community road safety network

The community road safety network extends across all eleven regions¹ serviced by the Regional Road Safety Officers, encompassing metropolitan, regional and remote areas of Western Australia. This network offers an ongoing mechanism for: engaging and involving communities in the dissemination and sharing of information and knowledge, as well building social capital for frontline road safety activity.

RoadWise or local road safety committees are the formal structures that support this network. The committees provide a regular forum where road safety is considered and strategies are developed and tailored to address road safety issues at the community level. They represent local partnerships that enable collaboration and coordination of effort and support for lead agencies.

In 2010:

- A database is regularly updated to map and monitor the extent, penetration and strength of the community road safety (CRS) network. Activity occurred in each of the following regions, throughout the year:
 - Gascoyne
 - Goldfields-Esperance
 - Great Southern
 - Kimberley
 - Metro North
 - Metro South
 - Mid West
 - Pilbara
 - South West
 - Wheatbelt North
 - Wheatbelt South
- More than 3,000 individuals were recorded as regular participants in the CRS network, consisting of representatives from the private sector including local businesses (26%), Local Government (33%), Government agencies (26%), community groups and individuals (10%), and non-government organisations (5%).



Figure 1 - Albany RoadWise Committee

¹ The road safety network regions align to the Regional Road Groups, with the Perth metropolitan area being divided into two regions due to the number of Local Governments.

- There are 58 active RoadWise or local road safety committees throughout WA, with more than half of all the Local Government areas being covered by a formal local road safety committee.
- Action plans have been developed by most committees to focus and monitor local road safety activity. Almost half of committees have a road safety action plan directly aligned to *Towards Zero*. Other committees are in the process of developing a local action plan.

Local road safety initiatives aligned to *Towards Zero*

- More than 1,200 educational and promotional activities (presentations, workshops, events, displays and publicity) were undertaken through the CRS network. Contributing to increased community awareness and understanding of the safe system cornerstones and *Towards Zero*. Seventy six percent of these activities were timed to match the RSC community education campaigns.
- Ninety eight per cent of activities were targeted to promote: *Towards Zero* vision and the safe system cornerstones: safe roads and roadsides, safe speeds, safe vehicles and safe road user behaviours (countering drink/drug driving, increasing seatbelt use, fatigue, novice drivers and driver distraction). The remaining 2% were aimed at addressing road safety issues, though of lower priority, considered important and relevant by local communities.



Figure 2 - *Towards Zero* Raceday – Goldfields Esperance



Figure 3 – Speed display trailer
Halls Creek RoadWise
Committee

Safe roads and roadsides

- Supporting safe roads and roadsides activities included participation at Regional Road Group meetings, advice to Local Governments, and assistance with applications to the State and National Black Spot programs (eg Road Safety Audits).

Safe speeds

- 154 separate activities towards fostering community support and local advocacy for speed limit reductions to assist with lowering travel speeds across the road network. One example of the type of local activity is the “community safe speed promise” which, driven by Local Governments, is being implemented in several communities. Sixty Local Governments have utilised a speed display trailer during 2010 aiming to reduce travel speeds in the area.
- Regional Road Safety Officers (RRSO) estimate that in regional areas, community support for targeted speed limit reductions has grown to around a third of the population.

Safe vehicles

- The uptake of comprehensive fleet safety policies, at the local level across the state, is progressing slowly. RRSOs have delivered an average of five presentations or workshops per month for a total of 73 for the year. Of those, 3% of workplaces are believed to have subsequently implemented policies that support the selection of 'safe' vehicles and other best practice elements of fleet and workplace road safety. In addition there has been extensive promotion of the ANCAP and Used Car Safety Ratings within the community, increasing awareness of the benefits of active and passive vehicle safety features and supporting the Stars on Cars campaign.

Communications and media for community road safety initiatives

- Communications are crucial in supporting the community road safety network. The Road Safety Round-Up newsletter is an important tool for disseminating information and sharing practical examples of effective local road safety action. The electronic newsletter is produced monthly, with a primary distribution of more than 3,000.
- The RoadWise website is utilised by the community road safety network and the general public to access, road safety information, tools and resources. The website attracted 26,000 visitors (unique visitors) in the past year.
- Media coverage significantly increases the reach of road safety messages. An average of 33 positive print media stories were generated per month, totalling 58,000 square centimetres of coverage. Media outlets in all regions reported on local road safety initiatives, with monthly circulations ranging between 106,623 and 1,329,293 were measured.

Road Safety Display Trailers

- WALGA's RoadWise Program, supported by the Road Safety Council launched six road safety display trailers which aim to assist members of the community road safety network to promote road safety at community events across the state.
- The trailers are located in six regions including the Kimberley, Perth Metropolitan area, South West, Goldfields-Esperance, Great Southern, and the Wheatbelt.
- During 2010, the road safety display trailers have been used by community groups and Local Governments at 62 events across the state. As at December 2010, there are 83 individuals within the community road safety network that have been trained and have manned the road safety display trailers at events.



Figure 4 - Road Safety Display Trailer



Figure 5 – Kalgoorlie Caravan and Camping Show

Community Road Safety Grants

The administration of the Community Road Safety Grants Program has enabled, through the provision of advice, support and funding, the implementation of 93 community-based road safety activities, worth \$389,600 delivered across the 11 regions. Some features of the 2010 program, include:

- Twelve local partnership projects, worth \$180,121 involving government and non-government organisations were undertaken throughout the year.
- Sponsorship grants have been effective in increasing the involvement of community groups not traditionally engaged in road safety activity. In 2010, small grants to a total value of \$74,636 were awarded to 71 different community groups to promote Road Safety Council messages at local or regional events.
- All grant funded activities were aligned to one or more of the four safe system cornerstones, effectively building the capacity of local groups to contribute to the implementation of *Towards Zero*.
- In 2010, the Local Government & Community Road Safety Committee introduced two new types of grants including workforce development and child car restraints.
- Workforce development grants provide financial assistance for individuals to participate in or for groups to conduct knowledge transfer and sharing opportunities (such as conference, forum, workshop, course etc.) that will contribute to the effective implementation of *Towards Zero*. In 2010, two workforce development grants were funded totalling \$3,416.70.
- Three child car restraint grants were funded for community organisations to establish hire and loan child restraint schemes in the Pilbara and Perth metropolitan area.



Figure 6 - City of Geraldton-Greenough RoadWise Committee - Community Safe Speed Promise and Silhouette Project

Type 1 Child Car Restraints Fitting Service

The Type 1 Child Car Restraint Fitting Service was established in 2006 to provide WA with a coordinated service across the state. The WALGA RoadWise Program continues to provide training and support for the network of Type 1 Child Car Restraint Fitters as well as providing advice and assistance in developing measures to ensure the sustainability of the service.

- In 2010, 12 training courses were conducted for Type 1 Fitters in all eleven regions.
- Seventy-nine people were trained during the year adding to the total number of 581 trained Type 1 Fitters. The network of fitters spans all 11 regions.
- More than 2,000 child car restraints were checked or fitted during the year. This was a significant increase on previous years which may be attributable to the introduction of changes to child car restraint regulations.
- The child car restraints website and telephone information line continue to provide access to information, advice and support for both the general public and the Type 1 CCR Fitters. In 2010, more than 60,000 website hits per month and an average of at least five calls a day from people accessing information via the telephone was measured. This represents a significant increase from 32,000 website hits and two calls per day in 2009.
- Monthly updates to Fitters and regular meetings of the Child Car Restraint Fitting Service Reference Group assist in the sharing of knowledge, communication and coordination.
- The Units of Competency for the Type 1 Child Car Restraint Fitting Course have been finalised and WALGA is currently undergoing approval to deliver it as a nationally accredited course.



**Figure 7 - Child Car Restraint Fitters Course
October 2010 – Morawa**



**Figure 8 – Child Car Restraint Checking Station
July 2010 - Busselton**

Local Government Safe System Project

The goal of the Local Government Safe System Project is to increase the uptake of safe system principles by Local Government, in a shared responsibility approach, for the implementation of *Towards Zero*.

The Local Government Safe System Project released the baseline survey results in 2010. Sixty nine Local Governments participated in the safe system online survey. The survey results were presented at the Australasian Road Safety Research, Policing and Research Conference and various other forums. Research collected from the survey then guided the development of workshops which were subsequently conducted with Local Governments across the State.

A series of nine safe system workshops were conducted for Local Government officers and Elected Members throughout the state. The aim of these workshops is to increase Local Government awareness and understanding of *Towards Zero* and the safe system approach; and explore challenges and opportunities for Local Government to adopt the safe system approach. A total of 104 Local Government Officers and Elected Members representing 41 Local Governments have attended the workshops to date.

The development of a suite of safe system principles for Local Government has progressed during 2010. These principles will be used as a guide for Local Governments when implementing the safe system approach. The principles have been developed using the Delphi Process, involving the Local Government sector, local and international road safety experts and other external partners.



Figure 9 - Safe System Workshop at the Town of Victoria Park



Figure 10 - Safe System Workshop at the Shire of Donnybrook-Balingup

Local Government Policy, Advocacy and Leadership

WALGA is uniquely placed in terms of our independent advocacy role, skilled and experienced policy staff, and political leadership.

The WALGA State Council represents the voice of Local Government. All policy positions developed by WALGA including transport, roads and land use planning, consider the road safety implications.

The following projects outline activities undertaken in 2010 indicating how WALGA contributes to 'strategic and facilitating actions'² to progress the implementation of *Towards Zero*:

- Membership of the WA Road Safety Council, representing the views of Local Government on the Council.
- Advocacy with Local Governments and Regional Road Groups for and participation in the new State Black Spot Program Guidelines.
- Development of a representative submission into the Draft *National Road Safety Strategy 2011-2020*.
- Input into the Austroads Research Report: *Road Safety on Local Government Roads, 2010*.
- Investigating a role for Local Government in Enhanced Speed Enforcement Management.
- Development of a Business Case for Safer Local Roads Program.
- Working with the City of Joondalup on a Local Government Safe System Demonstration Project – applying best practice safe system principles in a Local Government area.
- Embedding road safety into the new State Road Funds to Local Government Agreement.
- Investigating the road safety data requirements of Local Governments and Regional Road Groups.
- Organisation of the WA Local Government Transport and Roads Forum ensuring that road safety topics and presentations were included in the forum.
- Local Government Road Safety Awards – in partnership with the Institute of Public Works Engineering Australia (WA) hosting an annual awards to acknowledge outstanding achievements by Local Governments and to showcase innovative projects that align with *Towards Zero*.
- Stock on roads.
- Department of Environment and Conservation clearances for black spot projects, roadside conservation and road safety policy.
- Developing Local Government's views on a roadside memorial policy
- Developing a Local Government policy position on warden controlled children's school crossings.

² The Monash University Accident Research Centre, in the report "*Towards Zero* implementation action prioritisation" May 2009, has described various categories of actions. Facilitating actions are those that, while not directly contributing to serious casualty savings, directly facilitate the achievement of fundamental actions. Strategic actions are actions anticipated to play an important role, particularly among road safety stakeholders, in building professional capacity to ensure the effective delivery of, and organizational support for, the strategy throughout its life.

For further information contact
WALGA RoadWise Program
Phone: 9213 2084
Email: roadwise@walga.asn.au
www.roadwise.asn.au

