

GOLDFIELDS / ESPERANCE

Drink Driving Promotion - St Barbara's Mining Festival Kalgoorlie

Kalgoorlie held its annual mining festival at the start of December with a parade concluding the event on Sunday the 4th December. The Kalgoorlie-Boulder RoadWise Committee included the Goldfields-Esperance Police District Crash Trailer in the parade to remind the community about drinking and driving during the holiday period. White ribbons and drink driving materials were handed out during the event.



Esperance Christmas Pageant & Esperance RoadWise Committee White Crosses Trailer Launch

The Esperance Christmas Pageant was held during late night shopping on the 8th December. The Esperance RoadWise Committee thought this would be an excellent opportunity to launch its White Crosses Trailer which was funded by Local Government Community Road Safety Grants. The launch was a huge success and the Committee received many positive comments from community members. Drink driving showbags containing wristbands, white ribbons and brochures were handed out during the event.



White Ribbons Campaign

White Ribbons Campaign has had a huge response in the Goldfields-Esperance Region this year with three newspapers covering the promotion. The Goldfields-Esperance Police District made a huge contribution to white ribbons by giving all 12 police stations in the region 50 ribbons to give out to motorists who received cautions for traffic offensives with a focus on those who were speeding or who were not wearing seatbelts. A number of motels also requested ribbons so they could be put in "Welcome to Kalgoorlie-Boulder" tourist packs. Other organisations such as Harmony Mining, Royal Flying Doctors, City of Kalgoorlie-Boulder and the Lions Club have all supported the promotion this year.



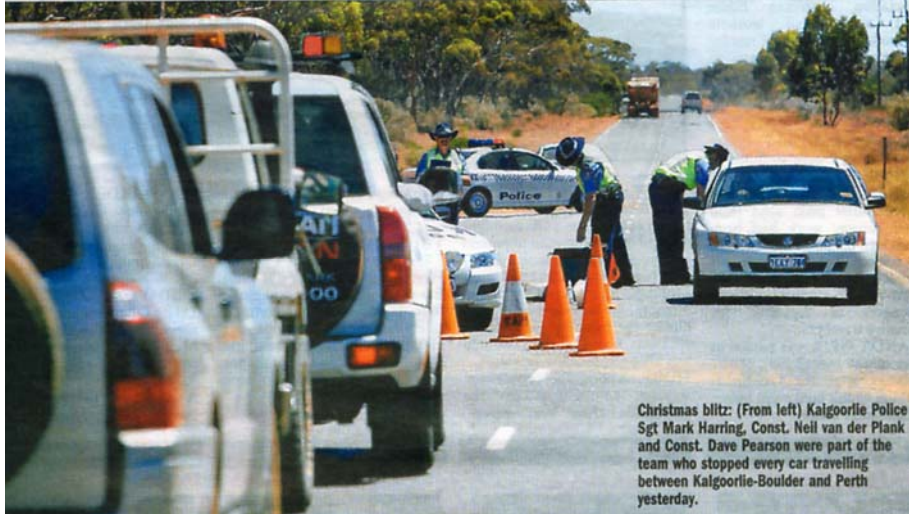
White Ribbons for Road Safety was launched in Kalgoorlie at St Barbara's Square during late night shopping on the 15th December. A display was set up with the Police Van and ribbons were handed out during the evening along with other drink driving promotional materials.



← Kalgoorlie RoadWise Committee Chair Cr Nola Wolski handing out White Ribbons and Drink Driving wristbands in Kalgoorlie

Christmas Eve Road Block Kalgoorlie

Goldfields- Esperance Police District planned one of its biggest Christmas Campaigns ever in December 2005. One of the major events was the Christmas Eve Roadblock 10km east of Coolgardie. RoadWise and other community organisations such as the Police Rangers and Scouts handed out showbags which included drink driving lanyards, wrist bands, fatigue air fresheners, white ribbons and other road safety information. This years road block was a huge success with over 600 vehicles stopped and no drink drivers.



Christmas blitz: (From left) Kalgoorlie Police Sgt Mark Haring, Const. Neil van der Plank and Const. Dave Pearson were part of the team who stopped every car travelling between Kalgoorlie-Boulder and Perth yesterday.

WHEATBELT SOUTH

White Ribbons

The White Ribbons campaign has had a good uptake in the Wheatbelt South with at least 35 local councils, schools, health services and businesses (particularly Road Houses and Elders) ordering 'White Ribbons'. All councils including their telecentres were informed of the White Ribbons competition and provided ideas to enter. A media release was sent out to all local newspapers, and was published in the main papers 'Narrogin Observer' and 'Wagin Argus'.

A radio interview was conducted on RadioWest by the Road Safety Officer and Narrogin RoadWise Committee's Chairperson about the campaign. Positive community feedback followed this interview, with many comments around town about the worth of the campaign. Quairading residents were very eager to get on board knowing it was an initiative sparked in their community several years ago. Activities of the Wheatbelt South Christmas Project also tied in with this campaign.



← Town of Narrogin promotes White Ribbon Campaign (L-R) Laura Nottle, Cr Don Ennis (Chairperson of Narrogin RoadWise Committee), Nicole Dawson (RSO), Gary O'Neil (CEO - Town of Narrogin), Kate Saunders.



Skipper Program

Narrogin's Duke of York Hotel has re-implemented the 'Skipper Program' over the Christmas period. This was also promoted in the Narrogin Observer, where other hoteliers were encouraged to get involved in the project.

← Duke of York's Bill Tingley promotes Skipper Program

Narrogin Voluntary Breathalysing

Voluntary breathalysing was held at Narrogin Corporate Bowls and two Narrogin hotels in December, where people were very interested to see what their blood alcohol reading was following a couple of drinks. Information was provided about staying under the legal driving limit, standard drinks, and the effect the time after your last drink has on blood alcohol levels. Voluntary breathalysing has also been conducted recently at the Lake Grace Club on 'Fish and Chips' night, with good uptake of the prevention message.

Fatigue - Driver Reviver

Lake Grace Police and community volunteers (including members of the RoadWise Committee) held a driver reviver over the Christmas period to address the issue of fatigue. Tea, coffee, cordial, water and biscuits were distributed to those who chose to stop as well as fatigue and drink driving information bags and Christmas postcards. Lake Grace Police was on the look out for good drivers to reward with \$25 fuel vouchers.

Wheatbelt South Christmas Project

In December the Christmas project has been in full swing. Radio advertisements were being aired daily throughout the region and included road safety messages from the Narrogin Police, Narrogin Ambulance and Narrogin's Funeral Director. Also, weekly ads as well as media releases have been placed in the Narrogin Observer, Quairading's Banksia Bulletin and Lake Grace's Lakes Links News providing tips and encouraging people to have a 'Road Safe Christmas'. A mass mailout was produced and sent to all residents and businesses in Narrogin with similar information. Post cards from a past Christmas project were distributed to the Lake Grace and Kulin communities and the postcards and 'drink driving' stubby holders were made available to the Quairading Shire for the Council and the town's Christmas parties. Twenty \$25 fuel voucher cards are being distributed to good drivers by Police in Lake Grace and Narrogin. A media release was also composed for this initiative.



Ms Suzanne O'Neill (centre) receives her prize for being a good driver.

SOUTH WEST

Drink Driving Campaign

- **City of Mandurah** RoadWise in conjunction with the Mandurah YAC (Youth Advisory Council) held a major Don't Drink and Drive Display at the Christmas Parade and Festival on the Foreshore on Tuesday 13 December 2005. The Display targeted 17-24 year olds and the YAC assisted in attracting young people to the interactive displays and quizzes to win a car stereo and a number of CD's. The Office of Road Safety, Framed Polaroids and wrist bands were distributed to participants. The RoadWise vehicle also entered the street parade and promoted the Don't Drink and Drive Message
- **City of Bunbury** held a Don't Drink and Drive Display at the Bunbury Christmas Parade and Party. The Alcohol Do you know the Facts Quiz was used and two prizes of Family movie passes and a Restaurant Voucher were awarded. The Polaroid promotion and wrist bands were also used at this event. The RoadWise vehicle was entered into the street parade and promoted the Don't Drink and Drive Message.



- A Don't Drink and Drive Static Display was provided in the Bunbury Tower Offices and SsangYong Car Dealership. A morning tea and Don't Drink and Drive Quiz was provided to the staff at the City of Bunbury
- **Cape Naturaliste RoadWise Committee** held a Display at the Dunsborough Christmas Party held on Thursday 22 December 2005 promoting the Don't Drink and Drive message.
- **The Bridgetown RoadWise Committee**, through the local Police distributed the Don't Drink and Drive material to motorists over the Christmas period.
- **Peel and SouthWest Regional Road Group** promoted the Don't Drink and Drive message through its' HotFm annual partnership. The promotion included 30 sec promos, liners, the RoadWise Wrap and three competitions for young people to win a car service for the months of November, December and January.

Office of Road Safety, RoadWise and HotFM Alcohol Experiment

An Alcohol Experiment on the Hot Fm morning show was provided by the Office of Road Safety in conjunction with the Regional Road Safety Officer, Peta Nolan. The project consisted of two of the announcers drinking alcohol over a period of time between 6am and 9am on Thursday 15 December 2005. The promotion also included a third announcer as the Skipper. The announcers were breathalyzed each hour by local police and discussion surrounding the effects of alcohol on the body, drinking and driving, standard drinks etc occurred throughout the morning.

PILBARA

Christmas Road Safety

A joint RoadWise and police Christmas road safety article was published on the front page of the Pilbara News and North West Telegraph highlighting the road safety message as well as the 'no tolerance' enforcement approach by police during the Christmas period.

GASCOYNE

Speed Checks In Carnarvon

Mid-West Police Region speed checking trailer was in Carnarvon for a week early in December. A series of speed check activities were conducted at two locations. The trailer was left operating in location for two days and it is estimated that over 3000 vehicles had their speedometers checked. Motorists seeking further information were advised about the danger to the human body of speed in the event of a crash. Information on ANCAP availability was also distributed to highlight the value of safer vehicles.

Local Road Safety Radio Campaign

The annual Gascoyne collaborative Christmas safety campaign kicked off in mid December in Carnarvon. This project is managed by Gascoyne Population Health and requires practitioners to write and produce a 30 second radio message which is then broadcast by commercial radio throughout the region as a community service. Road Safety messages were made by Main Roads (Fatigue), Police (Drink driving and general enforcement), RoadWise (Leave the car at home or take a skipper) and Health (Responsible drinking to stay below 0.05%). These messages will reach an estimated audience of 6,000 Gascoyne residents as well as travelers and visitors to the region. They are broadcast on both AM and FM bands.



Drink Driving Promotion - Christmas Forest

The Girl Guides of Carnarvon held a Christmas tree competition on 9-10 December. RoadWise and Main Roads WA collaborated on a fatigue Christmas tree as Main Roads entry. The RoadWise entry was a stark tree constructed of white wooden crosses accompanied by the current drink drive campaign tag line. The two entries took pride of place on the stage in the "Woolshed" (in other towns known as a town hall) and provided a strong message juxtaposed with the fun purely festive entries that dominated. Thirty trees were entered and over 1000 people visited the display.

White Ribbons

- **Albany** - RoadWise had a double media release in the Albany Advertiser to advertise Albany White Ribbon day. Members of the Committee walked the CBD handing out White ribbon to members of the Community and giving businesses some for their counters. White Ribbons could also be accessed from the City and the Police Station. The Police also handed out white ribbons during their RBT campaigns through out December
- **Denmark** - The Media release also covered Denmark and once again RoadWise handed out White Ribbons through out Strickland Street to members of the Community and businesses. The Petrol stations and the Shire also had the ribbons to hand out. The ribbons have seemed to increase in popularity as the call for stocks in the Great Southern this year has been higher than normal
- **Great Southern** - White Ribbons were made available in other areas of the Great Southern



Regional Drink Driving Campaign Launch Albany

The Minister for Road Safety, the WA Police Commissioner, Representatives from the Road Safety Council and the Office of Road Safety came to Albany to launch the regional Christmas drink driving campaign. The Launch was supported by our local MLA, emergency Services representatives and the Great Southern Road Safety Coordinating Committee.

The Police ran an RBT during the launch as the back drop to the event and the local Press gave great coverage, interviewing the dignitaries when the official speeches were over.

Don't Drink and Drive Promotion

- **Beats By the Sea (New Years Eve)** Halo Entertainment ran the News Year Eve Beats by the Sea Party and Road Wise were called to offer advice and resources for the event. Bar Staff wore the T Shirts with the "Do You Think You Are Right To Drive" Competition and the "Don't Drink Drive" wrist bands were given as part of the ticket system. Brochures and the latest ORS Posters were located in various positions at the event to remind Patrons not to drink and drive. Water, food was available and the organizers ran a bus Service in to Denmark and parking in a well lit area away from the venue was provided.
- **Mt Barker Hospital Open Day** - Mt Barker Hospital held their first open day and RoadWise were invited to put up a display on Road Safety so members of the community could get an update on the latest drink driving campaign and other roads safety messages in very appropriate surroundings. The Display was manned by staff members who had to battle inclement weather but it was very worth while activity.

Community Radio Christmas Message

RoadWise gave an interview on local Albany radio to remind people to take care over the festive season reinforcing the Skipper message, mobile phones while driving, restraints and fatigue.

Work Place Presentations Telstra

RoadWise was called in by Telstra Management to do two workplace Road Safety Presentations at their Depot in Albany. All staff were exposed to the presentations which covered Workplace Responsibilities including crash and injury statistics, Driver Distraction, the Big Four, Duty of Care and Driving to Conditions. Resources were left for employees to access.

Final Media Project for 05

The Great Southern Road Safety Coordinating Committee had their last Advert for this Grant project in the Albany Advertiser and Great Southern Herald. The Subject was on sharing the road with trucks as in the Great Southern we have a late harvest and logging trucks are on the increase. The project will be evaluated and if requirements are met another grant for a similar project would be applied for.

METRO SOUTH

Arrive Alive – Have a Break not a Wake

This year 'Don't Turn Your Break Into a Wake' event was renamed to ARRIVE ALIVE. The Hon Dr Geoff Gallop officially launched the operation and a local Councillor spoke about the road toll over the Xmas period and laid a reef in memory of the lives lost over previous Xmas periods. 5 convoys were involved in the Arrive Alive Campaign, with vehicles leaving from the Cities of Wanneroo, Swan, Armadale, Stirling and Mandurah. The entire convoy of over 50 vehicles arrived at Asquith Park in Victoria Park for the official ceremony. The Town of Victoria Park coordinated the operation this year and many thanks to that committee and especially to Kylie Bartlett from the Town of Victoria Park .



City of Armadale Convoy

Road Safety Promotion at Carols By Candlelight

The City of Armadale once again used the lovely setting of Minerwarra Park to host an outside event. The carols were well attended by the local community and before the singing a local minister blessed the roads for the Xmas season and RoadWise volunteers handed out scrolls with safety messages and white ribbons for road safety.

METRO NORTH

Road Safety Auditing - Whiteman Park

City of Swan RoadWise and Main Roads WA have been working at Whiteman Park to address some road safety issues. Whiteman Park is a major tourist park which is open every day of the year. The park is frequented by tourists and locals of all ages. Many people come to the park to cycle along the various cycleways. This month a road safety audit was undertaken to look at some of the potential hazards facing motorists, pedestrians and cyclists.



Light Up Neaves Road

This project was initiated by the safety officer at Pearce RAAF base. With the support of City of Swan, City of Wanneroo and Main Roads WA as well as funding through the Community Road Safety Grants Program, the Royal Australian Air Force has erected 2 signs, one at either end of Neaves Rd, to remind drivers to turn on their headlights. Neaves Rd is a busy road that runs east/west. Visibility of oncoming traffic is often reduced due to glare, fog, setting/rising sun and vegetation shadows on the road. It is hoped that the signs will encourage more drivers to use their headlights during the day, improving visibility of oncoming vehicles and reducing crash risk.



Welcome Peppermint Grove!

RoadWise was invited to the Neighbourhood Watch meeting at Peppermint Grove. This Committee also doubles as the Community Safety Committee and is in the process of putting together their Crime Prevention and Community Safety Plan. Road safety is one of their priority areas and at the meeting it was decided that RoadWise would work with the Committee to address road safety issues.

Arrive Alive – Have a Break not a Wake

This Christmas road safety awareness campaign is run by the Town of Victoria Park. From the metro north region the Cities of Swan, Wanneroo and Stirling all took part in this year's event.



KIMBERLEY

White Ribbons Campaign

The White Ribbons message has been promoted and the ribbons distributed in the following ways:

- Driving schools: all clients/students who take lessons in the month of December have received a white ribbon
- All students involved in the Keys for Life Program
- Broome Toyota has left a ribbon in every vehicle they have serviced during December (approx 250)
- Local Drug Action Week (Broome) handed out at interactive display
- Library display (Broome)
- Hire cars
- Available on counters of some retail stores
- Community announcements on local radio

Other organizations that have applied for and distributed White Ribbons include:

- Shire of Broome, Derby and Halls Creek
- DPI
- Burdekin Youth
- MRWA – Derby and Kununurra
- Kimberley Drug Service Team



Open Load Space

Shire of Derby/West Kimberley distributed a letter and pamphlet to all communities in the Shire in regards to the changes in legislation that will be implemented as of 1 January 2006. Media articles have also been printed in local newspapers.

Christmas/New Year Drink Driving Campaign

This campaign across the Kimberley included the following strategies; mail-out to government agencies and businesses regarding hosting responsible Christmas parties and ensuring staff got home safely, a 0.00 BAC competition, where people who go through an RBT and blow 0.00 are given an entry form to win a prize

donated from a local business (mostly restaurants), newspaper advertisements encouraging people not to drink and drive over the Christmas/New Year period, supporting radio advertisements, crash car display and enforcement.

Local Drug Action Week

RoadWise has joined with a number of agencies and government departments for a week-long interactive display on alcohol and drugs at a local shopping Centre. RoadWise activities included use of Fatal Vision Goggles and dissemination of ORS support materials.

MIDWEST

Open Load Space Media

A media release regarding the changes to regulations relating to Open Load Spaces was published and a photo opportunity occurred on the 29th of November, involving police and members of the public. The aim of the release was to educate road users to the changes of regulations and the infringements that are part of the legislation changes in January 2006. The release also aimed to highlight that enforcement would also be occurring by the MidWest Gascoyne Traffic Police.

Drink Driving Promotion - Mullewa Christmas Street Parade

Resources and promotional items relating to Drinking and Driving were sent through to Mullewa to be used for a display in the Christmas parade. Materials from the latest campaign including brochures, bin bags, air fresheners, lanyards, wristbands and statistics from the fact sheets were on display. Fatal Vision Goggles, Standard Drinks Display and Christmas Frames with Polaroid photos were used. Approximately 70 information bags and promotional items were distributed.



Fatigue - Driver Reviver Arrowsmith

A Driver Reviver was held at the beginning of school holidays, December 2005 and one was held Christmas Eve at the Arrowsmith location in the Shire of Irwin.

Speed Promotion – Speed Alert Mobile in Mount Magnet

The Speed Alert Mobile was used at Mount Magnet over November and December in the aim of educating motorists as to the benefits of reducing speeds. Reports from the community were positive and police advised that it had been a good tool to remind road users of traveling at the correct speed.