

# **WALGA's Road Safety Programs**

Achievements Report

July 2010 – June 2011



**WALGA**

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### TOWARDS ZERO



*getting there together*

WALGA's road safety programs aim to, on a state-wide basis, 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 Australia's 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 from July 2010 to June 2011.

## RoadWise community road safety network

The community road safety network extends across all eleven regions<sup>1</sup> 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 as building social capital for frontline road safety activities.

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 2010-2011:

- 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 Local Government (33%), Government agencies (26%), local businesses (26%), community groups and individuals (10%), and non-government organisations (5%).
- There are 74 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.



Figure 1 – Wanneroo RoadWise Committee members

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

- Action plans have been developed by committees to focus and monitor local road safety activity. More than half of the committees have a road safety action plan directly aligned to *Towards Zero*. Other committees are in the process of developing a local action plan.
- 89% of the 138 Local Government areas are engaged in and support the implementation of the *Towards Zero* road safety strategy 2008-2020.

## Local road safety initiatives aligned to *Towards Zero*

- More than 1,300 educational and promotional activities (presentations, workshops, events, displays and publicity) were undertaken through the CRS network in 2010-2011. Contributing to increased community awareness and understanding of the safe system cornerstones and *Towards Zero*. Eighty two per cent of these activities were timed to match the RSC community education campaigns.
- Ninety 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 10 per cent were aimed at addressing road safety issues, though of lower priority, considered important and relevant by local communities.

### 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 (e.g. road safety audits).
- In collaboration with Main Roads WA a motorcycle friendly road maintenance handbook was produced for Local Governments – *Making roads motorcycle friendly – A guide for road design, construction and maintenance*.
- WALGA continued to work with the City of Joondalup on a Local Government Safe System Demonstration Project – applying best practice safe system principles in a Local Government area.
- The 2010 Local Government Road Safety Awards were held in October 2010 in partnership with the Institute of Public Works Engineering Australia (WA). The awards acknowledged outstanding achievements by Local Governments and showcased innovative projects that were aligned to *Towards Zero*.

### Safe speeds

- 158 separate activities towards fostering community support and local advocacy for speed limit reductions have been conducted in 2010-2011. One example of the type of local activity aiming to lower travel speed across the road network is the “community safe speed promise” which, driven by Local Governments, is being implemented in several communities. Fifty eight Local Governments have utilised a speed display trailer during 2010-2011 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.



Figure 2 – Shire of Esperance speed display trailer

## 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 47 for the year. Of those, 6% 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.
- 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.



Figure 3 – City of Swan fleet vehicles

## 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 almost 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 36 positive print media stories were generated per month, totalling almost 63,000 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 coordinated 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 2010-2011, the road safety display trailers have been used by community groups and Local Governments at 63 events across the state.



Figure 4 – Wagin Woolarama

## Local Government Safe System Project

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- The goal of the Local Government Safe System Project (LGSSP) is to increase the uptake of safe system principles by Local Government, in a shared responsibility approach, for the implementation of *Towards Zero*.
- Safe system workshops have been conducted with Local Governments across all 11 regions to increase knowledge and understanding of *Towards Zero* and the safe system approach to road safety. More than 150 Local Government officers and Elected Members representing 54 Local Governments attended and shared their views about the challenges and opportunities for Local Governments to move towards this approach.
- The development of the Safe System Principles for Local Government has been finalised following endorsement by WALGA's State Council in February 2011. 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. Work is now underway to develop a supporting resource for Local Government in which will form an important pillar of Phase 2 of Local Government Safe System Project.
- In June 2011, LGSSP conducted a follow up survey of Local Governments to ascertain the current level of road safety and safe system awareness, activity and capacity. The survey is a repeat of an initial survey conducted in 2009, and will build on that data with the information received from the sector as part of the series of LGSSP workshops.
- Key survey findings include:
  - Understanding of the *Towards Zero* strategy increased from 21 per cent in 2009 to 40 per cent in 2011.
  - Understanding of the safe system approach, which underpins the *Towards Zero* strategy, increased from 21 per cent in 2009 to 37 per cent in 2011.
  - Just under a quarter of those who responded said that they have made changes to increase the recognition of road safety at a strategic or operational level in the last 18 months.
  - Information and support, funding, and resources were identified as being needed by Local Governments in order to increase their adoption of the safe system approach at a strategic and/or operational level.



Figure 5 – Victoria Park Safe System Workshop



Figure 6 - Broome Safe System Workshop

## Community Road Safety Grants Program

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The administration of the Community Road Safety Grants Program has enabled, through the provision of advice, support and funding, the implementation of 95 community-based road safety activities, worth \$367,624 delivered across the 11 regions in 2010-2011. Some features of the 2010-2011 program, include:

- 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*.
- Ten local partnership projects, worth \$101,148 involving government and non-government organisations were undertaken throughout the year.
- Ten grants, totalling \$179,260 were awarded to Local Governments to assist in the purchase of speed display trailer units. These units will aid in reducing travel speeds of motorists and promoting road safety messages.
- In October 2010, the Local Government & Community Road Safety Committee introduced the child car restraint grant. Five child car restraint grants were funded, totalling \$19,830 for community organisations to establish hire and loan child restraint schemes in the Pilbara, Perth metropolitan area and the South West. One project was cancelled due to organisation ceasing its operations in WA.
- Sponsorship grants have been effective in increasing the involvement of community groups not traditionally engaged in road safety activity. In 2010-2011, small grants to a total value of \$67,386 were awarded to 70 different community groups to promote Road Safety Council messages at local or regional events.



**Figure 7 – Muchea Youth Event  
(sponsorship grant)**



**Figure 8 – Cities of Stirling, Joondalup,  
Bayswater and Swan Blessing of the Roads  
ceremony (sponsorship grant)**

## Type 1 Child Car Restraints Fitting Service

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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 2010-2011, 13 training courses were conducted for Type 1 Fitters in nine regions. Of the 13 courses, six were delivered under the RTTA funding and seven were conducted by lead trainers.
- One hundred people were trained during the year adding to the total number of 412 trained and operating Type 1 Fitters (616 trained over the life of the program). The network of fitters spans all 11 regions.
- More than 1,348 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 2010-2011, more than 56,000 website hits per month and an average of at least four 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.
- Newsletter updates to Fitters and regular meetings of the Child Car Restraint Fitting Service Reference Group assist in the sharing of knowledge, communication and coordination.
- WALGA has been approved by the Training Accreditation Council to deliver the Type 1 Child Car Restraint Fitting Course under WALGA's Registered Training Organisation scope as a nationally accredited course.



Figure 9 - Child Car Restraint Fitters Course  
October 2010 – Morawa



Figure 10 – Child Car Restraint Checking Station  
July 2010 - Busselton

## Local Government Policy, Advocacy and Leadership

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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 2010-2011 indicating how WALGA contributes to 'strategic and facilitating actions'<sup>2</sup> to progress the implementation of *Towards Zero*:

- Membership of the WA Road Safety Council, representing the views of Local Government on the Council.
- Input into the Road Safety Capacity Review from a Local Government perspective.
- Development of a representative submission into the Draft *National Road Safety Strategy 2011-2020*.
- Investigating a contemporary role for Local Government in Enhanced Speed Enforcement Management.
- Development of a Business Case for Safer Regional Roads and Urban Intersections Local Roads Program.
- Embedding road safety into the new State Road Funds to Local Government Agreement including an allocation to produce road crash statistics for local roads.
- Organisation of the WA Local Government Transport and Roads Forum ensuring that road safety topics and presentations were included in the forum.
- Fencing road reserves in pastoral regions for straying stock.
- Department of Environment and Conservation clearances for black spot projects, roadside conservation and road safety policy.
- Developing Operational Procedures for the Children's Crossing and Road Safety Committee.

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<sup>2</sup> 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.

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