

## Evaluation Report – Projects over \$4,000

Funding from the Community Road Safety Grants Program was made available to your group/organisation on the condition that the group complete an evaluation report for the Local Government and Community Road Safety Committee (LG&CRSC) within eight weeks of project completion, this report should include a financial acquittal, project achievements and assessment against project objectives stated in the original application

By completing the report you are assisting the LG&CRSC in evaluating the performance of the Community Road Safety Grants Program in Western Australia. Not only will the information provided be used to improve the efficiency of the program, but will be used to assist other groups /organisations to apply for and undertake projects, providing evidence of successful approaches

The following proforma is designed to assist you in preparing your final report for the project.

**Please ensure you have attached copies of the following information:**

- Financial acquittal/statement
- Any resources produced for your project
- Any media associated with your project. (Include both print and audiovisual media).
- Photos

## PART A.

**Project ID No: 153**

### **Project Title: Kimberley “Christmas/New Year” Drink Driving Campaign**

#### **1. EXECUTIVE SUMMARY**

Road crash statistics sourced from the Main Roads WA Traffic Accident System show that in the 10 year period from 1990 to 1999, alcohol was present in 51% of all fatal crashes in the Kimberley. (Data Analysis Australia, 2000).

Legge, Gavin & Cercarelli (2002) found in their study that between 1996 and 2000, in 18% of all serious crashes in the Kimberley Population Health Region at least one driver (or rider) had a BAC of 0.05% or over (compared with 11% for the rest of the State). In 87% of these alcohol-related crashes the person with the highest BAC was male, and in 63% they were aged between 15 and 29 years of age.

This project used educational and enforcement strategies to promote the dangers of drinking and driving in the Kimberley region over the Christmas 2003 and New year 2004 festive season. The campaign coincided with the Road Safety Councils State Drink Driving Campaign (9<sup>th</sup> Nov 2003 – 24<sup>th</sup> Jan 2004) and targeted young males aged 18 – 39 years living in the Kimberley region of Western Australia.

The project used a three-pronged approach to increase awareness about the role of alcohol in road crashes. The three parts of the campaign involved: 1. Education – point of sale, 2. Education - mass media and competition and 3. Enforcement.

The first part of the campaign involved a point of sale promotion of the “Don’t drink and drive” message in licensed premises by printing messages on foam stubby holders. Twenty thousand foam stubby holders were distributed to 27 different licensed premises in the Kimberley region. These stubby holders are being kept by the licensed premise and are being re-used for future patrons.

The second part of the project involved a mass media campaign through a regional radio station. The radio messages promoted the role of alcohol in road crashes through road safety Christmas messages from local persons.

The third part of the project saw the coordination of all educational activities with the Kimberley Police Drink Driving Christmas/New Year enforcement campaign. A 0.00% BAC competition ran during random breath test (RBT) stations over the Christmas and New Year periods. The competition entailed all persons who tested 0.00% on their RBT being able to enter the draw to win dinner and accommodation vouchers, which were donated by local licensed premises.

The post intervention surveys found that 53% of the target group reported having increased their awareness of the role of alcohol in road crashes. Using a three pronged approach to the promotion of messages associated with the role of alcohol in rod crashes in the Kimberley region proved to be a successful way of getting road safety messages out to the target group.

## 2. OBJECTIVES

### Objective 1:

Fifty percent of the target group report having increased their awareness of the role of alcohol in road crashes upon completion of the campaign in January 2004.

### Objective 2:

To use regional media in the Kimberley to communicate road safety messages to males aged 18-39 about the involvement of alcohol in road crashes between November 2003 and January 2004.

### Objective 3:

To coordinate the timing of drink drive enforcement and public education across the Kimberley region during the State Drink Driving Campaign from November 2003 to January 2004.

## 3. TARGET GROUP

Males aged 18 – 39 years living or visiting the Kimberley region of Western Australia

## 4. STRATEGIES

### Objectives 1& 2

*1. Fifty percent of the target group report having increased their awareness of the role of alcohol in road crashes upon completion of the campaign in January 2004.*

*2. To use regional media in the Kimberley to communicate road safety messages to males aged 18-39 about the involvement of alcohol in road crashes between November 2003 and January 2004.*

### Activities:

#### **1. Point of Sale Promotional Merchandise:**

Licensed premises were seen as an ideal place to raise awareness amongst the target group, so point of sale promotional merchandise with information on the role of alcohol in road crashes were produced and distributed to licensed premises in the Kimberley.

Licensed premises in the Kimberley often use foam stubby holders to serve canned or bottled beer, therefore 20,000 foam stubby holders were purchased and information about the dangers of drinking and driving were printed on the outside (see photo's pgs. 12, 13 & 14). The target group were consulted to determine appropriate messages to put on the stubby holders. The messages that were used on each of the stubby holders included:

- Had too much to drink? Grab a Cab.
- Will you be under .05 or under arrest?
- Think you're right to drive? Think again.
- Over .05? Call a cab to stay alive.

A number of licensed premises were approached to participate in the project by serving drinks in the

stubby holders - particularly during the Road Safety Councils State Drink Driving Campaign. A total of 27 licensed premises from all towns in the Kimberley participated by using the foam stubby holders.

Over 2000 standard drink beer coasters were also distributed to participating licensed premises

**2. Radio "Christmas message" advertisements:**

Four, 15 second, locally produced advertisements were produced and broadcast on a regional radio station for four weeks leading up to Christmas. The radio advertisements featured local people (a child, a nurse, a taxi driver and a bar maid) and the messages focused upon the role of alcohol in road crashes (see pgs 17,18,18 &20 of this report for copies of radio scripts).

**3. Radio 0.00% BAC advertisements:**

Two, 30 second radio advertisement were produced and ran on regional radio station to promote to publicise drink driving enforcement over the Christmas and New year period. These advertisements also informed the public about the 0.00% BAC competition. It aimed to increase the public perception of the likelihood of getting caught if you drink and drive. (see pgs. 21 & 22 of this report for copies of the radio scripts).

**4. Media:**

A local media release about the role of alcohol in road crashes particularly in the Kimberley region and regional drink driving crash statistics was sent out to all local major media outlets during the campaign.

**5. Bus Advertising:**

The local backpackers bus was approached to put a drink driving message on the back. The owners of the bus allowed this to happen without charging for the advertising space. (see photo: pg. 14).

**6. Roadside Drink Driving Display (Broome):**

A roadside display using the RoadWise Crash Trailer and banners from the Office of Road Safety was set up in a high traffic area of the Broome CBD (see photo: pg. 15). This display was kept up over the Christmas and New Year period.

**Objective 3**

- *To coordinate the timing of drink drive enforcement and public education across the Kimberley region during the State Drink Driving Campaign from November 2003 to January 2004.*

**Activities:**

**1. 0.00% BAC competition:**

A 0.00% BAC competition ran during the Kimberley District Police Office's Drink Driving enforcement campaign in December 2003 and January 2004. During this period, any person stopped for an RBT and recorded 0.000% was awarded with an entry form by the Police Officer. The driver could then complete the entry form and drop it into a box provided at the local Shire Office. Winners were drawn out live on air on WAFM and notified by mail. Drink driving promotional merchandise such as car air fresheners and litter bags were also handed out at this time.

The competition aimed to increase the level of publicity support for enforcement and to coordinate enforcement with the public education campaign. Local licensed premises from each town donated

dinner vouchers and accommodation vouchers as prizes for the competition.

## **2. Kimberley Christmas drink driving Police enforcement campaign:**

The Kimberley District Police Office ran their Drink driving enforcement campaign at the same time as the educational campaign.

## **5. TIMELINE**

<b>Date Started</b>	<b>Activity</b>	<b>Date Completed</b>
October 2003	Survey of target group to get messages for foam stubby holders	15/10/03
November 2003	Foam stubby holders artwork approved and printed	06/12/03
November 2003	Radio Scripts approved and recorded	20/11/04
November 2003	Radio advertisements broadcast on regional and local radio	31/01/04
December 2003	Foam Stubby holders distributed to licensed premises	20/12/03
December 2003	0.00% BAC competition run by Police	07/01/04
May2004	Evaluation Surveys conducted	07/05/04
July 2004	Final project report completed & submitted	26/07/04

## **6. EVALUATION**

### **Promotional merchandise:**

- Twenty thousand foam stubby holders with four different drink driving messages printed on the outside were distributed to 27 licensed premises throughout the Kimberley region.

### **Advertisement airtime results:**

- A total of 235 radio advertisements were broadcast on WAFM regional radio (across the whole Kimberley region) and The Spirit Network (Broome area) between 24/11/03 and 31/01/04 (see attached play list, pg. 23, for evidence of air time).

### **0.00% BAC competition:**

- All seven Police Stations in the Kimberley were involved in the 0.00% BAC competition.
- The 0.00% BAC competition ran from 14/12/03 to 06/01/04.
- A total of 980 entries were received from all towns in the Kimberley region.
- A total of 24 prizes were donated by local businesses and given out to winners.
- A total of 1239 preliminary RBT tests were conducted by all Police stations in the

Kimberley between 14/12/03 and 06/01/04.

- A total of 73 drink driving related charges were handed out between 14/12/03 and 06/01/04 compared to 67 for the same time period in the previous year.

### **Licensee's evaluation:**

A follow up evaluation was faxed to all licensee's involved in the project. A total of 13 out of the 27 (48%) licensed premises returned the fax evaluation. The following feedback was collected from the licensee's about the foam stubby holders:

- All licensees returning the feedback survey received the correct number of stubby holders and all were happy with the quality of the stubby holders.
- Eighty five percent of licensee's returning the feedback survey used the stubby holders as originally intended – re-using them for each customer rather than giving them away.
- Ninety two percent (92%) of licensee's returning the feedback survey thought that putting messages on foam stubby holders was a good way to promote drink driving messages in licensed premises.

### **Post-interventional survey results:**

Post-interventional surveys of the target group were conducted by the Regional RoadWise Officer via face-to-face interview in May 2004. The survey information was gathered from patrons drinking in five participating hotels. The information was collected to assess the target groups behaviour and attitudinal changes as well as message recall. Of the surveys collected, 86% were male and 14% were female and 28% regarded themselves as Aboriginal. Sixty five percent were aged between 18 and 35 years.

Feedback that came from the surveys included:

- Of those surveyed, 66% said that they had heard some radio advertisements on local radio about drinking and driving
- Forty seven percent of those who said they had heard the advertisements could correctly identify the radio station the advertisements were broadcast on.
- Of those who had heard the advertisement, 57% could correctly recall the advertisement message.
- Survey participants were asked if they had seen or been given a foam stubby holder with a road safety message printed on it in a local licensed premise. Fifty two percent said that they had, 43 % said no and 5% didn't know.
- Of those who had seen the foam stubby holders, 73% could correctly recall the drink driving message printed on the stubby holder.
- When asked if either hearing the radio advertisements or seeing the stubby holders had increased their awareness of the role of alcohol in road crashes, 53% said they had, 28% said no and 19% didn't know.

### **Media:**

A media release was sent to the Broome Advertiser and the Kimberly Echo. An article and large photograph appeared on page 2 of the Broome Advertiser on Wednesday 24<sup>th</sup> December 2003 (see attached). An article also appeared on page 2 of the Kimberley Echo on November 27<sup>th</sup> (see copies of media attached to this report).

## 7. OTHER RESULTS

The Owner/Manager of the Boab Inn in Derby has decided to purchase some more of the stubby holders himself from the manufacturer using the same drink driving messages.

## 8. COMMENT ON THE IMPLICATIONS OF YOUR WORK FOR ROAD SAFETY

Using a three pronged approach to the promotion of messages associated with the role of alcohol in road crashes in the Kimberley region proved to be a successful way of getting road safety messages out to the target group. Using a holistic comprehensive approach (through point of sale promotional products, mass media, the media, advertising and a competition) to increase young men's knowledge and awareness of the dangers of drinking alcohol and driving, has increased the success and cost effectiveness of the project. The post intervention surveys found that 53% of the target group reported having increased their awareness of the role of alcohol in road crashes.

The results of this project will be beneficial for other road safety stakeholders and organisations wanting to promote road safety messages to this target group.

## 9. COMMENT ON THE SUSTAINABILITY OF YOUR PROJECT

This project aimed to increase awareness within the target group (young men) about the role of alcohol in road crashes in the Kimberley region. The results of the post interventional surveys show that this project was successful in increasing the target groups awareness of the dangers of drinking and driving.

The stubby holders are still being used by licensed premises seven months after the project was implemented. The stubby holders will continue to be used by bar staff to place cans/stubbies in over the counters of licensed premises in the Kimberley until they run out or can no longer be used. One licensee had decided to purchase some of the foam stubby holders himself and continue to use them at his licensed premise.

## PART B

### 1. Contact Details

Project ID: \_\_ 153 \_\_\_\_

Project Name: \_\_ Kimberley "Christmas/New Year" Drink Driving Campaign \_\_\_\_

Contact Person: \_\_ Louise Russell-Weisz \_\_\_\_

Name of Organisation: \_\_ RoadWise and The Kimberley District Police Office \_\_\_\_

Email Address: \_\_ lrussell-weisz@walga.asn.au \_\_\_\_

Phone number: \_\_ 08 9213 2066 \_\_\_\_ Fax number: \_\_ 08 9321 8378 \_\_\_\_

2. List each of the project objectives and rate how successful you were at achieving each of these objectives (refer to your grant application).

**Objective 1:**

Fifty percent of the target group report having increased their awareness of the role of alcohol in road crashes upon completion of the campaign in January 2004.

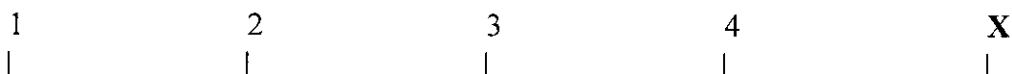
**Objective 2:**

To use regional media in the Kimberley to communicate road safety messages to males aged 18-39 about the involvement of alcohol in road crashes between November 2003 and January 2004.

**Objective 3:**

To coordinate the timing of drink drive enforcement and public education across the Kimberley region during the State Drink Driving Campaign from November 2003 to January 2004.

Objective 1 (*State Objective*): ***Fifty percent of the target group report having increased their awareness of the role of alcohol in road crashes upon completion of the campaign in January 2004.***



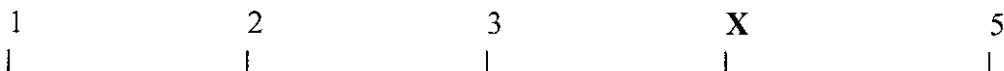
Not successful  
at all

Very  
successful

**Please provide evidence of your rating:**

- Post intervention surveys of the target group were collected. When asked if either hearing the radio advertisements or seeing the stubby holders had increased their awareness of the role of alcohol in road crashes, 53% said they had, 28% said no and 19% didn't know.

Objective 2: (*State Objective*): ***To use regional media in the Kimberley to communicate road safety messages to males aged 18-39 about the involvement of alcohol in road crashes between November 2003 and January 2004.***



Not successful  
at all

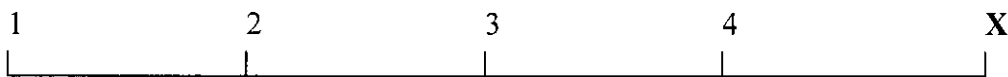
Very  
successful

**Please provide evidence of your rating:**

- A total of 235 radio advertisements were broadcast on WAFM regional radio (across the whole Kimberley region) and The Spirit Network (Broome area) between 24/11/03 and 31/01/04.

- Of those surveyed, 66% said that they had heard some radio advertisements on local radio about drinking and driving.
- Forty seven percent of those who said they had heard the advertisements could correctly identify the radio station the advertisements were broadcast on.
- Of those who had heard the advertisement, 57% could correctly recall the advertisement message.

**Objective 3: (State Objective): To coordinate the timing of drink drive enforcement and public education across the Kimberley region during the State Drink Driving Campaign from November 2003 to January 2004.**



Not successful  
at all

Very  
successful

**Please provide evidence of your rating:**

- All seven Police Stations in the Kimberley were involved in the 0.00% BAC competition.
- The 0.00% BAC competition ran from 14/12/03 to 06/01/04.
- A total of 980 entries were received from all towns in the Kimberley region.
- A total of 1239 preliminary RBT tests were conducted by all Police stations in the Kimberley between 14/12/03 and 06/01/04.
- A total of 73 drink driving related charges were handed out between 14/12/03 and 06/01/04 compared to 67 for the same time period in the previous year.

(NB: If you have more than three objectives, please insert a row into the table and then highlight, copy and paste a new rating scale into the document).

### **3. Project Activities**

Briefly describe what activities/strategies were used to achieve these objectives:

#### **Objectives 1& 2**

##### Activities:

##### **1. Point of Sale Promotional Merchandise:**

Point of sale promotional merchandise with information on the role of alcohol in road crashes were produced and distributed to licensed premises in the Kimberley. Licensed premises were seen as an ideal place to raise awareness amongst the target group.

Twenty thousand foam stubby holders were produced and used to promote information about the dangers of drinking and driving. The target group were consulted to determine appropriate messages

to put on the stubby holders. The messages that were used included:

- Had too much to drink? Grab a Cab.
- Will you be under .05 or under arrest?
- Think you're right to drive? Think again.
- Over .05? Call a cab to stay alive.

Foam stubby holders were a good way to promote drink driving messages at the point of sale in the Kimberley. Many licensed premises serve canned beers and "middies" in foam stubby holders to help keep the drink cool in the hot climate experienced. The stubby holders are being kept by the licensed premises and re-used for the next patron.

A number of licensed premises were approached to participate in the project by serving drinks in the stubby holders - particularly during the Road Safety Councils State Drink Driving Campaign. A total of 27 licensed premises participated by using the foam stubby holders.

Over 2000 standard drink beer coasters were also distributed to participating licensed premises

### **2. Radio "Christmas message" advertisements:**

Two, 15 second, locally produced advertisements were produced and broadcast on a regional radio station for four weeks leading up to Christmas. The radio advertisements featured two local people (a child and a nurse) and messages focused upon the role of alcohol in road crashes.

### **3. Radio 0.00% BAC advertisements:**

A 0.00% BAC competition ran during the Kimberley District Police Office's Drink Driving enforcement campaign in December 2003 and January 2004. During this period, any person stopped for an RBT and recorded 0.000% was awarded with an entry form by the Police Officer. The driver could then complete the entry form and drop it into a box provided at the local Shire Office. Winners were drawn out live on air on WAFM and notified by mail. The Office of Road Safety drink driving promotional merchandise such as car air fresheners and litter bags were also handed out at this time.

The competition aimed to increase the level of publicity support for enforcement and to coordinate enforcement with the public education campaign. Local licensed premises from each town donated dinner vouchers and accommodation vouchers as prizes for the competition.

### **4. Media:**

A local media release about the role of alcohol in road crashes particularly in the Kimberley region and regional drink driving crash statistics was sent out to all local media outlets during the campaign.

### **5. Bus Advertising:**

The local backpackers bus was approached to put a drink driving message on the back. The owners of the bus allowed this to happen without charging for the advertising space. (see photo: pg. 14).

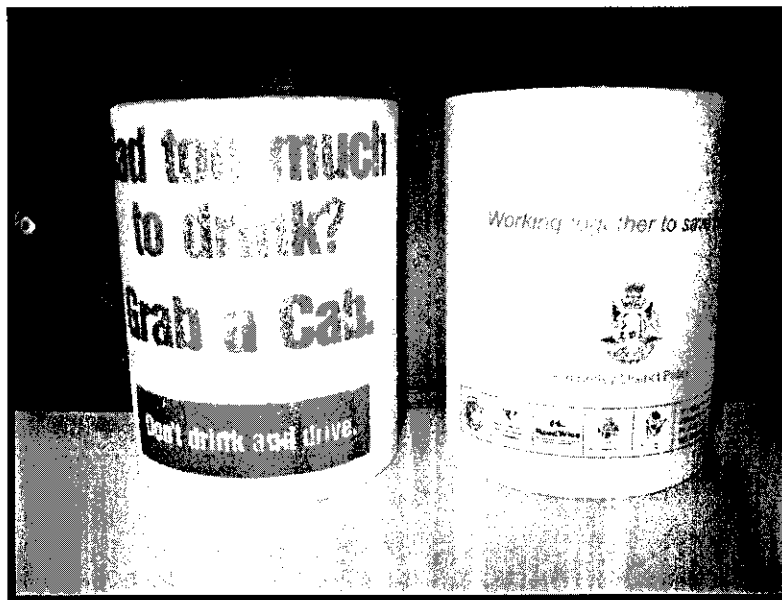
### **6. Roadside Drink Driving Display (Broome):**

A roadside display using the RoadWise Crash Trailer and banners from the Office of Road Safety was set up in a high traffic area of the Broome CBD (see photo: pg. 15). This display was kept up over the Christmas and New Year period.

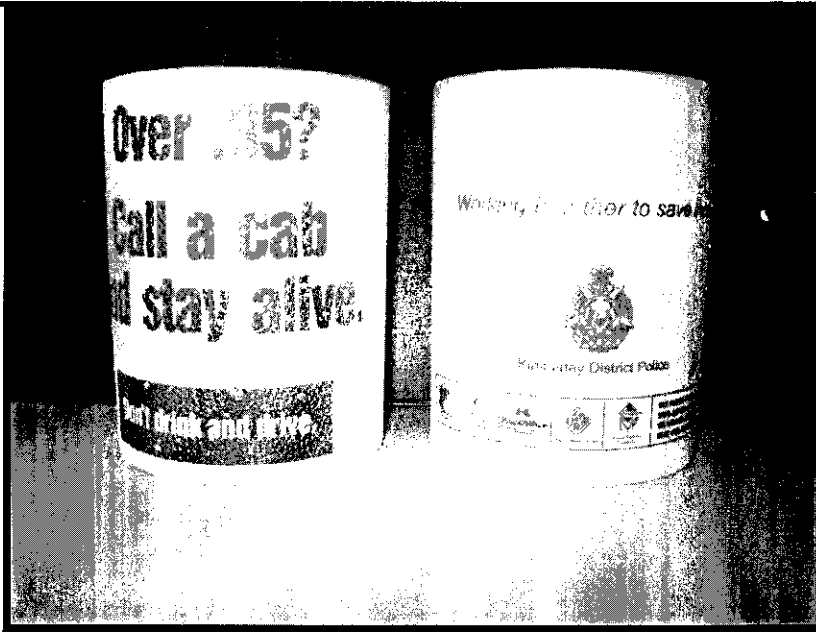




Above: Foam stubby holders – all messages (Dec 2003)



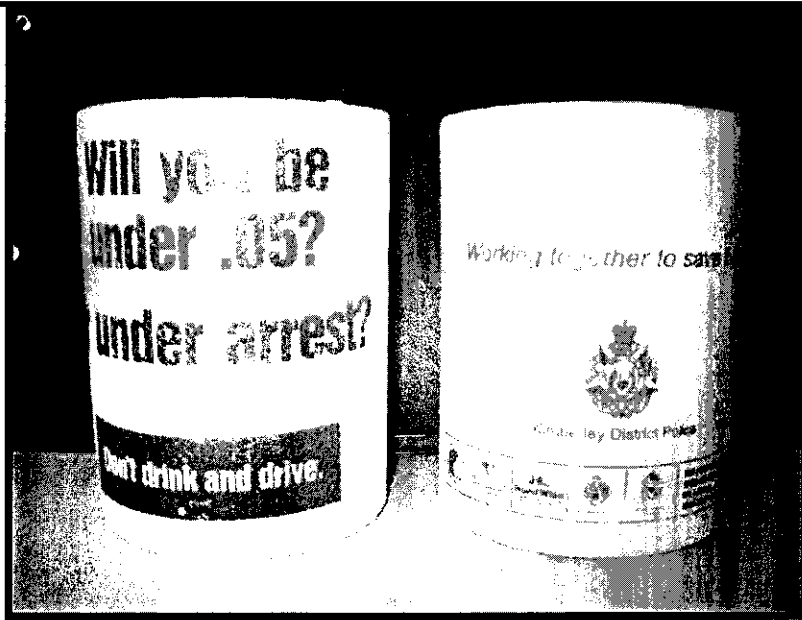
Above: Foam stubby holder: "Had too much to drink? Grab a Cab." (Dec 2003)



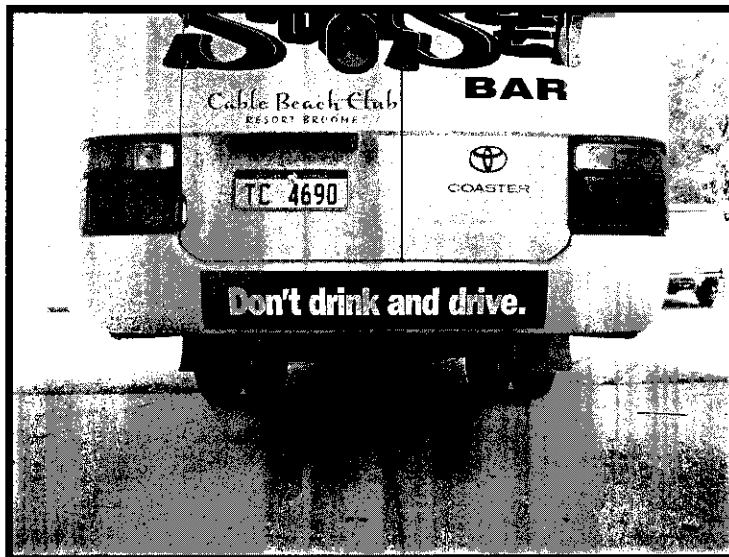
Above: Foam stubby holder: "Over .05? Call a cab and stay alive." (Dec 2003)



Above: Foam stubby holder: "Think you're right to drive? Think again." (Dec 2003)



Above: Foam stubby holder: "Will you be under .05? Or under arrest?" (Dec 2003)



Above: Don't drink and drive message back of backpackers bus (Dec 2003)



Above: Roadside display with crash trailer and banners in CBD of Broome. (Dec03/Jan04)

#### 4. Community Participation and Volunteer Support

Please indicate the partnerships involved in implementing this project:

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Local Government              | <input checked="" type="checkbox"/> Police  |
| <input type="checkbox"/> Schools                                  | <input checked="" type="checkbox"/> Local businesses ( <b>local hotels, clubs etc</b> ) |
| <input checked="" type="checkbox"/> Health Department             | <input type="checkbox"/> Youth Advisory Council   |
| <input type="checkbox"/> Department for Planning & Infrastructure | <input type="checkbox"/> Other _____  |

Estimate the amount of in kind support and volunteer hours for the project e.g. Using Police Vehicle to tow trailer to Driver Reviver locations outside working hours

Estimate approximate number of volunteer hours: \_\_\_\_\_ 8 hrs \_\_\_\_\_

What, if any funding was provided from other sources?

#### 5. Conclusions and Recommendations

Were there any major obstacles with the project?

- Yes
- No

If yes, what were they?

Do you have any suggestions for overcoming them?

- Yes
- No

Please provide details:

**Based on your evaluation make some concluding statements about your findings and make any recommendations about how the project could be improved.**

Using a three pronged approach to the promotion of messages associated with the role of alcohol in road crashes in the Kimberley region proved to be a successful way of getting road safety messages out to the target group. By using a holistic comprehensive approach (through point of sale promotional products, mass media, the media, advertising and a competition) to increase young men's knowledge and awareness of the dangers of drinking alcohol and driving has proven to be successful and cost effective. The post intervention surveys found that 53% of the target group reported having increased their awareness of the role of alcohol in road crashes.

The stubby holders are still being used by licensed premises seven months after the project was implemented. The stubby holders will continue to be used by bar staff to place cans/stubbies in over the counters of licensed premises in the Kimberley until they run out or can no longer be used. One licensee had decided to purchase some of the foam stubby holders himself and continue to use them at his licensed premise.

**6. Signature of Project Officer**

**Name:** \_\_\_\_\_

**Organisation:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Please return by email to:

**Community Road Safety Grants Officer**

**Email: [roadwise@walga.asn.au](mailto:roadwise@walga.asn.au)**

**RADIO ADVERTISEMENT SCRIPTS**



Broome Office  
Phone: 9192 8192  
Fax: 9192 8193  
Email: broome@wafm.com.au

**BROOME COPY**

CLIENT: ROADWISE  
REP: ANDREW  
LENGTH: 1 X 15  
KEY #: AM2011d  
RUN DATES:

FVO – MARIKA / STERN  
AND CONCERNED

HELLO, YOU MAY KNOW ME, I'M A NURSE AT THE HOSPITAL, EVERYDAY I SEE THE RESULTS OF DRINK DRIVING FIRST HAND AND THE ONE THING IT AINT IS PRETTY.

PLEASE ORGANISE A SKIPPER OR GET A TAXI THINK SMART AND SAFE...DON'T DRINK AND DRIVE THIS CHRISTMAS OR ANY OTHER TIME!

**I approve this commercial copy for broadcast on WAFM / The Spirit and acknowledge the content is correct and truthful**

Signed: .....



Broome Office  
 Phone: 9192 8192  
 Fax: 9192 8193  
 Email: broome@wafm.com.au

**BROOME COPY**

CLIENT: ROADWISE  
 REP: ANDREW  
 LENGTH: 1 X 15  
 KEY #: AM2011b  
 RUN DATES:

MVO – YOUNG HAPPY  
 KID

HELLO MY NAMES GAVIN I'M 6 YEARS OLD, I REALLY  
 LOVE CHRISTMAS AND I LOVE MY DAD.

ME AND MUM WANT DAD TO BE HERE FOR LOTS MORE  
 CHRISTMAS'S SO PLEASE DAD DON'T DRINK AND DRIVE

**I approve this commercial copy for broadcast on WAFM / The Spirit and acknowledge  
 the content is correct and truthful**

Signed: .....



Broome Office  
 Phone: 9192 8192  
 Fax: 9192 8193  
 Email: broome@wafm.com.au

**BROOME COPY**

CLIENT: ROADWISE  
 REP: ANDREW  
 LENGTH: 1 X 15  
 KEY #: AM2011c  
 RUN DATES:

<p>MVO – OLDER AUSSIE /          CHIRPY</p>	<p>G'DAY YOU MIGHT REMEMBER ME, I DRIVE TAXIS FOR A LIVING.</p> <p>I'D LIKE TO HELP YOU OUT FOR MANY FESTIVE SEASONS TO COME, SO PLAY IT SAFE , GRAB A TAXI...DON'T DRINK AND DRIVE</p>
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**I approve this commercial copy for broadcast on WAFM / The Spirit and acknowledge the content is correct and truthful**

Signed: .....



Broome Office  
 Phone: 9192 8192  
 Fax: 9192 8193  
 Email: broome@wafm.com.au

**BROOME COPY**

CLIENT: ROADWISE  
 REP: ANDREW  
 LENGTH: 1 X 15  
 KEY #: AM2011a  
 RUN DATES:

<p>FVO – BRIGHT,          CHEERFUL AND          SINCERE</p>	<p>HI YOU MIGHT KNOW ME FROM THE FRONT BAR, I'M ALWAYS THERE WITH A SMILE SERVING YOUR DRINKS AND MAKING CONVERSATION.</p> <p>I'D LIKE TO SEE YOU BACK IN THE NEW YEAR SO DRIVE SAFE DURING THIS FESTIVE SEASON AND PLEASE DON'T DRINK AND DRIVE.</p>
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**I approve this commercial copy for broadcast on WAFM / The Spirit and acknowledge the content is correct and truthful**

Signed: .....



Broome Office  
 Phone: 9192 8192  
 Fax: 9192 8193  
 Email: broome@wafm.com.au

**BROOME COPY**

CLIENT: ROADWISE  
 REP: ANDREW  
 LENGTH: 1 X 30  
 KEY #: AM0511-10b  
 RUN DATES:

	SFX: PUB AMBIENCE
MVO1 – ASSURED AUSSIE	I’VE GOT THE PERFECT PICK UP LINE FELLAS, WATCH AND LEARN...
MVO1 – CHEESY AND SLEAZY	HI, WHAT’S YOUR IDEA OF A PERFECT EVENING?
FVO – DEADPAN AND ICY	THE ONE I WAS HAVING BEFORE YOU CAME OVER
	SFX: LAUGHTER
MVO2 – GRUFF SENIOR SEARGANT SFX: CAR IDLING UNDER SGT VO.	OOHH THAT’S A LOW BLOW...0.0 HERE’S YOUR ENTRY CARD.
ANNOUNCER – UPBEAT / KEEN	BLOW 0.0 AT ANY RBT AND YOU COULD WIN ONE OF THE \$50 DINNER VOUCHERS OR OTHER PRIZES.
MUSIC BED UNDER ANNOUNCER	THIS COMPETITION IS MADE POSSIBLE THROUGH ROADWISE, THE KIMBERLEY DISTRICT POLICE OFFICE. THE ROAD SAFETY COUNCIL, THE NATIONAL SAFETY COUNCIL OF WA TRUST FUND AND THE SPIRIT NETWORK.

**I approve this commercial copy for broadcast on WAFM / The Spirit and acknowledge the content is correct and truthful**

Signed: .....



Broome Office  
 Phone: 9192 8192  
 Fax: 9192 8193  
 Email: broome@wafm.com.au

**BROOME COPY**

CLIENT: ROADWISE  
 REP: ANDREW  
 LENGTH: 1 X 30  
 KEY #: V4  
 RUN DATES:

	SFX: PUB AMBIENCE
MVO1 – ASSURED AUSSIE	I’VE GOT THE PERFECT PICK UP LINE FELLAS, WATCH AND LEARN...
MVO1 – CHEESY AND SLEAZY	ARE YOUR LEGS TIRED? COZ YOU’VE BEEN RUNNING THROUGH MY MIND ALL DAY!
FVO – DEADPAN AND ICY	YEAH - I WAS LOOKING FOR A BRAIN CELL!
	SFX: LAUGHTER
MVO2 – GRUFF SENIOR SEARGANT SFX: CAR IDLING UNDER SGT VO.	OOHH THAT’S A LOW BLOW...0.0 HERE’S YOUR ENTRY CARD.
ANNOUNCER – UPBEAT / KEEN	BLOW 0.0 AT ANY RBT AND YOU COULD WIN ONE OF THE \$50 DINNER VOUCHERS OR OTHER PRIZES.
MUSIC BED UNDER ANNOUNCER	THIS COMPETITION IS MADE POSSIBLE THROUGH ROADWISE, THE KIMBERLEY DISTRICT POLICE OFFICE. THE ROAD SAFETY COUNCIL, THE NATIONAL SAFETY COUNCIL OF WA TRUST FUND AND REDFM / WAFM.

**I approve this commercial copy for broadcast on WAFM / The Spirit and acknowledge the content is correct and truthful**

Signed: .....



Advertiser Roadwise  
 Date 5/11/2003  
 AE AM 34  
 Address PO Box 44  
 Broome WA 6725

New Booking  
 Ammended Booking  
 Cancellation

Contact Louise Phone: 9191 3456  
 Campaign Alcohol Free Fax: 9191 3455

Redwave Media Limited. ABN 33 083 553 860

SESSION	STATION	CART No.	LENGTH	START DATE	END DATE	PROD CODE	RATE	BROADCAST DAYS							TOTAL SPOTS	TOTAL		
								MON	TUES	WEDS	THUR	FRI	SAT	SUN				
0600-2000	BFM/RED		30	24/11/2003	3/01/2004	34	33.00		4		4	4	4				120	3,960.00
0600-2400	BFM/RED		15	1/12/2003	2/01/2004	34		3	3	3	3	3	3				105	0.00
0600-2400	BFM/RED		30	7/01/2004	7/01/2004	34		5	5								10	0.00
													0	0.00				
Special Details																		
Production Charge														35.00				
Total Investment														\$3,995.00				
GST @ 10%														\$399.50				
TOTAL INVESTMENT INCLUDING GST														\$4,394.50				
Total number of commercials														235				

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# Breath testing prizes offered

BY XAVIER DHALLUIN

MOTORISTS who are random breath tested and register zero during the police Christmas traffic campaign, will have the opportunity to win prizes.

District traffic coordinator for the Kimberley, Sergeant Laurie Stubbs, said the move was being introduced in recognition of the fact that many residents of smaller towns like Broome, Fitzroy Crossing and Halls Creek were likely to be breathalysed many times over the holiday season.

"People will probably get a bit sick of being tested, so we'll make it up to the responsible drivers by putting them in a prize draw if they blow zero," he said.

"There'll be a draw for



**JUST THE TICKET:** District traffic coordinator Sgt Laurie Stubbs and Louise Russell-Weisz from Roadwise are rewarding responsible drivers this holiday season.

every town in the Kimberley."

Businesses around the Kimberley have donated vouchers for prizes such as dinners for two.

When a driver is breathalysed, they would receive a voucher which they can fill in and drop into the shire offices.

In January, after the Christmas road campaign is finished, names will be drawn for each town and these people will win the prizes.

"We're partly doing this because we expect to be doing a lot of RBT's," Sgt Stubbs said.

"If we pull people up many times, they'll get many chances to win, so

we hope it will make it easier for them."

The initiative, which runs from December 1 until January 6, is being run in conjunction with Roadwise.

# USEFUL INFO



## Weather

Weather information courtesy of the Bureau of Meteorology.

### Kununurra

Date	Max	Min	Rain (mm)	Humidity
16 Nov	37.6	25.0	0.0	35
17 Nov	39.0	25.4	0.0	31
18 Nov	37.5	27.1	1.4	32
19 Nov	39.6	26.9	0.0	49
20 Nov	41.8	26.6	0.0	26
21 Nov	41.4	25.7	0.0	47
22 Nov	39.6	26.6	0.4	26

### Wyndham

Date	Max	Min	Rain (mm)	Humidity
16 Nov	37.1	25.4	10.2	43
17 Nov	38.7	29.4	0.0	35
18 Nov	38.5	30.3	0.0	33
19 Nov	37.5	29.3	0.0	80
20 Nov	41.0	27.8	2.2	41
21 Nov	41.6	29.1	0.0	30
22 Nov	40.4	29.5	0.0	27

### Halls Creek

Date	Max	Min	Rain (mm)	Humidity
16 Nov	36.9	25.5	0.0	32
17 Nov	37.2	25.1	3.0	30
18 Nov	37.8	23.5	4.6	32
19 Nov	37.4	24.4	7.2	30
20 Nov	39.8	23.5	1.6	20
21 Nov	40.4	23.5	0.0	20

## Attempt on bank

Kununurra police foiled an attempt to rob Bankwest last week.

Sgt Glenn Swannell said police believed that about 11pm, a man used a shopping trolley to smash his way into the bank.

He then levered a security door and managed to lay his hands on an undisclosed sum of money.

However, he had set off alarms and police arrived in time to catch him 'red handed'.

Police will allege he then attacked them and was arrested.

An 18-year-old man appeared in court in

# POLICE NEWS

Kununurra on Monday and was remanded on bail to appear again on December 9 to allow him to seek legal advice.

## Still critical

Wyndham police believe the man injured in a gyrocopter accident (not while flying) on Home Valley Station last week is still in a critical condition in Royal Darwin Hospital.

## Canteen theft

Wyndham police have already caught two of six juveniles who broke into the school canteen

random breath testing (RBT), this Christmas police and Roadwise will reward drivers who 'do the right thing'.

People who record zero blood alcohol at an RBT between December 1 and January 4 will be given an entry form to go in a draw for vouchers to be spent at local hotels and restaurants.

Entry forms can be dropped in boxes at Shire offices in Wyndham and Kununurra.

Winners will be advised after the competition is drawn on January 6.

Restaurants and hotels in Kununurra and Wyndham donated the prizes.

between Friday night and Saturday morning. One has been summonsed to appear in the Children's Court and the other was issued with a juvenile caution.

Investigations are continuing and police expect to apprehend the other four burglars, aged between 12 and 15.

## Alcohol-free competition

Random Breath Testing will be high on the list of traffic priorities for the Kimberley Policing District, helping to reduce the incidence of road related trauma.

In order to reduce the incidence of annoying people with regular and ongoing

## EAST KIMBERLEY CALENDAR OF EVENTS FOR 2003

**December**  
 4 TOOT Workshop - Eneabgrams  
 12 Shop Local & Win Draw  
 17 Entries close for Christmas Lights Competition  
 18 Last edition of The Kimberley Echo for 2003  
 25 Christmas Day  
 31 New Years Eve

**January**  
 1 New Years Day  
 15 First Kimberley Echo for 2004

**KUNUNURRA**

