



# Bunbury RoadWise Committee

## Action Plan 2017

# ROADWISE PROGRAM

The RoadWise Program was founded in 1994 and works with Local Governments and the community to support the implementation of Towards Zero, the road safety strategy for WA 2008-2020. Three levels of coordination (State, Regional and Local) make up the operational framework for road safety in Western Australia. The RoadWise Program is supported by the Road Safety Commission and is funded through the Road Trauma Trust Account; which is made up of the speed and red light camera fines received in WA and the State Road Funds to Local Government Agreement sourced from WA vehicle licensing fees.

The RoadWise Program supports Local Governments, community groups, private businesses and individuals to become involved in the road safety network around the state. Through a team of regional and metropolitan based staff, RoadWise achieves this by supporting local road safety committees, providing access to resources and training, and increasing knowledge, which all contribute to building the capacity of the network to make an effective contribution to improving road safety in Western Australia.

## DEFINITIONS

WAPOL	WA Police
ANCAP	Australasian New Car Assessment Program
CoB	City of Bunbury
WALGA	WA Local Government Association
SDERA	School Drug Education and Road Aware
SW YDDP	South West Youth Driver Development Program
RAC	Royal Automobile Club
RCS	Road Safety Commission
Towards Zero	Is the State strategy for aiming for zero fatalities from existing statistics.
Road Users	Drivers, pedestrians, passengers, cyclists and motorcyclists.

# BACKGROUND INFORMATION

This action plan is written under the framework of the State Road Safety Strategy and the principles of the Safe System, the Towards Zero initiative and Shared Responsibility approach to road safety that has been used throughout Australia. Towards Zero Initiative is the State strategy for aiming for zero fatalities from existing statistics.

A Safe System benefits all road users and has four essential elements:

- **Safe Road Use** - this is about fostering a culture that supports alert and compliant road users and improving road user behaviour and enforcement.
- **Safe Road and Roadsides** - provide safer roads by improving the road and the road environment.
- **Safe Speeds** – category aims to improve speed management on roads and foster a community and driving culture that supports lower travel speeds.
- **Safe Vehicles** - aims to improve awareness of vehicle safety features and ANCAP ratings and to encourage purchase of at least four or five star ANCAP rated vehicles.

There are four guiding principles behind the Safe System:

1. *The limits of human performance:* We all make mistakes and we all need to acknowledge the limits of our capabilities.
2. *The physical limits of human tolerance to violent forces:* We are physically vulnerable when involved in a traffic crash.
3. *Shared responsibility:* This means all of us take an individual and shared role in road safety.
4. *A forgiving road system:* so that when crashes do happen, deaths can be avoided and injuries minimised.

<http://www.roadwise.asn.au/>

The Bunbury RoadWise Committee will the monitor progress and refine actions at each meeting and evaluate results and celebrate achievements at the end of the year.

# WA POLICE



**SAFE ROAD USE**  
Raise these concerns with WA police:

- Drink/Drug driving
- Restraints
- Fatigue
- Distracted driving
- Hooning
- Speeding
- Road rules
- Road Users



**SAFE ROADS AND ROADSIDES**

No Involvement



**SAFE SPEEDS**  
Raise these concerns with WA police:

- Speeding
- Anti-Social road user behaviour



**SAFE VEHICLES**

- Encourage use of ANCAP Safety Fleet vehicles

# CITY OF BUNBURY



**SAFE ROAD USE**  
Raise these concerns with CoB.

- Speed limit concerns
- Crashes
- Unacceptable Traffic Volumes
- Through traffic



**SAFE ROADS AND ROADSIDES**  
Raise these concerns with CoB:

- Traffic Management Guidelines
- Blackspot funding
- Road safety audits
- Roads and roadsides environment
- Signage



**SAFE SPEEDS**  
Raise these concerns with CoB:

- Traffic Monitoring.
- Speed limit concerns



**SAFE VEHICLES**

- Encourage use of ANCAP Safety Fleet vehicles

# MAIN ROADS



**SAFE ROAD USE**  
Raise these concerns with Main Roads Department WA

- Speed limit changes
- Crashes
- Heavy vehicles



**SAFE ROADS AND ROADSIDES**

- Possible funding
- Development/maintenance in conjunction with CoB



**SAFE SPEEDS**  
Raise these concerns with Main Roads Department WA

- Possible funding



**SAFE VEHICLES**

No Involvement

# ROADWISE



**SAFE ROAD USE**

- Provide community awareness and education
- Media campaigns with CoB



**SAFE ROADS AND ROADSIDES**

- Lobby for increased funding for road safety initiatives
- Provide community awareness and education on CoB initiatives



**SAFE SPEEDS**

- Provide community awareness and education
- Media campaigns with CoB
- Lobby for reduced speed limits



**SAFE VEHICLES**

- Provide community awareness and education
- Media campaigns with CoB

# Safe Road Use

AIM: To improve road user behaviour and foster a culture that supports alert and compliant road use.

Priority Area	Activity or Action	Agencies Involved	Progress	Evaluate
Drink/Drug Driving	<ul style="list-style-type: none"> <li>➤ Support and encourage police reporting and enforcement.</li> <li>➤ WA Police representative to attend RoadWise meetings and provide update.</li> <li>➤ Promote and partner with SDERA program and encourage local schools to participate.</li> <li>➤ SDERA representative to attend RoadWise meetings and provide update.</li> <li>➤ Provide community awareness and education:               <ul style="list-style-type: none"> <li>• Media campaigns</li> <li>• Displays</li> <li>• Signage/banners/display trailer</li> <li>• Standard drinks/Fatal Vision goggles displays</li> <li>• RoadWise Events</li> </ul> </li> <li>➤ Promote the Skipper program via Bunbury Alcohol Accord.</li> <li>➤ Inform Alcohol and Drug Action Plans with regards to Safe Road Use.</li> </ul>	Bunbury RoadWise WA Police SDERA CoB (Bunbury Alcohol Accord) SJOG SW Community Alcohol and Drug Service Prevent Alcohol and Risk-related Trauma in Youth (PARTY) Program (Bunbury Hospital)		
Urban Safety	<ul style="list-style-type: none"> <li>➤ Media and awareness campaigns:               <ul style="list-style-type: none"> <li>• Roundabout education (pedestrian safety/right of way)</li> <li>• Red lights and stop signs awareness</li> <li>• Share the roads (cyclists)</li> </ul> </li> </ul>	Bunbury RoadWise WA Police SDERA CoB		
Speeding	<ul style="list-style-type: none"> <li>➤ See Safe Speeds section of Action Plan</li> </ul>			

Priority Area	Activity or Action	Agencies Involved	Progress	Evaluate
Driver Distraction	<ul style="list-style-type: none"> <li>➤ Support and encourage police reporting and enforcement.</li> <li>➤ WA Police representative to attend RoadWise meeting and provide update.</li> <li>➤ Promote and partner with SDERA program and encourage local schools to participate.</li> <li>➤ SDERA representative to attend RoadWise meetings and provide update.</li> <li>➤ Provide community awareness and education:               <ul style="list-style-type: none"> <li>• M8 the call can W8 (stickers/texting bays/pledges)</li> <li>• Fatigue awareness (Driver Reviver/Coffee Stop)</li> <li>• Electronic devices/earphones as distraction for all road users (pedestrians/bikes/skateboards)</li> </ul> </li> </ul>	Bunbury RoadWise WA Police SDERA CoB SW YDDP		

# Safe Roads and Roadsides

AIM: To provide safe roads by improving the road and road environment.

Priority	Activity or Action	Agencies Involved	Progress	Evaluate
Urban Safety	<ul style="list-style-type: none"><li>➤ Road Safety Audits</li><li>➤ Promote black spot treatments in local media</li><li>➤ Road Safety at Roadworks</li></ul>	CoB Main Roads WA Bunbury RoadWise		
Speeding	<ul style="list-style-type: none"><li>➤ Investigate Mobile Speed Radar Display units</li></ul>	CoB Main Roads WA Bunbury RoadWise		

# Safe Speeds

AIM: To reduce travel speeds by improving speed management on roads and fostering a community and driving culture that supports lower travel speeds.

Priority	Activity or Action	Agencies Involved	Progress	Evaluation
Speeding	<ul style="list-style-type: none"> <li>➤ Support and encourage police reporting and enforcement.</li> <li>➤ WA Police representative to attend RoadWise meeting and provide update.</li> <li>➤ Provide community awareness and education:               <ul style="list-style-type: none"> <li>• Media campaigns</li> <li>• Displays</li> <li>• Signage/banners/speed trailer/display trailer</li> <li>• RoadWise Events (Blessing of the Roads - Easter)</li> <li>• Road Safety Week (May)</li> </ul> </li> <li>➤ Promote 'Road Ribbons for Road Safety' campaign</li> <li>➤ Promote "Please Slow Down Consider Our Kids" bin stickers campaign.</li> <li>➤ Investigate Solar Mobile Speed Radars for speed awareness/education</li> <li>➤ Consider "Community Safe Speed Promise" campaign or develop own campaign e.g. Nifty Fifty/Naughty Forty</li> </ul>	Bunbury RoadWise WA Police Main Roads WA SDERA CoB		



# Safe Vehicles

AIM: To improve awareness of ANCAP Star Ratings and to encourage fleet and non-fleet buyers to purchase vehicles with a minimum four star rating.

Priority	Activity or Action	Agencies Involved	Progress	Evaluation
Urban Safety	<ul style="list-style-type: none"> <li>➤ Provide community awareness and education:               <ul style="list-style-type: none"> <li>• Media campaigns</li> <li>• Displays</li> <li>• Signage/banners/display trailer</li> <li>• RoadWise Events</li> </ul> </li> <li>➤ Provide ANCAP/Used Car rating resources to SDERA for all Keys for Life participants in local schools</li> <li>➤ Provide ANCAP/Used Car rating resources to local car dealerships</li> <li>➤ Encourage CoB to adopt comprehensive Fleet Safety policy and to use ANCAP rating when selecting fleet vehicles</li> </ul>	Bunbury RoadWise CoB WA Police SDERA RAC		
Drink/Drug Driving	<ul style="list-style-type: none"> <li>➤ Interlocks on vehicles for repeat offenders</li> </ul>	Department of Transport WA Police		

# BUNBURY ROADWISE PLANNER 2017/2018 (DRAFT)

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
<b>Safe Road Use</b>	NAIDOC Week (Display Trailer)		Driver Reviver (Fatigue)				Australia Day (drink driving)	Back to school (seatbelts)	Bike Week (Back Beach Bike Blast)  Bike to School Day	Grand families Fun Day (Child Car Restraints)  Bunbury Show	Walk to School Day	
<b>Safe Speed</b>											Road Safety Week (Shine a Light?)	
<b>Safe Vehicles</b>								Keys for Life (ANCAP information)	Motoring Extravaganza and Truck Pull (ANCAP)			
<b>Safe Roads and Roadsides</b>												
<b>Safe System Foundations</b>			Live Lighter Seniors Activity and Info Day	Bunbury 4WD, Boating & Camping Expo	Road Ribbons for Road Safety 2017	Road Ribbons for Road Safety 2017			Blessing of the Roads 2018 (Easter)	Youth Week		

Events  
 Displays (Library/Shopping Centres)  
 Campaigns  
 Media  
 Quiz