



STRATEGIC ACTION PLAN 2018

ROADWISE COMMITTEE

Endorsed by Council 24 January 2018

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.

TERMS OF REFERENCE

See Appendix A.

BACKGROUND INFORMATION

This strategic 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.

(Source: www.roadwise.asn.au)

The Shire of Dardanup RoadWise Committee will 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

SHIRE OF DARDANUP



SAFE ROAD USE
Raise these concerns with Shire:

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



SAFE ROADS AND ROADSIDES
Raise these concerns with Shire:

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



SAFE SPEEDS
Raise these concerns with Shire:

- 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 Shire



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 Shire



SAFE ROADS AND ROADSIDES

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



SAFE SPEEDS

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



SAFE VEHICLES

- Provide community awareness and education
- Media campaigns with Shire

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	Lead Person Agencies involved/ Target Group	Progress and Actions	Evaluate
Cyclists	"Be Seen, Be Safe" campaign <ul style="list-style-type: none"> Subsidise bike lights for Shire of Dardanup residents 	Shire/Fitzroy's Cycles Target Group – Residents		Uptake of subsidy
Child Car Restraints (CCR)	CCR Checking/Fitting stations & Promotions <ul style="list-style-type: none"> Information at Parent Night at Dardanup Primary School Provide opportunities for fitting stations and checking to local groups 	Roadwise/SDERA Target Groups - Families through Primary Schools/Childcare Centres/Playgroups /Shopping Centre		Increased Awareness, Fitting and Checking
Seniors Road Safety	Engage seniors at Bethanie on road safety issues & feedback/consultation to the Shire on any issues relating to access	Shire/RoadWise Target Group Bethanie Fields		
Skipper Program	Engage with licensed premises within the Shire to promote the Skippers Program and Drink Driving campaigns	Shire/RoadWise Target Group - Dardanup Tavern Eaton Tavern Smalls Bar		

Priority Area	Activity or Action	Lead Person Agencies involved/ Target Group	Progress and Actions	Evaluate
Seatbelts	Consider a “Belt Up” campaign with focus on rural areas <ul style="list-style-type: none"> • Use of RoadWise promotional materials • Prepare promotional campaign 	Shire/RoadWise Target Group - Sporting Clubs General community		
Road Ribbons for Road Safety	Promote the campaign with ribbons available from various locations around the Shire Consider purchase of pull up banner for static display Launch and media release - November	Shire/RoadWise/Police Target Group – General community		
Road Safety Messages	Regular road safety messages on website, social media and newsletters Variable Message Board road safety messages calendar for events and long weekends (see attachment) Continue to promote M8 the call can W8 campaign Preparation of an annual communications plan	Shire/RoadWise Target Group – General community		

Safe Roads and Roadsides

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

Priority	Activity or Action	Agencies Involved/Target Group	Progress	Evaluate
Local Road Funding	Advocate and lobby for increased funding Report on levels of funding for local road and infrastructure Black Spot Funding applications	Shire/Main Roads WA/ RoadWise/ State & Federal Government		
Road Safety Audits	Staff to complete Road Safety Audit training	Shire/Main Roads WA / RoadWise		
Identify areas of concern in the Shire including intersections and speed zones	Advocate to Main Roads as appropriate Provide letters of support	Shire/RoadWise/ Main Roads WA		

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/Target Group	Progress	Evaluation
Courtesy Speed Sign Displays	Loan WALGA speed signs for one month to trial Consider Road Safety Grant to purchase set of speed signs	Shire/ Roadwise Target Group – General community		
Community Safe Speed Promise	Promotional campaign <ul style="list-style-type: none"> • bumper stickers and pledges • Consider launch of campaign with Shire, businesses, industry signing pledge 	Target Group – General community		
“Please Slow Down, Consider Our Kids” Bin Stickers	Distribute stickers to schools, interested community members Promote campaign around back to school time with media release, social media, website news Target streets near schools and/or where speeding identified as an issue	Shire/ Roadwise Target Group – Schools/Day Care Centres		

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/Target Group	Progress	Evaluation
Fleet Safety	Encourage Shire to adopt comprehensive Fleet Safety policy (WALGA RoadWise) Encourage Shire to use ANCAP rating when selecting fleet vehicles	Shire/RoadWise Target Group – Shire of Dardanup		Adoption of Shire Fleet Safety Policy
ANCAP promotion	Promote vehicle safety features and ANCAP ratings Promote ANCAP website and App to Year 10 students completing the Keys for Life Program	SDERA Shire/RoadWise Target Group – Eaton Community College		
Vehicle Safety	Promotion of the tyre tread gauge program Community vehicle safety checklist Check your headlights campaign	Shire/RoadWise/SWIRSA		

SHIRE OF DARDANUP ROADWISE PLANNER 2018

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
Safe Road Use	Double Demerits		Bike Week Double Demerits	Double Demerits		Walk Safely to School Double Demerits			Motorcycle & Scooter Education Session Double Demerits			Double Demerits
Safe Speed		Back to school										
Safe Vehicles					Tyre Tread Vehicle safety promotion							
Safe Roads and Roadsides								Apply for Black Spot Funding				
Safe System Foundations				Blessing of the Roads	Road Safety Week						Road Ribbons for Road Safety	Road Ribbons for Road Safety