



4 OCTOBER 2019

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## **Shire of Esperance**

# **ESPERANCE ROADWISE COMMITTEE NOTICE OF MEETING AND AGENDA**

An Esperance Roadwise Committee meeting of the Shire of Esperance will be held at Council Meeting Room on 7 October 2019 commencing at 3pm to consider the matters set out in the attached agenda.

W M (Matthew) Scott

**Chief Executive Officer**

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### **ETHICAL DECISION MAKING AND CONFLICTS OF INTEREST**

Council is committed to a code of conduct and all decisions are based on an honest assessment of the issue, ethical decision-making and personal integrity. Councillors and staff adhere to the statutory requirements to declare financial, proximity and impartiality interests and once declared follow the legislation as required.

### **ATTACHMENTS**

Please be advised that in order to save printing and paper costs, all attachments referenced in this paper are available in the original Agenda document for this meeting.

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**SHIRE OF ESPERANCE**

**AGENDA**

**ESPERANCE ROADWISE COMMITTEE MEETING  
TO BE HELD IN COUNCIL MEETING ROOM ON 7 OCTOBER 2019  
COMMENCING AT 3PM**

**1. OFFICIAL OPENING**

**2. ATTENDANCE**

**Members**

Cr S McMullen  
Sgt A Keogh  
Mr P Gaughan  
Mr J Jose  
Ms M Smillie  
Mr R Dummermuth  
Ms A McAlinden

Shire of Esperance  
Esperance Police  
St John Ambulance  
Department of Transport  
Department of Health  
Community Representative  
Main Roads WA

Presiding Member

**Ex Officio**

Mr N Williams  
Ms C Bradley  
Miss T Garrett

Manager Asset Development  
WALGA Roadwise Officer  
Administration Officer Asset Management

**Public**

**3. APOLOGIES & NOTIFICATION OF GRANTED LEAVE OF ABSENCE**

Ms J Fitzpatrick

Department of Education

**4. PUBLIC QUESTION TIME**

**5. DEPUTATIONS, PRESENTATIONS, INSPECTIONS, PETITIONS**

Nil

**6. DECLARATION OF MEMBERS INTERESTS**

**6.1 Declarations of Financial Interests – Local Government Act Section 5.60a**

**6.2 Declarations of Proximity Interests – Local Government Act Section 5.60b**

**6.3 Declarations of Impartiality Interests – Admin Regulations Section 34c**

**7. CONFIRMATION OF MINUTES**

That the Minutes of the Esperance Roadwise Committee Meeting of the 12 August 2019 be confirmed as a true and correct record.

**8. ADVISORY COMMITTEE RECOMMENDATIONS**

Nil

## **9. MATTERS REQUIRING A DETERMINATION OF COMMITTEE**

### **Item: 9.1**

### **Esperance Roadwise Committee 2019 Draft Action Plan**

<b>Author/s</b>	Tamara Garrett	Administration Officer - Asset Management
<b>Authorisator/s</b>	Mathew Walker	Director Asset Management

**File Ref: D19/25352**

#### **Applicant**

Esperance Roadwise Committee

#### **Location/Address**

Shire of Esperance

#### **Executive Summary**

Review of the Esperance Roadwise Committee Draft Action Plan 2019 year to date and to agree to participate in the events outlined.

#### **Recommendation in Brief**

That the Esperance Roadwise Committee:

1. Participate in any activities or events outlined in the 2019 Action Plan for the month of October

#### **Background**

A review of the summary of the discussion between Roadwise Committee members from the action planning day, held Monday 23 March 2019. The 2019 Action Plan is a strategic plan that is aligned with the *Towards Zero* Road Safety Strategy focusing on safe road use, safe roads and roadsides, safe speeds and safe vehicles.

#### **Officer's Comment**

Nil

#### **Consultation**

The Esperance Roadwise Committee met on the 25/03/19 to develop the 2019 Action Plan. The Committee reviewed the 2018 Action Plan and the effectiveness of past initiatives was discussed. Each Committee member provided suggestions on the direction of the 2019 Action Plan. Committee members present at the planning meeting included:

- Councillor Steve McMullen
- Paul Gaughan (St Johns)
- Neil Williams (Shire of Esperance)
- John Jose (DoT)
- Rob Dummermuth (Community)
- Carol-Anne Bradley (Walga)

#### **Asset Management Implications**

Nil

#### **Statutory Implications**

Nil

#### **Policy Implications**

Nil

### **Strategic Implications**

#### Strategic Community Plan 2017 - 2027

##### Economic

Action 3.3 Deliver and advocate for a diverse and safe transport system which is efficient and meets the needs of all users

A diverse and safe transport system that balances the needs of all users from pedestrians, cyclists, private vehicles, public transport and freight

### **Environmental Considerations**

Nil

### **Attachments**

A<sup>1</sup>. 2019 Action Plan

### **Officer's Recommendation**

**That the Esperance Roadwise Committee:**

- 1. Participate in any activities or events outlined in the 2019 Action Plan for the month of October.**

**Voting Requirement**

Simple Majority







# Esperance RoadWise Advisory Committee

## Action Plan 2019

## Safe System Approach

This strategic plan is written under the framework of the State Road *Towards Zero* Road Safety Strategy and the principles of the Safe System and Shared Responsibility approach to road safety that has been used throughout Australia and the world. A Safe System benefits all road users and has four essential elements:

	<b>Safe Road Use</b> – integrating behaviour change programs with improved enforcement to make them more powerful and addressing impaired driving) alcohol, drugs, fatigue and distraction), restraint use, graduated licensing and speed choice.
	<b>Safe Road and Roadsides</b> – investing in Safe System infrastructure improvements.
	<b>Safe Speeds</b> – enhancing speed enforcement and further reflecting on the appropriateness of WA's speed limits.
	<b>Safe Vehicles</b> – promoting the uptake of safer vehicles and key safety features, particularly by government and corporate fleets.

## Four Guiding Principles

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:** We need to design a road system that is 'inherently safe' so that when crashes do happen, deaths can be avoided and injuries minimised



Esperance RoadWise Advisory Committee 2019 Overview			
Ongoing - SAM Trailer			
<b>January</b> <ul style="list-style-type: none"> <li>26<sup>th</sup> January – Enjoy the Ride Campaign relaunch art Aus Day festivities</li> </ul>	<b>February</b> <ul style="list-style-type: none"> <li>Enjoy the Ride, Emergency Services BBQ</li> </ul>	<b>March</b> <ul style="list-style-type: none"> <li>Condy Fair – Enjoy the Ride</li> <li>15 – 24 March Bike Week</li> </ul>	<b>April</b> <ul style="list-style-type: none"> <li>Iscoot – TBC Jill</li> <li>11<sup>th</sup> April – Blessing of the Roads Event</li> </ul>
<b>May</b> <ul style="list-style-type: none"> <li>CCR - TBC</li> </ul>	<b>June</b> <ul style="list-style-type: none"> <li>CCR - TBC</li> </ul>	<b>July</b> <ul style="list-style-type: none"> <li></li> </ul>	<b>August</b> <ul style="list-style-type: none"> <li>Iscoot – TBC Jill</li> </ul>
<b>September</b>	<b>October</b>	<b>November</b> <ul style="list-style-type: none"> <li>Don't Drink and Drive radio advertising</li> <li>Road Ribbon for Road Safety – November – January</li> <li>Enjoy the Ride Harvest Video Radio Advertising &amp; Video</li> <li>Edge of the Bay 2019 – Enjoy the Ride yoga &amp; Breakfast</li> </ul>	<b>December</b> <ul style="list-style-type: none"> <li>Don't Drink Drive radio advertising</li> <li>Road Ribbon for Road Safety – November – January</li> </ul>

## 2019 Strategic Plan

### Safe Road Use

In alignment with *Towards Zero* the Committee aims to influence road user behaviour by:

- Advising, educating and encouraging road users to comply with road rules;
- Promoting the philosophy of shared responsibility;
- Encouraging road users to drive unimpaired and alert, and according to the prevailing conditions;
- Managing the gradual introduction of novices into the system and understanding their specific needs; and
- Taking action against those who break the rules.

Action and Activity			
Enjoy the Ride	<b>Date</b> 26 <sup>th</sup> Jan 2019		Co-ordinator
	<b>Agencies involved</b> RoadWise Committee Emergency Services		
	<b>Target Audience</b> Whole of Community		
	<b>Activities</b> <ul style="list-style-type: none"><li>- Launch, Australia Day – January</li><li>- Emergency Services BBQ - February</li><li>- Condry Fair - March</li><li>- Blessing of the Roads – April</li></ul>	<b>Evaluation</b> <ul style="list-style-type: none"><li>- Attendance</li><li>- Pledge Rocks</li></ul>	
	<b>Status</b>		

	Resources required		
<i>iScoot</i> Deliver the iScoot program at ESHS and EACS to educate students on moped safety	Date April & August - TBC		Co-ordinator Jill Fitzpatrick
	Agencies involved SDERA, RoadWise, WAPOL, Motorbike shop, ESHS, EACS		
	Target Audience 16yr old+ students		
	Activities 2 x iScoot presentations	Evaluation Number of events and attendance	
	Status Jill to confirm if schools are interested in running iScoot presentations.		
	Resources required Banners, brochures		
	<i>Bike Week</i> Promote bicycle safety.	Date March	
Agencies involved RoadWise, DoT, WACHS, SDERA, Primary			
Target Audience Primary school students and parents			
Activities School bike safety checks		Evaluation Number of events Number of safety checks completed Number of media hits	
Status Esperance Primary School 26 <sup>th</sup> March 8am Bike and Helmet checks.			
Resources required 2 Bike Helmets as prizes to encourage the participation			

<i>Blessing of the Roads</i> Raise awareness of the road safety in the lead up to Easter	<b>Date</b> April 18 <sup>th</sup> 2019		<b>Co-ordinator</b> All
	<b>Agencies involved</b> RoadWise, Goldfields-Esperance IRSA, Running and cycle groups, other		
	<b>Target Audience</b> All		
	<b>Activities</b> <ul style="list-style-type: none"><li>- Blessing and speeches</li><li>- Pledge wall for a coffee cup and voucher</li><li>- Murals for pledge wall</li></ul>	<b>Evaluation</b> Attendance Number of pledges Number of media hits	
	<b>Status</b> Tamara to send invites and organise Hot Cross Buns through Brumbys. Rob to deliver blessing and Chair Cr McMullen to deliver Speech and Roadwise Esperance Police member to MC. WALGA Officer to coordinate social media posts. Coffee Cups with Coffee vouchers from coffee cat to be distributed to pledges and Hot Cross buns will be available for breakfast. Jill to see if any schools would like to create 2 enjoy the ride murals for the event like previous years.		
	<b>Resources required</b> Enjoy the Ride banners, microphone and speaker, murals, coffee cups, vouchers, hot cross buns, table		
<i>Child Car Restraint</i> Educate parents and carers on the importance of choosing the right restraint for the age and size of their child and ensuring it is correctly fitted.	<b>Date</b> May & June		<b>Co-ordinator</b> TBC
	<b>Agencies involved</b> RoadWise, MEGS, Playgroup		
	<b>Target Audience</b> Parents and carers		
	<b>Activities</b> <ul style="list-style-type: none"><li>- CCR free fitting and checking events</li></ul>	<b>Evaluation</b> <ul style="list-style-type: none"><li>- Media</li><li>- Number of restraints checked</li></ul>	
	<b>Status</b> Dates, groups and fitters TBC. Contact Black Street Playgroup to arrange fittings.		
	<b>Resources required</b> Fitters		

<i>Don't Drink and Drive radio advertising</i> Create a local radio advertising campaign to promote a 'don't drink and drive' message in the lead up to Christmas.	<b>Date</b> November/ December		<b>Co-ordinator</b> TBC
	<b>Agencies involved</b> RoadWise		
	<b>Target Audience</b> All		
	<b>Activities</b> - Radio advertising campaign	<b>Evaluation</b>	
	<b>Status</b> Radio advertising campaign to be developed		
	<b>Resources required</b> Funding for radio advertising		

### Safe Roads and Roadsides

In alignment with *Towards Zero* the Committee aims to improve roads and road side infrastructure by advocating for change where design and maintenance of roads and road side could be improved.

Reporting of road and roadside hazards	<b>Date</b> Ongoing		Co-ordinator All
	<b>Agencies involved</b> RoadWise, Shire of Esperance, Main Roads		
	<b>Target Audience</b> All		
	<b>Activities</b> - Reporting of hazards in the road and roadside environment	<b>Evaluation</b> Number of improvements made as a result of Committee reporting	
	<b>Status</b> Ongoing, item to be discussed at each Committee meeting		

	<b>Resources required</b> Nil	
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### Safe Speeds

Speed limits and travel speeds should reflect the safety of the road infrastructure. The Committee will aim to promote speed awareness campaigns to increase the community's acceptance of reduced speeds and establish a driving culture that supports lower travel speeds.

<i>SAM Trailer</i> Utilise the speed alert trailer to target identified hot spots for speeding to reduce travel speeds.	<b>Date</b> Ongoing		<b>Co-ordinator</b> Neil Williams
	<b>Agencies involved</b> RoadWise, SoE		
	<b>Target Audience</b> All		
	<b>Activities</b> - Committee to identify locations for SAM trailer based on feedback from the community and traffic count data	<b>Evaluation</b> - Number of locations	
	<b>Status</b> Ongoing		
	<b>Resources required</b> SAM trailer		

### Safe Vehicles

**OBJECTIVE** – To prevent death and serious injury by increasing the purchase of safe vehicles and specific safety features in vehicles.

In recent years, there were significant advances in vehicle safety that protect occupants and other road users and improve our ability to avoid crashes. Manufacturers are now responding to market demands to make safety features more widely available. Increasing the proportion of vehicles on our roads with high standard safety features will substantially reduce risk for all road users – drivers, passengers motorcyclists, scooter riders, pedestrians and cyclists.

These important features are not fitted as standard on many vehicles available on the Australian market, but there is strong community support for measures aimed at improving the safety of vehicles on Western Australian roads.

**Towards Zero** will focus on;

- strongly encouraging making safe vehicles and specific safety features such as Electronic Stability Control (ESC), and side and curtain (head protecting) airbags compulsory for government vehicles;
- educating and encouraging corporations, employees and community members to purchase safe vehicles;
- lobbying manufacturers to fit safety features as standard; and
- continuing to investigate emerging vehicle safety technology.

WHEN	ACTIVITIES	WHO	EVALUATION	RESOURCES
Ongoing	Information and engagement at community events- Blessing of the Roads, Australia Day, GVROC meeting, RSC Forum etc	RSA Committee	Number of interactions	ANCAP rating brochures Road trauma support brochures
Ongoing	Visits to fleet operators with information on ANCAP ratings	RSA		" Fleet info
Ongoing	Arrb and WALGA education – webinars and seminars	All		
Ongoing	Engagement with Car dealerships for Safe vehicle messaging and radio campaign	RSA	Radio data Dealership take up	Radio campaign Sun shades

**10. REPORTS**

**11. FINANCIAL REPORTS**

Nil

**12. CLOSURE**