

# COMMUNITY ROAD SAFETY PARTNERSHIPS

## BURNIE PROGRESS REPORT 2005



The Community Road Safety Partnerships Program is an initiative of the Department of Infrastructure, Energy and Resources and the Burnie City Council.

# INTRODUCTION

The Community Road Safety Partnerships (CRSP) Program has been implemented by the Department of Infrastructure, Energy and Resources (DIER) to develop partnerships with local government authorities and associated community networks to achieve a greater focus on road safety outcomes at a local community level.

In July 2003 local government authorities across Tasmania were approached to participate in the CRSP program. Twelve local government communities registered to be involved. These communities were Burnie, Kentish, Launceston, Dorset, George Town, Break O'Day, West Tamar, Glenorchy, Brighton, Kingborough, Hobart and Glamorgan / Spring Bay.

The CRSP program aims to maximise the delivery of road safety activities by linking with existing community networks, such as local road safety groups, Police and community liaison committees and community safety organisations.

Each participating community has identified advisory committees to oversee the development of action plans and the implementation of local road safety activities, which target key local and state issues. One of the key elements of this approach is to address the objectives of the *Tasmanian Road Safety Strategy (2002 –2006)*.

Through the CRSP program community organisations are being mobilised to embrace road safety issues using “grass roots” community development processes. This is being achieved primarily through public awareness raising and community education programs, which target high-risk road user behaviour

This is a progress report prepared by Road Safety Operations Branch consultants in conjunction with local CRSP contacts. The report covers the operational period from November 2003 to early May 2005.



# MINISTER'S FOREWORD

Since the formation of the first Community Road Safety Partnerships (CRSP) program in Tasmania in 2003, I have had the pleasure of attending several launches of similar programs around the State.



The State Government supports this important road safety project because it focuses on local communities and what can be achieved at a grassroots level.

Because of its investment in the local road network and a commitment to community development, local government is an essential and key partner in the program and ideally placed to achieve significant road safety improvements.

I am sure that the 12 local councils which have signed on have found the program a very worthwhile one as they benefit from local solutions to local road safety issues.

In Tasmania the cost of a road fatality to our community has been estimated at \$1.7 million and each serious injury costs approximately \$429,500<sup>1</sup>. The cost in human terms is incalculable.

In a small state such as ours, and especially in small communities, a road death has a devastating "ripple effect" as the impact spreads from the victim's immediate family to friends, colleagues, workmates and the wider community.

The importance of the ongoing work of CRSP groups around Tasmania cannot be over-estimated.

Last year was a tragic one on Tasmanian roads. In 2005, with the support of the community, we will be doing everything possible to reduce the number of deaths and injuries on our roads.

I congratulate those local communities which have taken up the challenge of the CRSP program and I commend the officers of my Department and others in the community who have successfully turned the vision of this program into reality.

  
BRYAN GREEN  
Minister for Infrastructure, Energy and Resources

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<sup>1</sup> Refer Australian Bureau of Transport Economics 2000



# BURNIE COMMUNITY ROAD SAFETY PARTNERSHIP Progress Report

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## BACKGROUND

In April 2004, a community road safety partnership was formed between Burnie City Council, Department of Infrastructure, Energy and Resources (DIER), and the community to tackle a range of road safety issues in the Burnie municipality. The partnership was formally launched in August. DIER Minister Bryan Green, Burnie Mayor Alwyn Boyd and Australian Hotels Association general manager Daniel Hanna addressed the launch audience. The speakers outlined the committee's major projects.

To guide the direction of the Community Road Safety Partnership program (CRSP) in Burnie a local road safety committee was formed consisting of representatives from Council, DIER, Tasmania Police and the community. The representatives are:

- Inspector Bill Wynwood  
Tasmania Police
- Lyndy Hoodless  
Neighbourhood Watch
- Robert Bentley  
RACT / Burnie Rotary
- Clayton Hawkins  
Burnie City Council
- Andy OpanowyczO  
Burnie City Council
- Michelle Powell  
Department of Infrastructure  
Energy and Resources (DIER)
- \* Dr. Michelle Allan from a cyclist  
interest group later joined the  
committee.

An action plan was developed based on information relating to state road safety issues, local crash data and community road safety concerns.

The key priority road safety issues identified by the Committee were:

- Drink Driving / Pedestrian Safety
- Traffic Congestion around Schools
- Angle Crashes
- Public Education
- Hoon Behaviour
- Community Issues

Strategies were devised to address these issues, with the aim of making Burnie a safer place, by reducing road trauma.



Robert Bentley, Inspector Bill Wynwood, Lyndy Hoodless, Clayton Hawkins and Michelle Powell (DIER)

## DRINK DRIVING / PEDESTRIAN SAFETY

### 1. DESIGNATED DRIVER PROGRAM

- The Designated Driver Program, 'Who's Des Tonight?' was launched in Burnie in December 2004. The program was developed in association with the general manager of the Australian Hotels Association, Daniel Hanna, several local hotels, restaurants and clubs. The participating organisations



General Manager, Land Transport Safety David Spence, Road Safety Consultant Michelle Powell, Australian Hotels Association, General Manager Daniel Hanna and DIER Minister Bryan Green launch the Des Driver Campaign

were Top of The Town Hotel / Motel, Sirocco's Bar & Night Club, Green's Hotel, King of Burnie Hotel, Mallee Grill restaurant, Club Hotel, Beach Hotel, Burnie Yeoman Cricket Club.

- DES is the name given to the designated driver who agrees to look after mates by not drinking alcohol and by driving them home safely. The program supports DES by providing free soft drinks at participating venues.



The 'Des' Logo displayed in participating venues

- Feedback from police, licensees and the community has been extremely positive.
- Early reports indicate that the number of drivers exceeding the legal alcohol drink driving limit is down, as are other related offences. The first evaluation report will be available in May. Due to overwhelming support and interest, the program, which was due to conclude in April, will now officially run until the end of September.

- Promotional posters have been placed in all the participating establishments, 60 business premises throughout the municipality, bottleshops and in Metro buses. The Burnie Xerox Shop provided lamination. A copy of the Reward poster has been advertised several times in The Advocate. Neighbourhood Watch have distributed 3,500 flyers to Burnie households.



- Since inception \$50.00 petrol voucher fortnightly draws have been conducted.

- Radio advertising has been extensive on SeaFM, with ads produced and partially sponsored by the radio station being played. RADD (Recording Artists, Actors and Athletes Against Drink Driving) ads have also been aired with some having a Tasmanian content with Ricky Ponting, David Foster and Russell Robertson all making ads specifically naming the Burnie Designated Driver Program. The director of RADD, Peter Rubinstein, has provided overwhelming support and assistance in the production and airplay. The Road Safety Task Force has donated \$1,000.00 towards advertising.

- Metro and the Burnie City Council ran free buses on New Years Eve. Metro promoted themselves as being Des for the night.
- Plaques have been presented to the participating venues and Metro, in recognition of their support.



DIER Minister Bryan Green presents Garry Williams and Janis Salisbury with plaques for participating in the Des Driver Initiative.

2. WANT TO REMAIN UNDER 0.05?" - A brochure is currently being developed to educate the public on the issues of: standard drinks, rate of alcohol absorption, BAC and safe ways to get home.
3. SAFE PARTYING - After consulting with the Safe Partying Committee, road safety issues are now included in their program.
4. UPPER BURNIE PEDESTRIAN ISSUES - Public concerns on pedestrian issues raised at meetings, have been addressed with the Burnie City Council engineer.

## TRAFFIC CONGESTION AROUND SCHOOLS

- In April 2004 a committee was established to address the issue of traffic congestion around Burnie Primary, with a view to setting up a program where children were walked safely to school.
- The program involves a whole of government approach with several government agencies, community organisations, RACT and the Burnie City Council involved. As a result Burnie Primary School conducted a “Walking Bus” trial in May 2005. In the trial the children are picked up at designated points along Brickport and Mooreville Roads and escorted to school by volunteer trained “drivers” and “conductors”.
- Stella Maris School, also has traffic congestion problems, and is looking at establishing a similar program.

## ANGLE CRASHES

- An article is being prepared to outline information on the number of angle crashes in the State and in the Burnie municipality. The article will detail what can be done to prevent the crashes. It is planned for Neighbourhood Watches to publish the article.
- To raise public awareness on the issue of angle crashes an article will appear shortly in The Advocate.

## PUBLIC EDUCATION

- In an endeavour to raise the road safety profile and to obtain public feedback, consultative presentations have been made to several clubs, organisations and groups in Burnie. These have included East Burnie and Burnie Rotary Clubs, Burnie School for Seniors, Burnie Australian

Independent Retirees, Burnie Probus Club, Burnie Citizens' Club and Upper Burnie, Natone and West Park Grove Neighbourhood Watch groups.

- Presentations have been made to the Mayor, Aldermen and Senior executive staff of the Burnie City Council.
- Burnie Schools have been visited and supported in the running of the Pre Driver Awareness Program.
- Older Driver Seminars have been conducted through Adult Education.
- A "Want to Remain under 0.05?" session has been jointly conducted with Youth Alcohol and Drug Service, for Burnie City Council staff.
- Free Keys Please sessions were held in 2005 at Parklands and Burnie High Schools for young people and their supervising drivers. The information nights provided support, guidance and suggestions on teaching learners to drive. The sessions will be held again in July.
- Education sessions for drink drivers (referred by magistrates) are being held as required.

## **HOON BEHAVIOUR**

- As a result of feedback from the community on hoon behaviour, police have taken a priority approach to the issue and many hoon drivers have had their vehicles confiscated.

## COMMUNITY ISSUES

- As a result of correspondence from organisations and issues raised by committee members, the Burnie Road Safety Committee has addressed local road safety concerns. Examples of these initiatives have been:
  - Input has been sought from the committee by Tasmania Police as to the placement of the Speed Awareness Trailer.
  - Safe cycling engineering concerns have been addressed. As a result a member of a Burnie cycling interest group has now joined the committee.
  - Pedestrian matters raised by Burnie Australian Independent Retirees, Natone and Upper Burnie Neighbourhood Watches and Burnie Probus Club have been forwarded to Traffic Standards.
  - West Park Grove Neighbourhood Watch concerns about the Mooreville Road precinct have been considered and a consultant has been employed by the Burnie City Council to evaluate the situation.