



Pilbara

CASE STUDY

ONSLOW ROAD USER GROUP (ORUG)

Community Overview

The ORUG covers the remote coastal town of Onslow in the Shire of Ashburton. Onslow has a residential population of around 800 people, a fly in fly out industry-related population and an influx of visitors over the winter months.

Exporting Pilbara produced wool, was the main industry when Onslow was established in the 1880s. In recent years, industries such as salt production and gas refining have had a large impact on the community, particularly with regards to the road network. Chevron Australia's Wheatstone natural gas development, as well as the Onslow airport expansion, have raised the profile of the town. Commercial fishing and tourism industries are also important for the town.

Committee Overview

The ORUG has traditionally been convened by Chevron Australia, meeting monthly. The ORUG was formed to deliver road safety activities within the Onslow town and surrounds that are impacted by the increase in industry. Working together with the local community, business, industry and organisations, the ORUG seeks to identify and address local road safety issues and coordinate a proactive approach.

The ORUG activities align to an action plan that is reviewed at each meeting.

Road safety activities 2015-16

The ORUG has faced some challenges with the changeover of staff resulting in a lack of continuity. Also with some group members residing outside the area, there is an ongoing desire to encourage more local ownership of the group and its activities. Despite this, the ORUG has implemented a number of strategies and activities including:

Established in 2013

Community population 800

Five major activities in 2015-2016

Committee meets monthly

11 Committee Members

COMMITTEE REPS

- Local Government officers
- Main Roads WA
- Industry including Chevron, Onslow Salt, NTC Contracting and McMahon Burnett
- Transport
- Onslow School
- WA Police
- WALGA RoadWise

Pictured above: Pic 1, ORUG Facebook page. Pic 2, One of the ORUG banners available for use.

1. Road Risk Management

Group members share information and data including forecast of heavy vehicle movements through the town. This allows them to assess and identify any conflicts with these movements and where necessary, alter schedules to reduce the risk to road users.

2. Identifying and addressing local road safety issues

The ORUG has provided a platform for the local community to raise local road safety issues. These issues are then assessed by members and addressed or referred to the appropriate body. Some examples include:

- loose rocks from trucks along town roads,
- speed of vehicles in town,
- excessive use of side streets by trucks,
- lack of helmet use by cyclists, and
- Ring Road construction consultation.

3. Promotion

The ORUG has developed a variety of promotional avenues to raise its profile. This promotion helps ensure the local community is aware of where they can go to get more information and voice their road safety concerns, as well as promoting ORUG's activities. This has included a Facebook page, logo and hi-visibility vests for members to wear when participating in events.

4. Raising awareness of road safety

ORUG members showed their passion for road safety by providing road safety information at the Passion of the Pilbara event.

Visitors to the stall were able to gain information on what they can do to share the roads safely with all road users, cyclists, pedestrians, motorcyclists and motorists. They also had the opportunity to learn more about the effects of alcohol and drugs on driving ability by trying out the fatal vision goggles.

The ORUG has a variety of educational resources that can be borrowed by local businesses for use when talking to staff about the dangers of drink driving. Road safety banners highlighting other road safety issues are also available.

5. Recognition

The ORUG were successful in having a paper accepted at the Australasian Road Safety Conference in October 2015. This provided an opportunity to share with conference delegates the rationale for the formation of the ORUG, its objectives, membership, successes and future plans.

In November 2015, the ORUG was presented with a certificate of achievement as a finalist in the Insurance Commission of Western Australia Regional Safety Award category as part of the 2015 Regional Achievement and Community Awards.