

Wheatbelt North

CASE STUDY

TOODYAY ROADWISE COMMITTEE

Community Overview

The Shire of Toodyay, in the Wheatbelt region, has an estimated population of 4,500 in 2015. Of these, approximately 1500 live in the town of Toodyay itself. The median age of residents is 46 years and 5% are from non-English speaking backgrounds.

The Shire is comprised of the following localities: Bejoording, Bindoon Training Area, Coondle, Culham, Dewars Pool, Dumbarton, Hoddy's Well, Julimar, Moondyne, Morangup, Nunile, Toodyay, Wattening and West Toodyay.

Toodyay is bordered by the Shires of Chittering, Goomalling, Northam, Victoria Plains and the City of Swan. Land area of the Shire of Toodyay is 169.304 hectares, in Wheatbelt terms a medium sized Shire. Population density is 0.03 persons per hectare.

Toodyay is an agricultural area within the greater agricultural region. Primary industries are grain growing, livestock. There is some mineral extractive industry (clay for bricks) and potentially bauxite mining.

Agriculture is the main industry in the area but not the main employer; a high percentage of workers in the mining, construction, FIFO industries live there and because Toodyay is in close proximity to Perth, many commute.

The community has local access to most services, however some are located in Northam, 30km's away, or Midland, 70km's away. Many residents drive between Toodyay and Perth on a weekly basis.

The Shire of Toodyay manages a road network of 658 kilometres, half of which is sealed. The main conduit for residents and commercial traffic travelling to Perth is the state managed highway, Toodyay Road. The town of Toodyay is also connected to Perth and Northam by passenger and freight rail services.

Committee Overview

In 2011, the Toodyay Community Safety and Crime Prevention Association (TCSCPA), an independent incorporated organisation, invited WALGA RoadWise to establish a RoadWise Committee as a sub-committee to the TCSCPA and suggested various local groups and members to make up the new Committee.

In early 2012, the RoadWise Committee was formed, with a Terms of Reference, to meet monthly and engage in road safety promotion in the Shire.

Established in 2012

Covers a population of 4,500

Six major activities in 2015-2016

Committee meets monthly

8 RoadWise Committee Members

COMMITTEE REPS

WA Police
Shire of Toodyay
(Councillor and officer)
Toodyay District High School (DHS)
WALGA RoadWise Community (three representatives)
others when relevant
(for example Country Women's Association CWA)

The Committee liaises directly with the Shire Council and administration, but is not a formal Committee of Council. The chairman also sits on the TCSCPA and reports monthly on the activities of the RoadWise Committee. The RoadWise Committee holds its AGM in April/May each year.

Road safety activities 2015-16

The committee received funding through the Government of Western Australia's Road Safety Community Grants Program for an annual program of road safety activities in 2014, and these activities have become part of an ongoing local program. The project plan is aligned to *Towards Zero*, WA's road safety strategy 2008-2020 and the four safe system cornerstones.

These activities revolve around an annual calendar of local events, timed to coincide with any statewide road safety campaigns by the Road Safety Commission where possible. An example would be to promote the drink driving message at events around Christmas.

A typical annual calendar of community events includes display and community engagement at the:

- Australia Day breakfast, January 26,
- Black Dog ride, March,
- Moondyne Festival, early May,
- Toodyay Picnic races, mid-September,
- Toodyay Agricultural Show, mid-October, and
- Christmas street party, December.

Specific activities and events between 2014-6 included:

- Distribution of 'Please Slow Down, Consider Our Kids' bin stickers, which were distributed through the District High School.
- Participation in the five meetings of the Toodyay Road Liaison Committee.
- Regular columns or paid advertising of road safety material in the *Toodyay Herald*, a free monthly newspaper with a circulation of approx. 4000.
- Radio commercials, voiced by local community members, focusing on "Slow down, enjoy the ride", "Drinking kills driving skills" and "Belt up" messages which were repeated daily on community radio.
- Distribution of merchandise with a road safety message including drink coolers, car litter bags, hats, steering wheel covers, windscreen shields and anti-bacterial wipes at all events.
- Gopher safety event in partnership with the Community Resource Centre (CRC) in 2014.
- Display, competition and community engagement at the Christmas Street Party 2014.
- Display and distribution of merchandise at the Australia Day event in January 2015.
- Display, competition and community engagement at the annual Moondyne Festival held in May (2014-6).
- Child car restraint checking station in partnership with CRC in May 2015.
- Motorcycle "Ride Right" safety event in partnership with Motorcycle Rider's Association of WA in June 2015.
- Participation in a crash re-enactment with emergency services at the Toodyay Show in 2014 and 2015.
- Delivery of a road safety round in a quiz night for the school chaplaincy committee in July 2014 and June 2015.
- Participation in the Wheatbelt Highway Safety Review Forum in November 2015.
- Installation of "Belt up, because you're worth it" signage at car parks in partnership with the Shire of Toodyay, rolled out in February 2016.
- Construction of a crashed motorcycle trailer displayed at events from February 2016 onwards.
- Display of child car restraint information in an empty shop window in February 2016.