



# Industry Road Safety Alliance

S O U T H W E S T

## 2016 REVIEW – HIGH LEVEL SUMMARY

### **Background**

The Industry Road Safety Alliance – South West (IRSA-SW) was formed in 2008 when industry, local government and state government players came together to address growing safety concerns on busy roads in the Bunbury, Collie and Boddington area. The current membership is made up:

- Major industry players who use roads in this area (including drive-in drive-out workforces):
  - South32 Worsley Alumina
  - Newmont Boddington Gold
  - Yancoal - Premier Coal
  - Synergy
- Local governments who cover this area
  - Harvey
  - Collie
  - Boddington
  - RoadWise (the WA Local Government Authority's road safety organisation)
- Relevant State Government agencies who service this area
  - Main Roads WA
  - WA Police
  - Department of Transport
  - Road Safety Commission

Since its formation, the IRSA-SW has successfully advocated for extensive road network improvements and speed reductions; developed and implemented road safety education and awareness campaigns; executed traffic coordination and reduction projects; and encouraged the use of safe vehicles. The IRSA-SW has been credited with contributing toward a fall in road trauma and an improvement in road user behaviour and attitudes in its coverage area. It has won four road safety awards and the success of the model has resulted in three other Industry Road Safety Alliances being formed elsewhere in regional WA. Engagement by members and the output and success of the IRSA-SW has fallen in the last two years, leading to this review, which will shape the organisation for the next two years.

### **Key findings and recommendations:**

#### **Is there still a need and role for the IRSA-SW?**

The review found strong evidence suggesting there is still a need and role for the IRSA-SW including:

- IRSA-SW members want the group to continue.
- The considerable population growth that has occurred since the IRSA-SW was formed is expected to continue, particularly on the coastal strip where larger industry commuter workforces are based.
- While road trauma is down, it remains higher than official targets, particularly in regional areas.
- Speed, drinking driving or fatigue are believed to be factors in up to 30% of fatal and serious crashes.
- Correlations can be drawn between several major risk categories and the IRSA-SW member profile.
- There are numerous outstanding infrastructure needs that members believe could improve road safety.
- The Road Safety Commission is reviewing road safety groups in WA but supports the IRSA model.
- All four IRSAs around the State are keen to work together.

#### *Recommendations:*

- *Continue with the IRSA-SW for at least the next two calendar years (2017 and 2018) and during that time:*
  - *Step up the IRSA-SW's efforts.*
  - *Work with other IRSAs to share resources and become a higher-powered road safety advocate.*
  - *Monitor developments in the road safety arena in WA.*
  - *Conduct another review toward the end of the two-year period.*

## **What role should the IRSA-SW play?**

There is a strong desire from the membership for the IRSA-SW to remain an independent, industry-focused road safety group that mitigates and manages road safety risks associated with industry traffic in its coverage area. The membership believes the IRSA-SW can do this best by being:

- A road safety advocate.
- Developing and implementing locally-relevant education and awareness programs.
- Developing and maintaining relationships that help identify and address road safety risks.

The three other IRSAs are largely focused on the risks created by heavy and light vehicle mixes and believe their key role is education and awareness along with road safety advocacy.

The IRSA-SW should remain focused on the Safe Systems Model and its four cornerstones – safe roads, safe road users, safe speeds and safe vehicles – which underpin both the national and state road safety strategies.

RoadWise, the School Drug Education and Road Awareness program, and the South West Youth Driver Development Program operate in the IRSA-SW area but serve a very different purpose and are not linked to industry.

Members want to expand the geographic coverage of the group to close the gap between the southern and northern extremities.

### *Recommendations:*

- *See the proposed Terms of Reference below regarding goal, role and activities.*
- *Expand the coverage area of the IRSA-SW to join the southern and northern extremities (see map in the Terms of Reference).*
- *Monitor the mid-term view of the State Road Safety Strategy and road safety agencies in WA.*
- *Arrange a meeting between all four IRSAs to discuss the opportunity for the groups to work together including during the current state election campaign period.*

## **How can the IRSA-SW reengage existing members and what are its membership gaps and opportunities?**

Membership has changed only slightly over the history of the IRSA-SW. Despite this relative stability, there is a level of discontent among members who want value for their investment and the IRSA-SW to have a clear plan that delivers results. All members have considerably less time and resources to dedicate to the IRSA-SW than in the past given the downturn in the WA economy. Other IRSAs are facing the same challenge.

Given the large volumes of heavy road traffic in the IRSA-SW area, the heavy transport industry should be represented on the group. Other membership opportunities worthy of pursuing are associated with grain exports out of the Bunbury Port, Alcoa Australia and Cristal Global's operations in the area, and other local governments.

### *Recommendations:*

- *See the proposed Terms of Reference below regarding roles and responsibilities.*
- *Ensure the IRSA-SW's focus and efforts are evenly spread across the IRSA-SW area.*
- *Invite the following organisations to join the IRSA-SW:*
  - *Qube*
  - *BIS Industries*
  - *Griffin Coal*
  - *Bunge Australia*
  - *Alcoa Australia*
  - *Cristal Global*
  - *Shires of Murray, Waroona and West Arthur*
- *Reassess current and future IRSA-SW membership and engagement opportunities on an ongoing basis depending on activity and issues in the local area.*

## **What should be the operating structure of the IRSA-SW?**

Members believe the IRSA-SW needs a dedicated resource if it is to achieve its desired outcomes over the next two years given their inability to provide extensive time and resources. The other IRSAs are facing similar resourcing issues. The Road Safety Commission has pledged to step up its day-to-day operational support for all IRSAs.

The IRSA-SW meets every second month at an agreed location. Members support the current scheduling but struggle with the travel involved.

Membership fees of \$10,000 per annum for industry members and \$5,000 per annum for state and local government members have applied since the IRSA-SW was formed. Fees were frozen as part of this review. Most members support the fee structure but some are questioning whether they are getting value for money. Two of the other three IRSAs charge membership fees. The Road Safety Commission does not believe the IRSAs should charge memberships fees and should instead seek project funding from the WA Road Safety Community Grants program. However, grants are not available for day to day operational costs. At the time of finalising this review, the IRSA-SW had in the order of \$180,000 in funds.

There is no central repository for IRSA-SW information and as such key material is not easily at hand and not all historic materials can be sourced. Facebook is the key public communication tool for the IRSA-SW.

The use of "South West" in the IRSA-SW's name continues to be a point of contention given it does not accurately reflect the area covered by the group.

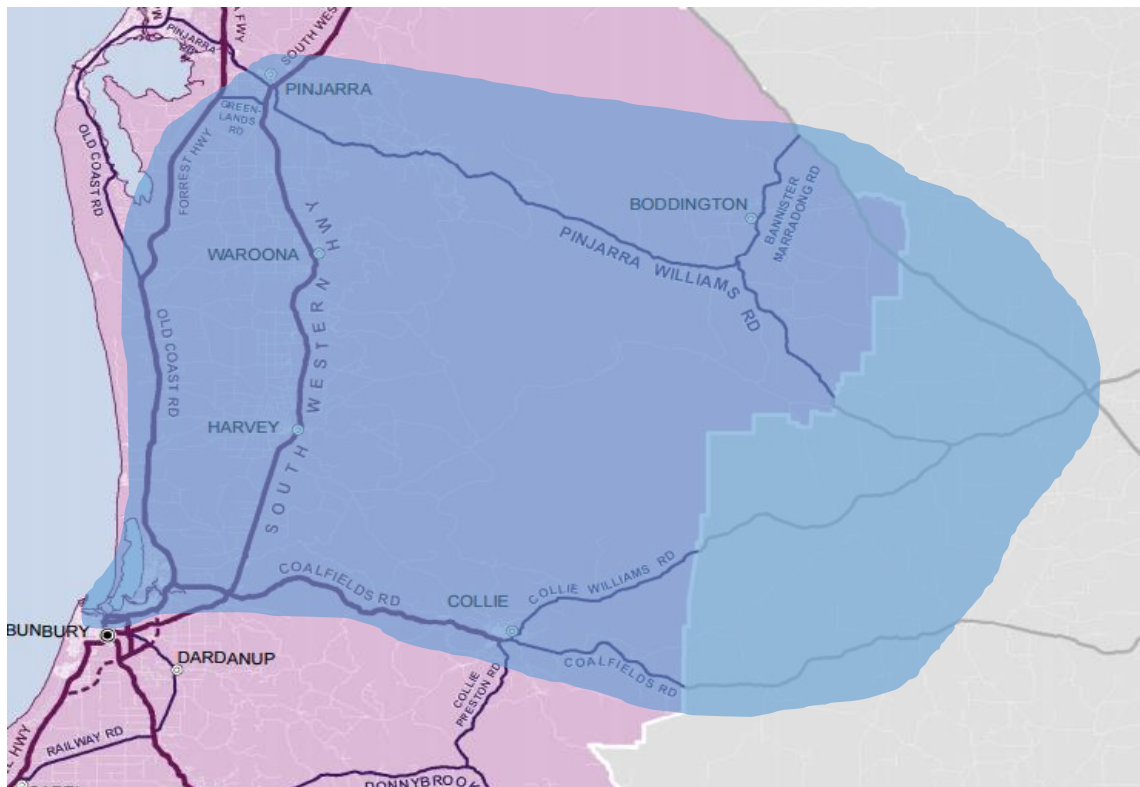
*Recommendations:*

- *See the proposed Terms of Reference below regarding roles and responsibilities.*
- *Continue to hold IRSA-SW meetings every second month, alternate meeting locations and hosts.*
- *Lodge at least one project funding application a year with the Community Road Safety Community Grants program.*
- *Provide an annual report to the membership and host an annual event with a key speaker.*
- *Develop intranet and internet facilities.*
- *Develop and maintain a succinct brochure.*
- *Boost use of the IRSA-SW's Facebook page.*
- *Rebrand the IRSA-SW either individually or in conjunction with the other IRSAs.*
- *Conduct a re-launch of the IRSA-SW incorporating the key outcomes of this review and the strategic plan.*
- *Workshop Key Performance Indicators for 2017 and 2018 with a degree of urgency.*
- *Adopt the Terms of Reference outlined on the following two pages for 2017 and 2018. Get all members to sign on to these.*

## Terms of Reference 2017 and 2018

### Overview

The Industry-Road Safety Alliance – South West (IRSA-SW) is an independent, collaborative group of industry, local government and state government players in an area bounded by Boddington, Collie, Bunbury and Pinjarra.



### Goal

The goal of the IRSA-SW is to help mitigate and manage risks associated with industry road traffic in this area with the ultimate outcome of improving safety and reducing trauma for all road users.

### Role

This will be achieved by:

- Being a strategic road safety group that acts as a conduit of information on local issues and opportunities.
- Acting as a road safety advocate that identifies and advocates for action to improve outcomes.
- Raising awareness and educating road users about local road safety issues and opportunities.
- Developing relationships and sharing information between members to improve road safety locally.
- Working with other Industry Road Safety Alliances to improve road safety throughout Western Australia.

### Activities

Activities to achieve this goal will focus on the four cornerstones of the Safety Systems Model.

#### **Safe roads**

- Use annual crash and traffic data to identify, conduct and/or advocate for safe system improvements on at least two roads of concern each year.
- If existing data sources are insufficient, investigate an area-specific study to better inform planning and decision making.
- Identify and advocate for major safe systems improvements on at least two strategic roads over 2017 and 2018.

- Advocate for local governments to be funded under the WA Regional Road Run Off Crash Program.

#### **Safe road users**

- Develop and implement at least four locally-relevant education and awareness campaigns each year.
- Use information from members to support effective road policing and at least two targeted enforcement campaigns each year.
- Advocate for the reinstatement of STEP funding for road policing.
- Monitor and where appropriate support the development and implementation of technology for safe drivers, particularly in relation to fatigue.

#### **Safe speeds**

- Investigate at least two speed zones of concern each year and work with relevant authorities to reduce associated risks.
- Local government members to collect speed data on local road/s of concern at least once each year to assist effective road policing and ultimately improve driver behaviour.

#### **Safe vehicles**

- Educate employers, employees and communities on the benefits of safe vehicles with at least one education and awareness campaign each year.
- Monitor and where appropriate support the development and implementation of technology on safe vehicles, particularly in relation to fatigue management.

### **Roles and responsibilities**

#### **Members**

- Pay an annual membership fee of \$6,000 for industry members and \$3,000 for local and state government members, unless otherwise agreed. Fees to be collected on a calendar year basis. Membership fees for new members are optional for the first 12 months.
- Each member organisation to appoint a member representative and a proxy. The member representative or proxy to attend IRSA-SW meetings.
- Each member organisation to host at least one meeting over 2017 and 2018.
- Meeting hosts to invite members of their senior management team and workplace road safety champions to attend and to provide a brief presentation on a relevant road safety issue or initiative.
- All member organisations to provide a report to IRSA-SW meetings on outstanding actions along with current and potential road safety issues and opportunities.

#### **Sub committees**

- Four sub-committees to be formed covering the four Safe System cornerstones. Sub-committees to be accountable for delivering the activities identified under each cornerstone in these Terms of Reference.
- All member representatives/proxies to join a sub-committee that best matches their area of expertise.
- Each sub-committee to provide a brief progress report to bimonthly IRSA-SW meetings and a detailed progress report mid-year and at the end of the year.

#### **Chairperson**

- To be appointed from by the membership for a period of 12-24 months.
- Provide leadership including chairing meetings.
- Be the official spokesperson (unless otherwise agreed).
- Act as the liaison point with the other IRSAs (in conjunction the Project Manager).

#### **Treasurer**

- To be appointed from the membership by the membership for a period of 12-24 months.
- Hold and manage all IRSA-SW funds.
- Auspice funding applications.

#### **Project Manager**

- To be appointed by the membership for 12 months (2017) with an option to extend for 12 months (2018).
- Perform day-to-day operational duties including secretarial duties associated with IRSA-SW meetings.
- Lead implementation of the agreed recommendations from the 2016 review.
- Stay abreast of local road safety issues and opportunities.
- Explore project ideas and initiatives.
- Prepare funding applications.
- Help implement projects.
- Act as the liaison point with the other IRSAs (in conjunction with the Chairperson).