YOU DON'T NEED WINGS TO FLY!

Year: 2015

Funding Provider:
Royal Automobile Club of Western Australia (RAC)

Collaborators
• Liebe Group
• RAC
• Community members

PROJECT FUNDERS

REPORTS & LINKS

Aim:
This project aimed to raise community awareness of the current road safety issues that are affecting the Wheatbelt of Western Australia.

Project Information:
Road safety was and still is a conscious priority in rural communities. We have a disproportionate number of traumatic road incidents per head of population, with 85 fatalities and 87 critical injuries on WA's country roads 2015 alone. This was 25 deaths more than the previous year, with a month left in the year. We believed many of these deaths are unnecessary and preventable.

Dalwallinu and the surrounding communities, like most rural communities, are small, with around 1,450 people in the shire. The whole community and wider regions are always affected by these road calamities, and all rural people have many stories of, or have been affected by, someone who was not conscious of theirs and others safety on the road.

The Spring Field Day was held in September each year and was the perfect time to remind attendees of the importance of road safety and a reminder of potential consequences of not being safety conscious.

September leads into a busy time of the year for all the growers, as harvest time begins, which means many heavy grain trucks and road trains driving on all community roads, including on gravel roads. During harvest the farmers and their families are working long hours and people can become fatigued if they are not conscious being safe.

Sam Bailey presented a road safety presentation. This was not only targeted to an older audience (~20-65 years old) at the Liebe Group's Spring Field Day, but we also took the opportunity for him to be available to the younger audience in the local schools around the area (ranging from year 1 – year 12 students). This gave a greater audience base to really drive this important message.