

INDUSTRY ROAD SAFETY ALLIANCE – South West (IRSA)

Transafe WA Forum – July 2015

Steve Mann

CHAIR of the Industry Road Safety Alliance – South West
Superintendent – Site Services – Newmont Boddington Gold



The Model

- The Industry Road Safety Alliance (South West) is made up of major road user groups in Boddington, Collie and Harvey
- Brings together Police, Local Government and State Government representatives who work collaboratively to improve road safety in the region



The Model

Members:

INDUSTRY

- Newmont Boddington Gold
- South 32 (formerly BHP Billiton Worsley Alumina)
- Synergy

LOCAL & STATE GOVERNMENTS

- Shire of Boddington
- Shire of Collie
- Shire of Harvey

- WA Police
- Main Roads WA
- Department of Transport
- Road Safety Commission (formerly Office of Road Safety)

- WALGA RoadWise program



The Model

- Initiated in 2009 to address the road safety issues affecting the employees, contractors and service providers on Coalfields Highway
- The Alliance projects align with the State's Government's *Towards Zero* road safety strategy.
- Guided by the Road Safety Commission Partnership Program



Initiatives

- Road Infrastructure – Intersection Upgrade, Audible edge lining, road surfaces
- Speed Limits – Reviewed and **Reduced**
- Heavy haulage curfews on key travel routes
- Installation of street lights
- Reduce traffic volumes by introducing bus services and encouraging car pooling
- Roadside billboards displaying key road safety messages



SLOW DOWN AND



Industry Road Safety Alliance

WATCH OUT FOR

KILLER ROOS.

BELT UP!



Industry Road Safety Alliance



Largest Private-Government collaboration leads safety awards 2014

Friday 2 May

SOUTH WEST INDUSTRY ROAD SAFETY ALLIANCE

The South West Industry Road Safety Alliance has won prestigious Partnerships Excellence for their innovative collaboration approach.

Hosted by Injury Control Council of WA (ICCWA), 150 professionals from WA's injury prevention sector congregated at Fraser Suites in East Perth, to celebrate outstanding achievements in safety innovation, research, communications and partnerships.

Alliance partners including BHP Billiton, Newmont, Synergy, WA Police, Main Roads and Shires of Collie, Boddington and Harvey created the one of the largest collaboration approaches towards the improvement of road safety on the notorious Coalfields Highway.



WINNER of the Partnership Excellence Category – Injury Control Council WA 2014



Deborah Costello (ICCWA CEO) and Professor Gary Geelhoed, Chief medical officer, Department of Health.



Toolbox Animations Videos

- A series of high quality videos addressing the signs of **fatigue** and **distraction** whilst driving
- 2-3 minutes videos use whiteboard animations
- Used in alliance members' workplaces; including toolbox meetings, safety moments and at key local events
- Production cost: \$21,380
(Each agency contribute financially on an annual basis to assist IRSA projects)

The Alliance supports business in our area of and is proud to have had LOMAX Media (Bunbury) produce these videos



Toolbox Animations Videos

- Promo
- Synergy - Fatigue
- Synergy – Driver Distraction



Questions

