



Shire of Esperance

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ESPERANCE WINS ROAD SAFETY AWARD

The Shire of Esperance has been recognised for its contribution to road safety through the 'Enjoy the Ride' campaign, aimed at influencing driver behaviour.

Influencing the behaviour of road users is critical in saving lives and preventing injuries on our roads. The evidence tells us that it is not only 'risk taking' behaviour that causes serious crashes. Many are caused by the mistakes road users make, such as errors of judgements or momentary lapses of concentration.

The award was announced for the Safe Road Use category at the Local Government Road Safety Awards, a joint initiative of the WA Local Government Association's RoadWise Program and the Institute of Public Works and Engineering Australasia – Western Australia Inc. The award was presented by the Road Safety Minister, Hon. Liza Harvey MLA to highlight road safety efforts being made by Local Governments around the State.

The Safe Road Use award category relates to Local Governments that have developed a community road safety action project to address safe road user behaviour. Esperance was named the Rural Award recipient in recognition for the Enjoy the Ride campaign's contribution to reducing road trauma in Western Australia 2008-2020.

Shire of Esperance President and Roadwise Committee Chair, Victoria Brown said "The 'Enjoy the Ride' campaign was an important opportunity to remind people to slow down during harvest when it is such a busy time on rural roads. Taking your time rather than overtaking trucks unnecessarily won't save a lot of time off your journey. It is rewarding in itself to get the message out and very encouraging to know it has been heard and that the campaign has been recognised."

To find out more about the Local Government Road Safety Awards, visit the RoadWise website at www.roadwise.asn.au/local-government-road-safety-awards.aspx.

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