



MEDIA RELEASE

Shire of Esperance

PO Box 507 Esperance WA 6450

T: (08) 9071 0666 F: (08) 9071 0600

E: shire@esperance.wa.gov.au

www.esperance.wa.gov.au

17 November 2016

SLOW DOWN AND ENJOY THE RIDE THIS HARVEST

The Shire of Esperance RoadWise Committee has launched the 2016 'Slow Down and Enjoy the Ride' campaign this harvest season in a bid to reduce the incidence of speeding and risky road user behaviour on local roads.

After the highly successful 2015 campaign, and positive feedback from rural communities across the state, the Committee teamed the punchy 'Enjoy the Ride' bush poem with a video capturing the energy of harvest.

Esperance RoadWise is a Shire Council committee made up of road safety stakeholders and community members. The Committee work with a variety of groups and organisations to address road safety issues throughout the year.

Esperance RoadWise partnered with local film producer Jaimen Hudson to create a video of the harvest poem that was written by mother and daughter team Victoria and Tiffany Brown for the original Esperance campaign in 2015. Committee member Tiffany Brown spoke of the video's production. "We wanted to create a video that not only promoted a serious road safety message but also celebrated our local agricultural industry. It was a great community project and we received fantastic support from local farmers and businesses."

Shire President Victoria Brown said "The 'Enjoy the Ride' video is a great example of the willingness of our locals to get behind an innovative road safety campaign. Speed contributes to a large proportion of crashes in our region and we are really hoping this video is a reminder to every one of the importance of slowing down."

The film has been launched via social media and will be screened on Saturday 26th November in conjunction with the Esperance Festival of the Wind summer outdoor movies series.

Ms Brown said "We are hoping the video will be shared beyond our local community to reach everybody on the roads this harvest. We would like to ask the community to assist us by sharing the video via social media to help us spread the message."

The video can be viewed via the Esperance RoadWise facebook page:

<https://www.facebook.com/Esperance-RoadWise-640164896118938/> and is available to download via the following link: <https://1drv.ms/v/s!AkKzUhBK0VWckkWS0bgPT7LgKZYC>

Ends

MEDIA CONTACT:

Priscilla Davies (08) 9071 0679