



FROM THE COAST

Slow Down. Enjoy The Ride.

We are only weeks away from Harvest, which for some means long days and intense work on the farm, and lots of road trains transporting grain. For some it's the perfect time and weather to hit the road and go shopping or visiting family outside Esperance. Whatever it means to you, you can guarantee for all of us it means a busier time on our roads. For the Esperance Roadwise Committee, it's a time to remind everyone to slow down, enjoy the ride and avoid becoming a terrible statistic this harvest.

The 'Slow Down. Enjoy the Ride' campaign launched last year with a free yoga class and a community breakfast to help remind everyone how good it can be to slow down and enjoy life at the right pace. The Roadwise Committee specifically chose to run the campaign in the lead up and during harvest season because it is such a busy time on the local road network. Another feature of the campaign which gained a lot of attention throughout the state, was a poem I wrote with my daughter Roadwise Officer, Tiffany Brown.

Esperance was named the Rural Award recipient in recognition for the Enjoy the Ride campaign's contribution to reducing road trauma in WA. It was an honour to receive the award 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.

This year's campaign will be just as exciting and positive with many activities planned for October. There will be banners displayed in the street, bumper stickers, promotional resources and the free yoga class and community breakfast will be back. An exciting addition this year will be a social media campaign launching a video made by local drone operator and filmmaker, Jaimen Hudson who has made his mark with his viral footage of our beautiful coastline and marine life.

This week we have started the filming of the video which will be shot to the narration of the harvest poem. Another famous local, Actor and Photographer Dan Paris has come on board to do the voice work for the video and radio advertising. There has been great support so far from local community members and local businesses helping out by appearing in the video.

We can now say that the Shire of Esperance is one of the leaders in the state for promoting and initiating road safety campaigns. We hope this year's campaign is one that will stick in our minds and serve as an important reminder to "Slow Down. Enjoy the Ride". Not just this harvest, but always.