Onslow Road Users Group (ORUG) Taking Action

Together - Making a Difference

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Background

Onslow is a coastal town in the Pilbara region of Western Australia, 1,386 kms north of Perth and has a population of less than 700 people.

In recent years, the businesses of producing salt and refining gas have made a large impact on the community, in particular the use of the road network. As a result, it has a fly in – fly out (FIFO) population of up to 5,000 with an increase of up to 1,500 vehicles.

With an increase in light and heavy vehicle activity in the Onslow region due to industry, it was imperative that effective strategies needed to be implemented to reduce the risk profile for all road users within the area.

The Onslow Road Users Group (ORUG) was formed in 2013 and is a perfect example of “Taking Action Together”.

ORUG has brought together the knowledge and resources of local stakeholders with the common goal of reducing road related trauma and delivering positive road safety outcomes to the Onslow region.

This Group is not a financial group and where required, obtaining funds through specific application for projects. The ongoing work of the Group relies upon the members taking action together for the purpose of road safety.

ORUG are an advocate on behalf of the community by providing an avenue for community members to get road safety messaging to the right people. We focus on identifying and resolving local hazards with a consultative approach. We actively promote and educate to make a difference.

The Group

Our vision is to share in the responsibility of delivering road safety within the Onslow Region and communities impacted by industry.
In taking action together, the ORUG combines the following stakeholders:

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<th>Shire of Ashburton</th>
<th>WA Police</th>
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<td>Drilline</td>
<td>St John Ambulance</td>
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<td>Local education representatives</td>
<td>Main Roads Western Australia</td>
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<td>Onslow Salt</td>
<td>Western Australian Local Government Association (WALGA) Roadwise Program</td>
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<td>Chevron Wheatstone</td>
<td>Chevron Public Affairs</td>
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<td>McMahon Burnett</td>
<td>NTC Trucking</td>
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The Onslow Road Users Group has adopted a Terms of Reference to provide scope and context to the activities and work of the Group. The Terms of Reference include the following principles:

- Collectively meet on an agreed basis to discuss road safety issues associated with the members activities in the region and implement road safety initiatives.
- Have full representation at all meetings.
- Actively implement and report on road safety and road safety initiatives undertaken within the organisation’s workplace and greater Onslow area.
- Individual organisations will be responsible for executing their own actions taken from the group.

To achieve this, our objectives are:

- To drive a coordinated and proactive approach to road safety
- To identify and address road safety hazards
- To participate in safety improvement on road networks that Onslow Road Users Group has influence over.
- To improve road safety and reduce road trauma by working together to educate workforces and communities in the Onslow Region.

**Successes**

Initiatives for ORUG have included working with the Onslow School to implement road safety education programs such as working with local Police around enforcement strategies.

Involvement of members has also assisted with local traffic management issues through identification of high risk areas and working with relevant stakeholders to reduce the risks.

The Group has embarked upon enticing other community education campaigns for Aboriginal driver training in the area and is working with the Native Title Owners to initiate the contact as required by the training provider (Red Dirt Driving Academy).
The Group has also devised some strategies that are already in place to limit heavy vehicles and Industry traffic in town, these will continue and evolve. This has been achieved through relationships with industry representatives who have created internal directions to staff and contractors.

One company having the largest impact to the community for road use, has seen the benefit of the Group in terms of Road Risk Management and have implemented a combined 90 day forecast of heavy haulage movements in the area for all their scopes. This forecast is delivered to members of the Group on a regular basis and allows ORUG members to assess and identify any conflicts with the movements. This company can then address this and reduce the risk by altering schedules where necessary.

**Other achievements**

ORUG has built a foundation on attending to a variety of road safety matters.

**Community Concerns:**

- Coordinating action and education on cyclists riding down Second Ave (the main street in Onslow) with no helmets and lights
- Attention to speed of vehicles near the post office and along Second Ave being effectively addressed with Police action based on MainRoadsWA data from speed strips
- Connecting the school Principal with the correct stakeholders involved in the Ring road design and location for local school input
- Dealing with reverse alarm issues within the town
- Quick resolution of community complaints about loose rocks along Onslow Road (only road into town)
- Reducing excessive use of local side streets by industry trucks and light vehicles

**Promotion:**

- Designing an ORUG Logo
- Development of the ORUG Facebook page to connect to the community
- ORUG badged vests for members to be easily identified

**Raising Awareness:**

- Utilising the crash display trailer from Karratha in Town and on Industry sites
- Active participation in the Passion of the Pilbara event with an ORUG road safety stall promoting road safety messaging and advertising the work of the Group in the Town
- Road safety messaged key rings and stickers

**Education:**
Non Peer review stream

✓ Successful funding of driver education tools i.e. Fatal Vision Goggles and standard drink education packages

✓ Child restraint checking station and education

✓ Connecting the Red Dirt Driving Academy with the Local Thalanyji.

✓ Successful funding from a Chevron Community Spirit Grant for conducting a road safety event in Onslow. Working together with the Pilbara Regional Council this incorporated:
  ✓ Trucking safety messaging to school students
  ✓ Motorcycling WA education speech to school students
  ✓ Two locals to be trained in Child Car Restraint checking and installing

Results

Onslow community knowledge of the ORUG is strong. Working together it is clear that road safety messaging has made an impact in the community. More children are wearing helmets and more passengers are wearing seat belts. With more time and funding, the ORUG have a desire to formally evaluate the Group’s effectiveness.

Challenges

Onslow is an isolated community and there is substantial cost for travel and deliveries of items. Funding to the Group is necessary to continue with our ongoing road safety campaigning. Not all members live within Onslow but have a passion to work together to achieve a successful outcome.

Our future

At a recent ORUG meeting, a local business owner raised a local concern with the issue of children riding motorcycles and bicycles around town without the proper safety equipment. The local business owner is also from the Thalanyji Native Title Owners and has asked for a specific education project to target Aboriginal youth and their parents for riding safely.

To continue taking action together and making a difference, ORUG have decided to take on an initiative to tackle the opportunity, which includes:

- Providing helmets and encouraging the use of these
- Developing and implementing an education package for both children and parents
- Linking other social/community initiative/opportunities

Project grant funding application has now been submitted to the WA State Government Road Safety Community Grants Program to implement this initiative.

Although the ORUG was only established just over two years ago, the members have succeeded in providing a focal point for the Onslow community to have their road safety issues raised and addressed
by the appropriate stakeholders. The ORUG Facebook page provides an easily accessed avenue to deliver a source of road safety messages to the broad Onslow community and to showcase the Group's many achievements.

Onslow residents have come to accept the ORUG as their own and are pleased to have a local group acting on their behalf for road safety issues.
ADVENTURE FILM AND ROAD SAFETY FESTIVAL

CHILDREN’S MOVIE AFTERNOON
Friday 14 November | 2.30pm to 4.30pm | Onslow Primary School

ADVENTURE FILM AND ROAD SAFETY CARNIVAL
Saturday 15 November | 6pm to 10pm | Onslow Oval

- Sausage sizzle
- Films from the Australian Adventure Film Festival
- Safety and crash trailers from RoadWise and the Pilbara Industry Road Safety Alliance
- Side show games and giveaways
- St John's Ambulance and WA Police displays
- Motorcycling WA exhibition
- Meet WA's Heavy Haulage Girls
- Renown Storm Trooper fundraiser Jacob French

AND MUCH MUCH MORE!

Proudly supported by

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