

Yass Valley Council -Country Roads Campaign

You Don't have to be Speeding - to be driving too fast on country roads Facebook campaign

Week 1 - 5/12 10am

Come on down to Memorial Hall right now as Council launches new Country Roads campaign with 2CA radio crew!

<insert pic of radio crew outside Memorial Hall>

done

Week 2

51% of all Yass Valley crashes are on Country Roads.

Check out the Council Country Roads campaign <http://www.yassvalley.nsw.gov.au/engineering-services-yassvalley/road-safety-yassvalley/1164540-country-roads-campaign>

<insert pic of country road>

Scheduled for 10/12/14

Week 3

Please slow down on narrow and winding country roads – better late than never.

Check out the Council Country Roads campaign <http://www.yassvalley.nsw.gov.au/engineering-services-yassvalley/road-safety-yassvalley/1164540-country-roads-campaign>

<insert pic of windy road>

Scheduled for 17/12/14 at 4:43pm

Week 4

What are the roos doing over the hols?

Be alert on country roads this holiday season. Check out the Council Country Roads campaign

<http://www.yassvalley.nsw.gov.au/engineering-services-yassvalley/road-safety-yassvalley/1164540-country-roads-campaign>



Scheduled for 21/12/14 at 6:31pm

Week 5

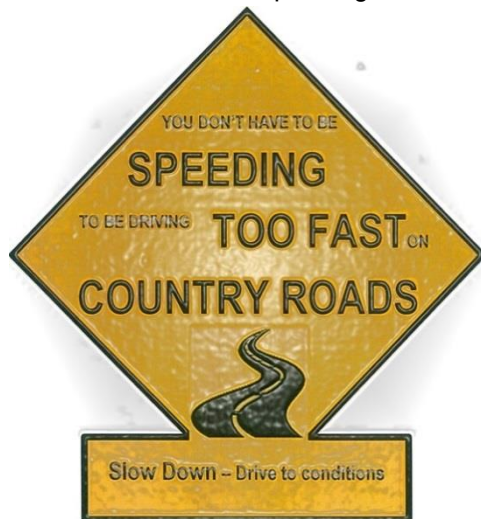
Drive to the conditions on Country Roads. Check out the Council Country Roads campaign <http://www.yassvalley.nsw.gov.au/engineering-services-yassvalley/road-safety-yassvalley/1164540-country-roads-campaign>

<insert pic of tree lined country road>

Scheduled for 27/12/14

Week 6

You don't have to be speeding to be driving too fast on country roads.



Scheduled for 6/1/15

Week 7

Please slow down and stay alert on country roads. Check out the Council Country Roads campaign <http://www.yassvalley.nsw.gov.au/engineering-services-yassvalley/road-safety-yassvalley/1164540-country-roads-campaign>

<insert pic of T intersection country road>

Scheduled for 15/1/15

Week 8

Please slow down. Country roads can get prickly!

Check out the Council Country Roads campaign <http://www.yassvalley.nsw.gov.au/engineering-services-yassvalley/road-safety-yassvalley/1164540-country-roads-campaign>

insert pic of echidna on country road>

Scheduled for 23/1/15

Week 9

Watch out for wildlife on Country Roads.

Check out the Council Country Roads campaign <http://www.yassvalley.nsw.gov.au/engineering-services-yassvalley/road-safety-yassvalley/1164540-country-roads-campaign>

<insert pic of wildlife>

Scheduled for 29/1/15

Week 10

Over 160 people crash on Yass Valley roads each year. Don't be one of them.

Check out the Council Country Roads campaign <http://www.yassvalley.nsw.gov.au/engineering-services-yassvalley/road-safety-yassvalley/1164540-country-roads-campaign>

No pic

Scheduled 6/2/15

Week 11

Slow down, stay alert, drive to conditions on Country Roads.

Check out the Council Country Roads campaign <http://www.yassvalley.nsw.gov.au/engineering-services-yassvalley/road-safety-yassvalley/1164540-country-roads-campaign>

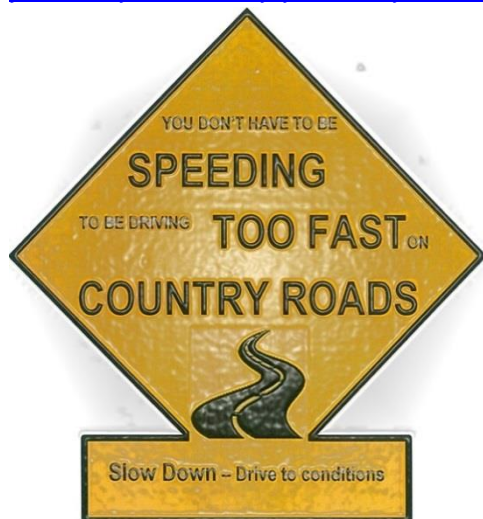
<insert pic of dirt country road>

Scheduled 14/2/15

Week 12

You don't have to be speeding to be driving too fast on Country Roads.

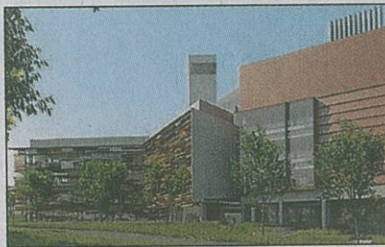
Check out the Council Country Roads campaign <http://www.yassvalley.nsw.gov.au/engineering-services-yassvalley/road-safety-yassvalley/1164540-country-roads-campaign>



Scheduled 22/2/15

ATTACHMENT B

New science p



AIMING HIGH: An artist's impression of the planned Black Mountain facility.

By Megan Gorrey

A new scientific hub to be built in Canberra aims to bring together the brightest minds from the CSIRO and Australian National University and foster innovative research into food security and sustainability. The National Agricultural and Environmental Sciences Precinct, which is being constructed on the CSIRO's redeveloped \$200 million Black Mountain site, was launched on

Friday. AN Young said on innova security and ship in resp population ation. "Foc resource ma greatest ch kind," Profe ing popula have acces nutritious

Plea for ACT drivers to take it slow in Yass

By Megan Gorrey

Canberra motorists have been urged to slow down on Yass's country roads, after figures showed most crashes in the region involved out-of-area drivers.

Yass Valley Council launched a new road safety campaign on Friday to highlight the dangers that come with rural roads.

The council's road safety officer, Melissa Weller, said the initiative would encourage motorists to drive to the conditions of the road, rather than speed limits.

"Country roads can be winding, narrow, surface conditions can vary from sealed roads to gravel roads, also wildlife and stock can appear suddenly," Ms Weller said.

The campaign was prompted by crash data from NSW Roads and Maritime Services that showed 51 per cent of crashes in Yass Valley took place on country roads, which were roads other than state highways, she said.

It was also influenced by figures released by ARRB Group last year that showed fatal crashes involving ACT drivers were three to five times more likely to occur in NSW than in the ACT, based on the years 2006 to 2010.

"Statistics also show that 24 per cent of motorists who crash in Yass Valley are locals," Ms Weller said.

"The other 76 per cent are from interstate and other NSW local government areas."

The most common crashes in the area involved cars that had run off either straight or curved roads.

World cup bu

By Isobelle Waller

Cricket is coming to Canberra early this year, ahead of the three ICC Cricket World Cup matches.

The Bradman Museum will tour Canberra for the first time, with part of its classic collection on display in the Canberra Museum and Gallery.

Launching today, the exhibition chronicles the history of Australian cricket, particularly against the nations playing in this year's world cup.

Included in the display will be the ball used in the first inter-colonial match, a tribute to Philip Hughes and a collection of Don Bradman memorabilia.

Canberrans love their cricket, says social history curator at Canberra History Museum Sharon Bulkeley.

"At countless ovals all over ACT in the summer, you can hear the thwack of the ball and people cheering," she said.

"It brings people together, the spectators are together, kids on the street play it and families watch it at home."

Cricket has a long history in the nation's capital, having been played here since the 1850s.

Ms Bulkeley says that for a small region, Canberra has produced more than its fair share of talent.

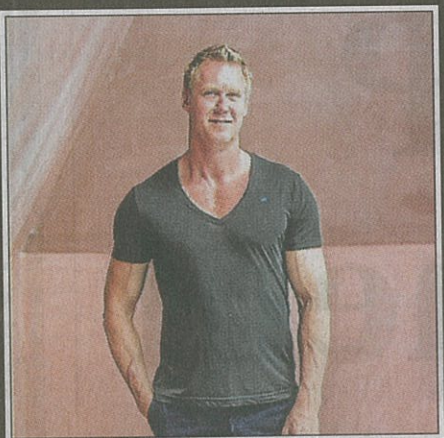
"We've consistently batted above our weight. Several first-class cricketers have begun their careers here," she said.

The museum also looks more broadly at Australian cricket as a whole – which assistant curator at the Bradman Museum Belinda McMartin argues can't be done without a bit of Don Bradman.

Don Bradman is considered to be the father of modern Australian

PADDING

cricket, ar to be one time. "Bra hope. He made it bi The ext for cricke "Bradmat "We've



ell. Photos: ROHAN THOMSON and JAMILA TODERAS

imple principle partnership with the Los Angeles

Two Canberrans were among the winners at the Prime Minister's Literary Awards. Canberra poet Melinda Smith won the poetry category for *Drag Down to Unlock or Place an Emergency Call* and ANU Professor Joan Beaumont won the Australian history prize for *Broken Nation: Australians in the Great War*. For the first time in the awards' seven-year history two writers shared the fiction prize.

Road warning

One in five drivers involved in crashes in the Yass Valley are from the ACT. The crash statistics, which show 51 per cent of crashes in the region occur on country roads other than state highways, has sparked a new road safety campaign, 'You Don't Have to be Speeding - to be driving too fast on country roads'. Yass Valley Council road safety officer Melissa Weller said the ACT statistic highlighted the need to communicate with Canberra drivers through the campaign. She said crashes involving ACT drivers on NSW roads within 100 kilometres of the territory's border featured prominently in past crash data. The new road safety campaign has been funded by the NRMA ACT Road Safety Trust and will run until February.

City's lottery luck

ATTACHMENT C

College news

Head Office news

Chapter reports

ACT and Region Chapter

In our last report, the ACT and Region Chapter outlined its program for the rest of the current fiscal year. As with many plans, things keep changing and we have needed to adapt.

In the ACT there has been a change of Chief Minister and in the ministerial responsibility for road safety. The Government has also announced that the NRMA-ACT Road Safety Trust will cease operations and there will be one last funding program. The Chapter has relied on financial support from the Trust over the years, but we had realised that we would need to seek alternative support in due course.

The ACT Government is yet to announce what alternative arrangements will be introduced to assist road safety programs in the Territory. We are hopeful that any new arrangements will enable the Chapter to seek moderate levels of support.

The Motorcycle Safety seminar, *Whose responsibility is it?* held on 22 October 2014, was very successful and around 50 people attended. This was a joint initiative with MRA ACT and we were grateful for their cooperation.

The outcomes of the seminar will be fed into the community views on how to implement the ACT Government's response to the recommendations of the Vulnerable Road User report on motorcycle safety initiatives.

The *Vulnerable Road User Forum* which the Chapter is organising for the ACT Justice and Community Safety Directorate (JACS) has been rescheduled to 18 February 2015, subject to agreement of the new Minister. Our National Vice President, David Healy, has generously agreed to moderate the proceedings of the Forum. We are hoping that the Forum may provide a base for ongoing joint activities of this nature with the ACT authorities.

The first Annual Road Safety Seminar (in conjunction with the ACT Government) is scheduled for May 2015.

The remaining activity for the current year is the Communications Seminar as part of the ACRS national series of seminars – to be announced later in 2015.

Finally, the Yass Valley Council, which is an active member of the Chapter, is running *You Don't have to be speeding to be driving too fast on country roads* campaign launched by the Yass Valley Council prior to Christmas 2014. It has been designed to address the problem of speed crashes in the Yass Valley Council region.

The project is a great example of what can be achieved by cooperation. Yass Valley Council participated in the Chapter's May 2013 Seminar, "Trauma on ACT and surrounding NSW roads". The council then built on studies undertaken by the NRMA-ACT Road Safety Trust on crashes involving ACT drivers in regions outside the Australian Capital Territory. The Trust is assisting in funding the campaign.

Melissa Weller, the Council's RSO, has been keen to encourage regional cooperation for the initiative. She has obtained the support of surrounding road safety officers, the NSW Police Service, and the ACT Justice and Community Safety Directorate, plus ACT Policing. If the trial proves successful, she hopes other Road Safety Officers in New South Wales may want to introduce it into their areas.

Keith Wheatley, ACT and Region Chapter Secretary

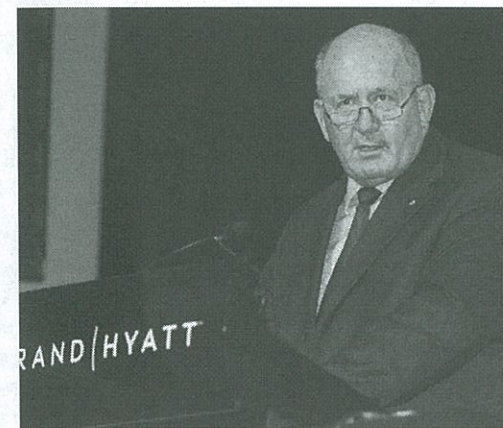
Victorian Chapter

Happy New Year! The Victorian Chapter is very excited to welcome 2015 and to bring to our members a range of interesting and exciting road safety seminars on a diverse range of topics. Planning for our first seminar of the year is underway so stay tuned for more information. The Chapter is always open to new ideas and hope to increase our membership base and would welcome people to come and join our growing committee! We wish everyone a very happy and safe 2015 and look forward to working with you to move towards our goal of zero deaths and serious injuries on our roads.

Jessica Truong - Chair, Victorian Chapter

Other news

2014 ACRS Awards



The Australasian College of Road Safety (ACRS) Fellowship and 3M-ACRS Diamond Road Safety Awards were presented by the ACRS Patron, the Governor-General of Australia, His Excellency Sir Peter Cosgrove.

The College was delighted that our Patron, the Governor-General of Australia Sir Peter Cosgrove AK MC, was able to join us in celebration of excellence in road safety, and to present the 2014 ACRS awards at a Cocktail Reception held on Thursday 13 November at the Grand Hyatt, Melbourne.

Over 250 of Australasia's foremost road safety professionals and advocates were present to hear the Governor-General make an introductory speech emphasising his support for the work of the College and our supporters and members, in particular commending us all on our commitment to ending this 'innocent war on our roads'. Photographs from the evening and links to the YouTube video of the Governor General's speech are available from the ACRS website.

The highlight of the evening was the presentation of the prestigious 2014 ACRS Fellowship to an outstanding road safety professional and advocate, Mr Iain Cameron, followed by the 3M-ACRS Diamond Road Safety Awards; with the major prize being taken out by the Amy Gillett Foundation.

2014 ACRS Fellowship Awarded to Iain Cameron

The Fellowship Award is in recognition of an exemplary contribution made by an individual to road safety in Australasia. The College first instituted the award of Fellow in 1991 to enable colleagues and co-workers to nominate someone who is outstanding by virtue of contributions to road safety, rather than position. The contributions must be of such a nature that they have led to substantial growth and improvement in an important institution or organisation, body of knowledge or aspect of thought and practice associated with road safety.

In detailing the award, ACRS President Mr Lauchlan McIntosh AM, said "Iain Cameron has been a leader in road safety management in Western Australia. He was instrumental in what was an innovative approach, the Towards Zero 2008-2020 Road Safety Strategy; effectively reducing road trauma. He has been an active professional and an ambassador in developing similar strategies across Australasia and the OECD."

Mr Cameron has for over 15 years led the Office of Road Safety in Western Australia. He championed the Towards Zero approach which is the focus for the Western Australia's road safety strategy for 2008-2020. WA was the first State to adopt the Vision Zero approach.

Iain then oversaw the Main Roads WA Road Safety Strategy 2011-2015 "The Road Towards Zero – No more death or serious injury on our roads". In 2013, compared to baseline 2005-2007, WA has achieved a 19.5% drop in fatalities and a 19% drop in people killed or seriously injured. This represents 161 deaths in 2013 compared with 235 in 2007.

Mr Cameron is a significant contributor as an Independent Director on the Board of the Australasian New Car Assessment Program (ANCAP) and also the WA Road Safety Council; and Chairs the Austroads Safety Taskforce, managing research and policy development for Ministers nationally.

Police plea for ACT drivers to take it slow on Yass's country roads over summer



December 5, 2014

**Megan Gorrey**

Reporter at The Canberra Times

[View more articles from Megan Gorrey](#)[Follow Megan on Twitter](#)[Follow Megan on Google+](#)[Email Megan](#)[Email article](#)[Print](#)

ACT Policing's Traffic Operations station sergeant Rod Anderson. Photo: Jamila Toderas

Canberra motorists have been urged to slow down on Yass's country roads, after figures showed most crashes in the drivers.

Yass Valley Council launched a new road safety campaign on Friday to highlight the dangers that come with rural roads.

The council's road safety officer Melissa Weller said the initiative would encourage motorists to drive to the conditions and limits.

"Country roads can be winding, narrow, surface conditions can vary from sealed roads to gravel roads, also wildlife and stock can appear suddenly," Mrs Weller said.

The campaign was prompted by crash data from NSW Roads and Maritime Services that showed 51 per cent of crashes in Yass Valley took place on country roads, which were roads other than state highways, she said.

It was also influenced by figures [released by ARRB Group last year](#) that showed fatal crashes involving ACT drivers were three to five times more likely to occur in NSW than in the ACT, based on the years 2006 to 2010.

"Statistics also show that 24 per cent of motorists who crash in Yass Valley are locals," Ms Weller said.

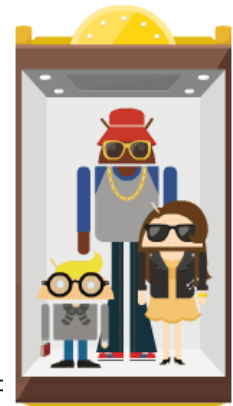
"The other 76 per cent are from interstate and other NSW local government areas, so we know we need to communicate with local motorists and those in neighbouring areas too, including the ACT."

Six of the 26 people who have died on Yass Valley local government area roads in the past five years have been ACT-licensed drivers, NSW RMS data showed.

Canberra commuters tended to be less familiar with country roads and there was a need to boost awareness of the conditions, Mrs Weller said.

"I think a really interesting thing for ACT drivers is that they are used to a road system that's very young, very well-planned and well-delineated.

"Then you get on to our goat-track roads and we've got curves, we've got crests, we've got tight corners and especially once you add gravel roads in, people are just sliding around corners."



The fact many country roads in the Yass region had a default 100 km/h speed limit meant it was vital drivers were aware they needed to watch their speed and look out for hazards, she said.

The most common crashes in the area involved cars that had run off either straight or curved roads.

"In a 100 km/h zone when that happens it indicates that people aren't driving to the conditions," she said.

The fresh campaign has been backed by NSW Police and ACT Policing and will coincide with their efforts to encourage safe driving during the summer holidays.

ACT Policing's Traffic Operations officer in charge Rod Anderson said many drivers commuted daily between the territory and NSW for work and recreation.

"We also know that the ACT and surrounding areas becomes a thoroughfare for travellers during the holiday season.

"Whether you're on country roads for a long trip or just your regular commute, the message is simple – you don't have to be speeding to be going too fast on country roads."

The campaign will run until early February and has been funded by the NRMA-ACT Road Safety Trust.

The ACT government announced this week the trust would be wound up after new players entered the territory's compulsory third-party insurance market.

Recommended



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Combined push for road safety

Staff from Yass Valley and Goulburn Mulwaree councils, Yass and ACT Police, the NRMA, mayor Rowena Abbey and members of the Canberra 2CA broadcast team met outside Yass Memorial Hall on Friday to send a special message.

It was one of road safety and council's Road Safety Officer Melissa Weller said the campaign was all about preserving life.

"What we're launching is a country roads campaign," she said.

"With a message that you don't have to be speeding to be driving too fast on country roads."

She said country roads provide obstacles that require a driver's full attention.

"We want people to slow down and drive to the conditions of the road because we have different hazards, we have different road surfaces and we get a lot of people

driving through from the ACT for example, who are used to a very young well-planned road network whereas out in the country areas we have more curves, more crests and just different conditions."

Mayor Rowena Abbey said it was important that Canberrans get the message.

"A large percentage of the people that are dying on our country roads are actually ACT drivers who are not driving to the conditions."

She said the campaign offered a chance to bring a number of groups together under the one cause.

"It's a great campaign in relation to cooperation between ACT and NSW local council about getting people more aware about driving conditions."

The campaign launch ran from 9am to 2pm on Friday, with Santa dropping by at about midday.



• A number of organisations came together and supported a road safety campaign launched in Yass last week. Photo: Yass Valley Council. INSET: Greg Robson was on air for Canberra's 2AC in the station's outside broadcast booth. Photo: Oliver Watson.



Yass Gorge in good hands



• From left to right members of the Yass Green Army team: Patricia Taylor, Richiejay Bell, Shana Stopp, Eric Bell, Sarah Davison, Ronald Connors and Matt Freeman. Photo: Joe McDonough.

ESTABLISHED IN 1879

Yass Tribune

Life is local

AWARD WINNING COUNTRY NEWSPAPER
SERVING THE PEOPLE OF YASS AND DISTRICT

for more than **130 YEARS**

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The ACT has the highest median weekly income of all capital cities - \$2499.

The Adelaide Bank/Real Estate Institute of Australia report found that national affordability reached its best level in the past 12

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Sensational

You don't have to be speeding –to be driving too fast on country roads.

A road safety campaign funded by the ACT NRMA Road Safety Trust.

What is this campaign about?

The primary message of the campaign is **slow down and drive to the conditions of the road**, not to speed limits.

Country roads can be winding, narrow, surface conditions can vary from sealed roads to gravel roads, also wildlife and stock, can appear suddenly.

Heavy vehicles, school buses and farm machinery also use these roads frequently.

All these conditions present different hazards for motorists.

The message is simple **slow down and remember:**



Listen to the campaign radio advertisement here...



Yass-Valley-Council-ROAD-SAFETY-30-325358-AM34-AM31-D.wav

For road safety information go to:

<http://www.yassvalley.nsw.gov.au/engineering-services-yassvalley/road-safety-yassvalley>

Campaign Background:

The “You don’t have to be speeding – to be driving too fast on country roads” campaign has been funded via the ACT NRMA Road Safety Trust grants program (www.roadsafetytrust.org.au).

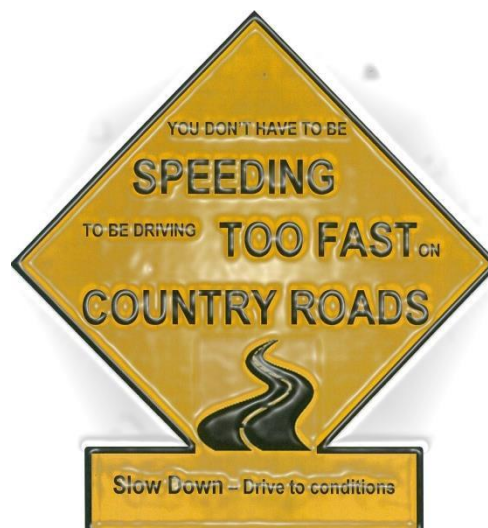
Council’s Road Safety Officer, Melissa Weller said the new campaign, which will run right through December, January and February, will aim to educate drivers and emphasize the importance of motorists’ behaviour and their awareness of varying conditions on country roads.

“This project has been initiated in response to crash statistics that show 68 percent of all crashes in the Yass Valley occur on country roads (roads other than Highways) and this number represents over two thirds of all crashes in the Yass Valley.

“Statistics also show that 24 percent of motorists who crash in the Valley are locals, but another 76 percent are from interstate and other NSW local government areas – so we know we need to communicate with not just local motorists but those in neighbouring areas too, including the ACT.

“An ARRB Group report released in September 2013 highlighted that crashes involving ACT motorists on (NSW) rural roads, within 100 km of ACT borders, featured more heavily in statistical analysis than expected emphasising the need for this campaign to reach ACT motorists. These motorists are used to driving on a relatively young and well planned ACT road network and may be less familiar with conditions on country roads” Ms Weller said.

The campaign has been developed in consultation with a project advisory team that includes members of the ACT and Region Chapter of the Australasian College of Road Safety, Yass Police Highway Patrol and ACT Police.



Media Log: Country Roads Campaign

Media	Date	Comment
Radio Canberra 2CA	5 December	5x 3minute interviews Mayor Rowena Abbey Professor Don Aitken Sergeant P Bickford Yass HWP Sergeant Rod Anderson ACT Pol Melissa Weller
WIN TV News evening	5 December	News grab and display of logo.
Canberra Times	6 December	Printed article and Web article
104.7 Breakfast	8 December	Live interview Mayor Abbey
106.3 Breakfast	10 December	Live interview Mayor Abbey
ABC 666 (Genevive)	9 December	Interview – Melissa Weller
ACT Pol Media	Multiple	Twitter messages (x12) provided by YVC
The Age	5 December	Article print and on-line
Yass Valley Council Facebook	Multiple	Programmed facebook messaging (x12)
Yass Tribune	10 December	Printed article
ACRS Weekly Alert 142	10 December	Newsletter article
Canberra Times	10 December	Print Article
Radio 104.7 and 106.3	5 December	News & Talkback – Melissa Weller
Fairfax Media	8 December	On-line
Yass FM Radio	11 December	Interview – Melissa Weller
2CA/2CC	25 February	News grab and daytime talkback - Campaign wrap up
106.3/104.7	27 February	Afternoon talkback – Melissa Weller campaign wrap up.



www.yassvalley.nsw.gov.au

A road safety initiative funded by the NRMA ACT Road Safety Trust

yass valley council
the country the people



Warning:
This is not a toy.
Only use in hanging position.
Avoid contact with all kinds of surface and skin.
Wash your hands after contact.
Keep away from children & pets.

