

***Horns and Hooves on the Highway* - A Collaborative approach to road safety encourages local and regional involvement**

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Abstract

In the Kimberley region of Western Australia, what started as a discussion about issues associated with stray cattle on roads has grown into an innovative whole-of-region road safety campaign which has been embraced by state and local agencies, communities and special interest groups, members of the community and tourists alike.

Launched in February 2016, *Horns and Hooves on the Highway* is not just a catchy slogan, it is a call to action to raise awareness about one of the biggest road safety concerns in WA's north - the risks associated with straying cattle on the roads. (see Table 1)

While it is acknowledged that Main Roads WA and the pastoral industry play key roles, local road safety committees believe their role is to raise awareness of the risks and provide advocacy in bringing stakeholders together to discuss a way forward on the issue.

Background, Method, Results and Conclusions

The *Horns and Hooves on the Highway* campaign was borne out of tragic events and anecdotal evidence which suggests that cattle were involved in Kimberley crashes more often than reported. There were 235 cattle strikes in the Kimberley region during 2015. This figure is more than 800 if combined with the Pilbara region statistics¹.

Launched by Kimberley RoadWise committees together with Main Roads WA, the campaign includes support for investment in safer roads and roadsides treatments including, fencing, gates and grids and the investigation of possible speed limit reductions in known high-risk areas.

For the first phase, Main Roads WA (Kimberley) provided initial funding for 1000 *Horns and Hooves on the Highway* branded bumper stickers to be distributed across the region, while agencies agreed to adopt campaign branding on their work and personal e-mail signatures. A social media campaign was also implemented to raise awareness of straying cattle as a risk associated with driving on the region's roads.

The RoadWise committees of the Kimberley were successful in obtaining funding through the Government of Western Australia's Road Safety Community Grants Program for the implementation of the next phase of the campaign which commenced late 2017.

This second phase will involve data collection through community surveys, the writing of a discussion paper with recommendations for advocacy action by local road safety groups and the production of promotional and educational materials in a variety of languages, additional bumper stickers and an expanded social media campaign featuring local images.

The Carnarvon RoadWise Committee, and the Goldfields Esperance Industry Road Safety Alliance have also adopted the campaign and received grant funding from the Government of Western Australia's Road Safety Community Grants Program to assist with implementation.

¹ Government of Western Australia, Main Roads WA statistics.

The Kimberley Industry Road Safety Alliance has also adopted the campaign and recently commissioned a draft discussion paper be developed and make recommendations in order to address legal and other impediments to removing stock from roads and roadsides.

Horns and Hooves on the Highway took out the 2016 Insurance Commission of Western Australia’s Regional Safety Award at the WA Regional Achievement and Community Awards. The win reinforces the significance of local campaigns in contributing to community safety in the regions.

The *Horns and Hooves on the Highway* campaign is testament to the ability of the Kimberley road safety network to work together to address a local issue in a collaborative way.

Local Government area	Fatal	Hosp	Medical	PDO Maj	Total
Shire of Wyndham East Kimberley		1		12	13
Shire of Derby West Kimberley	1		5	39	45
Shire of Halls Creek			2	6	8
Shire of Broome			1	21	22

Table 1. Main Roads WA detailed crash data 5 year period to 31 December 2015



Figure 1. Horns and Hooves on the Highway bumper sticker – English version.