



## **‘Unsecured loads, Unsafe Roads’**

Keep Australia Beautiful WA (KABWA), in conjunction with the Road Safety Commission of Western Australia, invite interested Local Governments to become ambassadors for this important road safety message.

Local Governments is being asked to find an event(s) where the message ‘Unsecured loads, Unsafe Roads’ can be promoted. The event(s) might include field days, market days or community festivals  
A display could include:

- a trailer or ute loaded correctly and using restraint equipment such as cargo nets and tie down straps. (Trailer or ute supplied by the Local Government, nets and straps provided by KABWA)
- Pull up banner, posters, pictures, information flyers and a quiz entry forms and prizes. (Supplied by KABWA).

If Local Government have other ideas to promote the campaign in a way that better suits your community or event, please let KABWA know.

A sponsorship of \$300 will be provided for undertaking this project.

### **Expression of Interest**

To express your interest in being part of this Campaign please provide the following details to the contact listed below:

- Name of Local Government
- Contact details of Local Government Officer responsible
- Proposed event(s) where the message will be promoted
- Resource required / ideas for alternative displays

To express your interest email [Tidytowns@kabc.wa.gov.au](mailto:Tidytowns@kabc.wa.gov.au) with the subject line ‘EoI - Unsecured Loads, Unsafe Roads’.

*For more information about this opportunity contact Gail Dodd on 6467 5131 or Jennie Anderton on 6467 5130.*



## **Background – the Campaign**

Research along the Mitchell Freeway in 2013-14 identified that approximately 40% of litter along roadsides come from unsecured loads. The only way of reducing this type of litter is to change the behaviour of people who carry loads on their vehicles. A great motivation for those people would be the danger unsecured items pose to community members.

The 'Unsecured Load, Unsafe Road' campaign is aimed at educating drivers about the dangers of not securing their loads correctly and urges driver to 'Tie down before you take off!' to avoid the hazards caused by items falling off trucks, utes and trailers. Loads which are not properly tied down can become dangerous missiles which can have a negative impact on other road users.

The campaign models the correct securing behaviour, promotes the correct use of cargo nets and ratchet strapping and includes information on load positioning and stacking. Resources such as posters, postcards, competitions and fact sheets will be available for use at events and on the KABWA website. Social media such as Facebook and Instagram will also be used so that interested members of the public can share information.

This project addresses the focus area of 'Safe driving' where drivers will learn the correct behaviours for carrying loads. This is not only important for the safety of the community but also addresses the roadside issue of littering that many communities are concerned about and want to improve the image of their town and their region.