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27th August 2021

Re: Legislative Council's Inquiry into Road Safety in Tasmania

To Members of the Select Committee

During July Starting Point Neighbourhood House and Northern Suburbs Community Centre supported Launceston City Council to hold two community consultations across the Northern Suburbs. In promoting the workshops we worked tirelessly with community encouraging their input and insight on this important issue of how to improve road safety in our community.

We wish to advise that community engagement on this issue was strong, demonstrating a passionate desire by groups and individuals to share their experience and thoughts on how to reduce harm and injury caused by incidents and accidents.

Consultation workshops were delivered by Penny Terry and Lucy Byrne of Healthy Tasmania. Please find attached comprehensive set of evaluation, suggestions and findings Report comprised from above mentioned community consultation.

We thank you for the opportunity to provide this submission on behalf of our communities. And wish the Committee every success in their endeavours.

Yours sincerely,

Lynette Burr

Lynette Burr
Manager
Starting Point Neighbourhood House

Trish O'Duffy

Trish O'Duffy,
General Manager
Northern Suburbs Community Centre

This spreadsheet provides the results of two co-designed community workshops in Ravenswood and Newnham under the City of Launceston's 2021 Safe Roads for all project. This spreadsheet is an attachment to the report entitled 'Safe Roads for All: Progress Report August 2021' These results have been recorded as written by community members themselves, and as such some may include grammatical errors. For further information on these results please contact project manager Lucy Byrne from Healthy Tasmania Pty Ltd.

Location	Ravenswood
Date	27-Jul-21
Time	10am - 1.30pm
Total attendance	12

Location	Newnham
Date	3-Aug-21
Time	10am - 1.30pm
Total attendance	11

Workshop participants were asked the following three questions in regards to their existing experiences when they first arrived at the workshops: Q1. What happened, Q2. So What, Q3.

Ravenswood	What Now
<p>1. Cars passing loader trucks and pulling straight in past them. 2. Road safety around large vehicles like trucks. 3. Media campaign showing how to move around large vehicles</p> <p>1. Racing. 2. Accident death. 3. Report behaviour. 1. Motor Bikes. 2. Noise and speed. 3. Report (but it does not help)</p> <p>1. Morons ripping up grassed areas, e.g. roundabouts and median strips. 2. Usually unappealing (gives a bad impression of our city) and dangerous. Camera's on bad areas. Solid centres of above.</p> <p>1. School children not looking in driveway, children getting hit by cars. 3. More training around road safety in schools and community. E.g. parents</p> <p>1. Speeding Motorcycles Vehicles/ 2. Unlicensed Unregistered Uninsured/ 3. Education Police Road Safety Programs</p> <p>Many times speeding down Warring street and Pioneer road only way to slow them down is to put in speed bumps</p> <p>Driving home 5pm on Warring St and 2 big dirty 4 wheel utes tried to make me get off road as they were racing side by side. Very confronting.</p> <p>3. Overpasses in Launceston would be perfect for police mobile phone use traps</p> <p>Trail Bikes hooning everywhere, usually without helmets. They could run over someone or injure themselves quite badly. Make sure they know how important helmets are maybe in school info sessions. Confiscation of bikes. Community reporting hooning.</p> <p>Some people from other communities come to Ravenswood to do their hooning here. Rather than in their own. More policies and cared for areas.</p> <p>Reward young drivers for attending safe course. E.G. Registration discount. AAMI do it with insurance premiums. There was an accident in Lambert street I got a glimpse of when I walked into the Medical Hub for an appointment. A sick animal wasn't secured on the back of a Ute tray and had dropped off the back. I'm further up the back of Ravo but I think there's also the problem the problem there where some people don't have consideration for others with unnecessary noise and spatial awareness.</p> <p>What happened: I live on a dangerous intersection, many accidents. So what: Unclear markings, excessive speed and inattention. Now what: roundabout/speedhumps (these are effective at other end of street).</p> <p>Mobile Phone technology. Block cars while car moving.</p> <p>Intersection. Pioneer Parade and Warring St, very dangerous. Because of not giving way have had numerous near misses coming out of my driveway. The hoons use Warring St as racetrack of a night.</p> <p>What happened: People speeding. We have lots of community, children in Prossers Forest Road with Neighbourhood House, Child and Family Centre and School. I am scared they will be seriously injured. Devise a plan to slow them down probably a few things needed. - Advertisement campaign, community saying no and reporting it to the police. Deterrent on road.</p> <p>Dirt bike riders. They are not reported enough. Police should have a call in line to record and assess problem areas.</p> <p>What happened: Drivers doing donuts, wheelies up and down street especially on corners. So What: Extremely dangerous to others on road and walking. Damage to fences, mail boxes and property. Now what: 1. Educate state/local Government. Residents deserve respect regardless of where they live. 2. Educate police. A response in outside hours is required.</p> <p>1. Burnouts. 2. Noise Pollution. 3. Education, people to report. 1. Speed. 2. Danger. 3. Speed Cameras, police presence at peak time 3-4pm.</p> <p>Saw trail bikes on road with no helmets no safety gear and piggy backing children. Dangerous and deadly.</p> <p>Car shot out in front of us on wrong side of the road at junction of Mornington and Bendigo. Dangerous and deadly. When did you last see a random breath test site or speed trap, radar gun or camera</p> <p>Police car shot out of Vermont road to Lambert Street not 20 metres in front of me. No sirens, lights and never even looked at traffic on right hand side. Dangerous.</p> <p>Push bike riders should have to attend a course on rules and safety perhaps via schools and have a licence. Ban BMX bikes in public places (no light reflectors, bell etc).</p>	<p>1. Trail Bikes/cars on rec. trail 2. Safety of users, degradation 3. Increase user/ownership</p> <p>Wheelchair and pram access to footpaths. 1. Drivers Parking on the footpaths and blocking it. 2. Wheelchairs and prams forced onto the road/or don't come out. 3. Awareness Campaign for drivers not to park on footpaths.</p> <p>1. Dirt Bikes around the back of Rocherlea, no helmets. 2. Potential for injury to rider and pedestrians. 3. Somewhere for kids to ride legally.</p> <p>Young guy rides motorbike erratically with children in nappies. Child could be killed. Surveillance</p> <p>1. Burnouts on roundabouts in Mayfield and Lawson Sts. 2. Danger to other motorists and pedestrians. 3. Physical deterrent on roundabout e.g. Garden with large tree</p> <p>1. People call into NSCC complaining about speeding. 2. The problem is no respect especially for people/neighbour. 3. Better education maybe @ learner drivers stage</p> <p>1. Damaged/demolished signs (keep left). 2. Remove safety barriers. 3. My rates pay for repairs</p> <p>Impact of cars with wildlife. 1. On urban fringe, impact with cars/wildlife. 2. roadkill is deadly to native species unsightly. 3. All vehicles driving on Tasmanian road must be fitted with hopper stoppers. Funded with rego and shipped with ticket.</p> <p>1. Kids 9 to about 12 riding skateboards after dark with no safety gear. Down George Town Road ducking and weaving in and out of traffic and broken lines in road. 2. The problem is someone is going to get killed or badly injured?</p> <p>1. Speeding along Lawson St, Mayfield including on footpath. 2. Danger to motorists & pedestrians. Day-care, Bus stops, Dementia clinic. 3. Program to encourage community pride. Give people sense of belonging.</p> <p>Burnouts and high speeds at lights, Endangers other drivers and pedestrians/car can lose control. Not sure what to do</p> <p>11 Blackwood Drive taking over parking. People now parking on yellow lines. Not sure</p> <p>1. Grown man in his 40's who smokes drugs since getting out of bed then gets into car and drives. 2. Putting lives at risk. 3. Police don't get when notified.</p> <p>1. Dog shit on footpaths and hedges growing over footpaths. 3. Need reminder of dog laws and council needs to inspect hedges that grow over footpath.</p> <p>What happened: speeding cars. What Now: cars not obeying the speed limit. Now what: signs need to be put up for example reduce speed saves lives.</p> <p>1. Hoons doing burn outs, speeding and racing on George Town (GT) Road. 2. Danger to all. 3. ????</p>

Participants were given the opportunity to think of 'physical' solutions to road safety and then categorise them into four categories being: Cheap and short, cheap and long, expensive and short and expensive and long

PHYSICAL - Ravenswood				PHYSICAL - Newnham			
Cheap and Short	Cheap and Long	Expensive and Short	Expensive and Long	Cheap and Short	Cheap and Long	Expensive and Short	Expensive and Long
chalk drawings at busy points on the road	After hours police presence - Ravenswood, Newnham	3D road markings, like a cattlegrid. This would provide haptic/auditory feedback to the driver	24 hour surveillance in problem areas: maybe on power poles like traffic lights	Bin Stickers	victim's of crashes public speaking at events. I.e. NSCC, schools, media	painted on road signs and foot path signs. Stick on signs on house windows	dedicated burnout site (like at Symons Plains)
redesign/relocate traffic islands	Painting on the road 3D maybe illuminat	Yellow centre lines	Fixing road problems such as ditches & potholes that might cause accidents	trail bikes for cops covered in blue plastic with badge on back and small on front signifying police for chases on bikes.	mandate hopper stoppers		Dirt Bike park
	I like the 3D crossing		Road textures 40km areas have a rough texture and loud sound	Street art - chalk painting on road (not footpath). Find locals to create the art. Put art in known hot spots. Hopefully the result will be not wanting to wreck the artwork by doing donuts over it.	displaying of wrecked car. I.e buses, trucks, signs with logo's re: saving lives.		more impounding of cars/bikes
	Painting powerboxes with safety awareness		Stronger sentencing for dangerous drivers	community police - police officer and community representative confronting and asking people /individuals. Are they aware of their behaviour and how it could impact them and others?			signage with graphical images - what could happen
	Highlighting kerbs on tight or problem corners and areas		Speed sensitive bollards.	reward and recognition. Bumper stickers "I love my safe streets".			
	Speed signs painted on the road (it reminds you)						
	Regular police patrols: - out of vehicles - knock on doors/talk to people clearer road markings						

Participants were given the opportunity to think of 'digital' solutions to road safety and then categorise them into four categories being: Cheap and short, cheap and long, expensive and short and expensive and long

DIGITAL - Ravenswood				DIGITAL - Newnham			
Cheap and Short	Cheap and Long	Expensive and Short	Expensive and Long	Cheap and Short	Cheap and Long	Expensive and Short	Expensive and Long
Radio message to be responsible on the roads	<p>Large billboard signs at the bottom of Ravenswood Hill</p> <p>Digital sign with speed flashing up but camera attached to record speed (with reward/fine for behaviour)</p> <p>CCTV - fixed and mobile cameras - will and recording</p> <p>compulsory online training session before getting/renewing your licence</p>	<p>speeding. Video camera incentives with police and community centre working together</p> <p>Media campaign</p> <p>Media campaign. I like the little finger advert from years ago</p>	<p>digital slow down signage maybe children with signs</p> <p>discount on rego or licence if dashcams installed in cars</p> <p>dedicated phone number for bad driver behaviour (rather than usual police number)</p>	<p>snap, send, solve app</p> <p>advertisement through neighbourhood house, facebook page or other business websites</p> <p>flyers handed out in the community or printable flyers on the neighbourhood house facebook page.</p>	<p>road surface to dispel water</p> <p>LEDs in road for speed, road hazards etc.</p> <p>name and shame on social media</p> <p>podcast on reducing speed to save lives.</p>	<p>parking on footpaths (marketing campaign). YouTube/socials Facebook, snapchat, tiktok</p> <p>1. influx of tv adds, 2. adds to actual music (song writer)</p> <p>camera lottery, not cash prize. Gift cards.</p>	<p>More police drones</p> <p>Video Cameras installed at known hotspots (e.g. burnout intersections).</p>

Participants were given the opportunity to think of 'educational' solutions to road safety and then categorise them into four categories being: Cheap and short, cheap and long, expensive and short and expensive and long

EDUCATIONAL - Ravenswood				EDUCATIONAL - Newnham			
Cheap and Short	Cheap and Long	Expensive and Short	Expensive and Long	Cheap and Short	Cheap and Long	Expensive and Short	Expensive and Long
Try and get more positive messages on and in media about the northern suburb areas instead of looking for negative stories so that residents have more pride in their area	Liked the rubbish bin idea with children images on there	opportunities to discuss road safety awareness issues	Defensive driving part of getting full license	compulsory defensive driving course as part of licence	public vehicle crushing	outdoor cinema	defensive driving course site to cover how to control your vehicle but also show what can happen when you lose control (e.g. crash into cardboard people etc).
use the house as a training venue to educate. Guest speaker lived experience.	In school session, probably start gra	community training sessions: educate the parents = educate the next generation	Upfront, intense instruction on the risks and possible outcome. E.g. Being taken to the morgue to witness first hand the reality of accidents.	mechanic class in schools (run by retired mechanic)	speakers in schools around risky behaviour	education in schools about what can go wrong & the impact death/injury can have on those around you	parking on footpaths. - In school (educate pre-drivers). - part of road safety campaign.
educate council to accept responsibility for their authority. Cut the apron strings of business barons	(on yellow paper) Instead of fining people caught doing hooning etc. Make them do community work in morgues and hospitals etc.		More outside police presence (on bikes)		putting flyers or posters up around the community in any areas of concern		road safety education (in schools. (get them early).
have police and victims & survivors to schools to impact their experiences			Driver safety course periodically to renew driver licence Advanced driving courses start in the schools. Keys2drive style driving lesson compulsory before you get your licence Educational signs that look like speed signs Online platform. Keys2 Drive to be compulsory for all Drivers with graphic pictures before licences can be renewed		Go to morgue for learner drivers to see body & witness autopsy. Learner drivers must do defensive driving course		school education - refocus re: testing of drivers. I.e 10 years.
mentoring for first offenders							

Participants were given the opportunity to think of 'educational' solutions to road safety and then categorise them into four categories being: Cheap and short, cheap and long, expensive and short and expensive and long

RADICAL - Ravenswood				RADICAL - Newnham			
Cheap and Short	Cheap and Long	Expensive and Short	Expensive and Long	Cheap and Short	Cheap and Long	Expensive and Short	Expensive and Long
take rego of dangerous drivers and report to Police. Maybe it might help	dashcam platform to upload antisocial/hooning images to police	Invite some council leaders to move into area and live here with pride for 12 months.	put a strip of mature trees up the centre of the roads so it makes two single lanes. Looks nice and provides shade also	flash mob	bigger fines and longer taking and impounding of cars. Second offence 12 months.	With repeat hoon offender drivers it would be a deterrent if police could/did crush the vehicles after. maybe 2 offences rather than the courts allowing many more offences to occur (note from non-attende)	more surveillance cameras or speed cameras set up
Have people stand on road with signage, saying hooning is for looser or 0 score	Painting on the road 3D maybe illuminates at night	organise some trail bike events	Police support people to maintain their car	(ask people) signing more people up to neighbourhood houses watch	10 hours push bike riding on roads to be part of P1 and P2.	road surface paint that stains the car when the vehicle hoons. Identifies vehicle for post-offence apprehension	community project. Decorate neighbourhood, fences, public spaces with meaningful symbol/icon (George Town funky fish). Get "the people" involved. Local business, donations, art/craft workshops, BBQ in the park etc.
people adults and children should do a road rules course and have a licence to ride a push bike	place a car wreck from a fatality with a photo of the deceased at common accident prone area's as well as common hooning sites		Drones that can immobilise hoons on bike or in car. See Fast and Furious movies	reward good behaviour to offenders (similar to just desserts collections project).	slow actual video of people being operated on and first aid being done from accident to death or recovery		no car's fitted with alarm's if law broken
letter box drop leaflets to suburbs	join car clubs, drags, symmonds plains and the like		a fleet of speed camera drones!	penalty for hooning is volunteering at aged facility driving elderly to doctor appointments, shopping etc. Encourage respect for others.	work shops for offenders for behaviours of concern		
form a posse and confront bad behaviour	educate engineers about road safety not just how to design roads. It looks good on paper but does not work in reality identification of cyclists. Not Registration. painting speed humps. E.g. Kids playing eyesight certificate for licence renewal RE: open the tennis club. Start a football team to keep kids involved in other events		dirt bike track (sign an indemnity) specific phone line for this issue for a short term period spending more time working from the core trauma so they have better emotional intelligence				

These ideas did not fit into the other four categories

OTHER - Ravenswood

road worthy certificates. Cost \$5 per annum

OTHER - Newnham

no respect for themselves or anyone else. Told they're worthless and brainless even in school.

dob in a mate for reward (drugs and driving)

wheelchair awareness course. Able-bodied people awareness

more youth activities such as police cadets

paint on hydro poles missing persons

roadworthy tests for cars - Men's Shed?

MOST POPULAR IDEAS - Ravenswood

1. Painting on the road 3D maybe illuminates at night
2. Facebook campaigns, TikTok, Snapchat and Instagram.
- 2 (equal votes) Dedicated phone number for bad driver behaviour (rather than the usual police number).
2. Media campaigns around safety. Radio, Facebook, TV. Graphic

MOST POPULAR IDEAS - Newnham

1. More police drones
2. Bin Stickers
3. Video Cameras installed at known hotspots (e.g. burnout intersections).

Workshop participants were given the opportunity to raise issues with Council and other bodies i.e. State Government/Police that were outside the scope of this project but that were important to them. These issues are listed below.

Ravenswood	Newnham
<p>Not being able to right onto Charles St bridge has made a bottle near along Esplanade to Boland St as everyone turning right onto Invermay and then can't abide by the road rules for roundabout causing more congestion on both Esplanade, Tamar Street, Invermay Road and Lindsey St.</p> <p>Do we still have any police living here (if they live in the area they know the kids). Some sporting facilities to involve people in more legal activities and burn up some excess energy</p> <p>Needs Speed Humps Bikes come through 3 Rosetta Place and tear up the parks.</p> <p>People in Ravenswood do no matter not too many rate payers here. People respond better to positivity than negativity Roundabout on Warring St. It would help. <u>"Please"</u></p> <p>More reason for pride and respect for the area. shopping centre looks old and worn Decent rubbish bins or at least a few in the parks. put some steel seating in the parks More blocks for fence line into bush to close out access. Have a designated dirt bike trail. Charge money to join to cover insurance Less roundabouts. They are speeding already so it then becomes a danger Pioneer Parade - old cars on nature strips. A disgrace</p> <p>Bush access near Pioneer Gardens gate needs to be taken away, bikes destroy our garden Starts with trauma. Trauma training for all teachers and regular refreshers. Speed humps Speed humps work! Filthy drains in parks behind Warring St Kids & families in trauma start at the core</p>	<p>Roadworks at night not peak hours</p> <p>Defiance "You can't tell me what to do" Naïve "it won't happen to me" Ignorance "I'm not harming you" Positive reinforcement. Scare tactics don't work</p> <p>communication</p> <p>Parking both sides of roads near LGH impossible for emergency vehicles to access etc. barriers around parks and vacant blocks</p> <p>parking distribution channels, communication, many people didn't see/ receive survey</p>

2021



Safe Roads for All: Progress Report

HEALTHY TASMANIA PTY LTD
LUCY BYRNE & PENNY TERRY: AUGUST 2021



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Document purpose:

The purpose of this progress report is to summarise the findings of the two co-designed design-thinking workshops that formed part of the **Safe Roads for All** community road safety project in Launceston's Northern Suburbs in 2021.

Background:

The City of Launceston approved the My Place My Future Plan¹ (The Plan) in 2019. The Plan outlines a number of strategies for the revitalisation of Launceston's Northern Suburbs, is based on extensive engagement with the communities of the Northern Suburbs, and is supported by City of Launceston, Tasmanian Government and the Australian Government through the Launceston City Deal.



The topic of 'hooning', or unsafe driving practices, arose consistently throughout community consultations; so much so, that strategy 4.3, in the Liveability Strategic Action Area, specifically addresses the need for increased road safety campaigns.

With this in mind, the City of Launceston submitted an application for funding in March 2020 under the State Government's Community Road Safety Grants Program and they were successful.

The City of Launceston engaged Healthy Tasmania Pty Ltd in 2021 to support them to co-design a road safety campaign with community members in the Northern Suburbs of Launceston. The project is known as **Safe Roads for All**.

Scope:

The **Safe Roads for All** project focuses on two suburbs and three specific roads as depicted in the map below:

Ravenswood:

- Lambert Street
- Prossers Forrest Road

Rocherlea:

- Blackwood Drive

¹ City of Launceston (2019) *My Place My Future*, Launceston, Tasmania.



The project includes the following key steps:

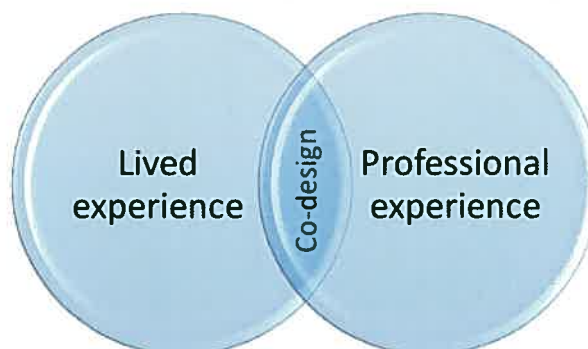
1. Data collection for specific driving practices and accidents in chosen locations
2. Community survey
3. 2 x co-designed design-thinking workshops
4. Development and installation/distribution of marking collateral
5. 1 x reflective learning workshop
6. Compilation of a multimedia file capturing community stories

This report provides a summary of **step three only** which includes two community workshops in Newnham and Ravenswood.

Methodology:

Healthy Tasmania adopts a place-based approach to all the work that they do. For the community workshops, a co-designed approach was also adopted.

"In Australia today 'co-design' has become almost interchangeable with 'consultation'. However, the concept of co-design and the range of design-based traditions that sit under the co-design banner have something very important to bring to place-based social innovation. The 'co' in co design stands for community or conversation. It's about bringing together people and professionals to jointly make decisions, informed by each other's expertise. It's not a community only activity or a professional only activity²



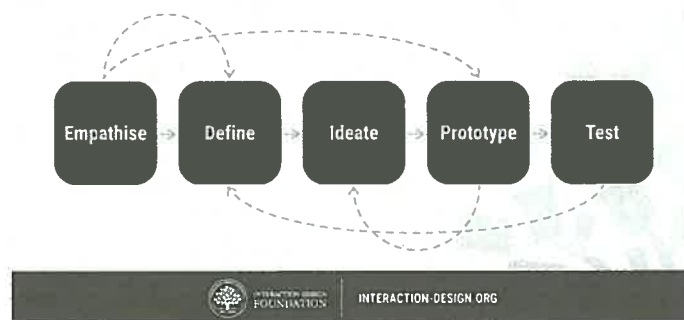
² Australian Centre for Social Innovation (2020) accessed December 2020 <https://www.tacsi.org.au/unpacking-co-design/#:~:text=The%20'co'%20in%20co%20design,informed%20by%20each%20others%20expertise.>

Healthy Tasmania worked with the project team including City of Launceston employees from Community Development and Infrastructure Services and key stakeholders from communities in the Northern Suburbs to develop a workshop format that would be accessible, do-able and engaging for community members.

Healthy Tasmania then developed an agenda utilising the first three steps of design thinking.

“Design Thinking is an iterative process in which we seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding. At the same time, Design Thinking provides a solution-based approach to solving problems. It is a way of thinking and working as well as a collection of hands-on methods³

Design Thinking: A 5 Stage Process



1. **Empathise:** Community members provided with the results of the community survey and then were given the opportunity to share their experiences and existing thoughts on how the problem could be fixed.
2. **Define:** Healthy Tasmania provided a summary of best practise examples from around the world and completed an 'empathy map' to help community members focus on the those in the community who are participating in the 'hooning' behaviour and to think about what approaches would 'reach' them.



³ Interaction Design Foundation (2020) accessed December 2020 <https://www.interaction-design.org/>

3. **Ideate:** Healthy Tasmania then supported the community members to think of several road safety approaches across five key areas including:

- Physical: Signs, murals, postcards, cameras, flyers, stickers etc
- Digital: apps, holograms, in vehicle tech, vehicle activated signs
- Educational: Education kids as part of school curriculum, lived experience speakers, podcast
- Radical: Community-wide siren, peed camera lottery

Ideas were then allocated to one of the following categories:

- Cheap and quick
- Cheap and long
- Expensive and quick
- Expensive and long
- Other



Finally, through a fun and interactive way community members prioritised their ideas.



The final two steps of the design thinking process (prototype and test) will be implemented in the final stages of the **Safe Roads for All** project.

Results:

The full results of the community workshops are included in an excel spread sheet which is an attachment to this report. The depth and breadth of the ideas generated was extensive and it was important that the communities' thoughts and ideas were not lost.

The three most popular ideas from each community workshop are outlined below:

Ravenswood:

1. Painting on the road 3D, maybe illuminates at night
2. Facebook campaigns, TikTok, Snapchat and Instagram and a dedicated phone number for bad driver behaviour (rather than the usual police number)
3. Media campaigns around safety. Radio, Facebook, TV. Graphic

Newnham:

1. More police drones
2. Bin Stickers
3. Video Cameras installed at known hotspots (e.g. burnout intersections).

Discussion:

The workshops provided participants with the opportunity for 'blue sky thinking' and although outside of the scope of this project, there were many ideas of interest to the broader conversation around road safety in Tasmania. Some of the themes that emerged from the workshops included:

- Greater Police presence in known hot spots aided by technologies such as drones and or a fleet of dirt bikes
- Driver training for young people
- Alternative safer options for young people to exercise their desire to drive fast i.e. dirt bike parks, race way days etc
- Lived experience speakers in schools and community centres
- Graphical expose to the consequences of speed/hooning i.e. photos of victims

- Punitive measures such as cars being impounded
- 'Name and shame' hoons on social and public media

The workshops also provoked several discussions on broader social issues where community members voiced their experience and insights on several reoccurring themes. Healthy Tasmania believes these observations will be crucial for Council in continuing respectful mutually beneficial engagement and consultation with these communities:

1. At both workshops several participants voiced their opinion that they believed the problem of hooning would have been 'fixed' if it was happening in a more 'affluent' suburb. Suburbs used as examples were Trevallyn and Newstead. Participant said the problem hadn't been solved in the Northern Suburbs because decision makers (Council, Police) "didn't care about them".
2. Some participants voiced concerns that they felt they had tried everything in their power to improve road safety in their community from multiple calls to police, letters to council, attending community meeting and felt powerless and not optimistic that anything would ever change. They believed the problem has been put in the 'too hard basket'.
3. Disturbingly, participants talked about the 'vigilantly' actions that are being discussed within community circles which highlight the level of desperation and despair. Examples given include: putting oil on the road, using nails in hotspot, letting down the tyre of known hoons.

Recommendations:

Based on the results, funding, and the scope for this project, it is recommended that the City of Launceston invest in the following strategies to improve road safety in Launceston's Northern Suburbs under the **Safe Roads for All** project:

1. Work with the respective primary schools and a local artist to paint 3D road crossings on each of the identified streets.
2. Work with the local primary schools and a local photographer to develop and distribute rubbish bin stickers (featuring local children) to each of the identified streets.
3. Develop a social media campaign to promote the project and the above-mentioned strategies to strengthen the message and awareness of the **Safe Roads for All** Campaign.

And finally

4. Continue to work with the key stakeholders to secure further funding to implement some of the other ideas from these co-designed community workshops.

A final word:

The next stages of this project will include:

- Development and installation/distribution of marketing collateral
- 1 x reflective learning workshop
- Compilation of a multimedia file capturing community stories

It was a pleasure for us at Healthy Tasmania to work with the team at the City of Launceston, key stakeholders from the Northern Suburbs and specifically the workshop participants. We were both inspired by their ideas and speechless when hearing some of their stories. This project has again

demonstrated that we all have a role to play in improving road safety in Tasmania and we look forward to supporting Council to implement the next stages of this project.

A handwritten signature in cursive script, appearing to read 'Lucy Byrne'.

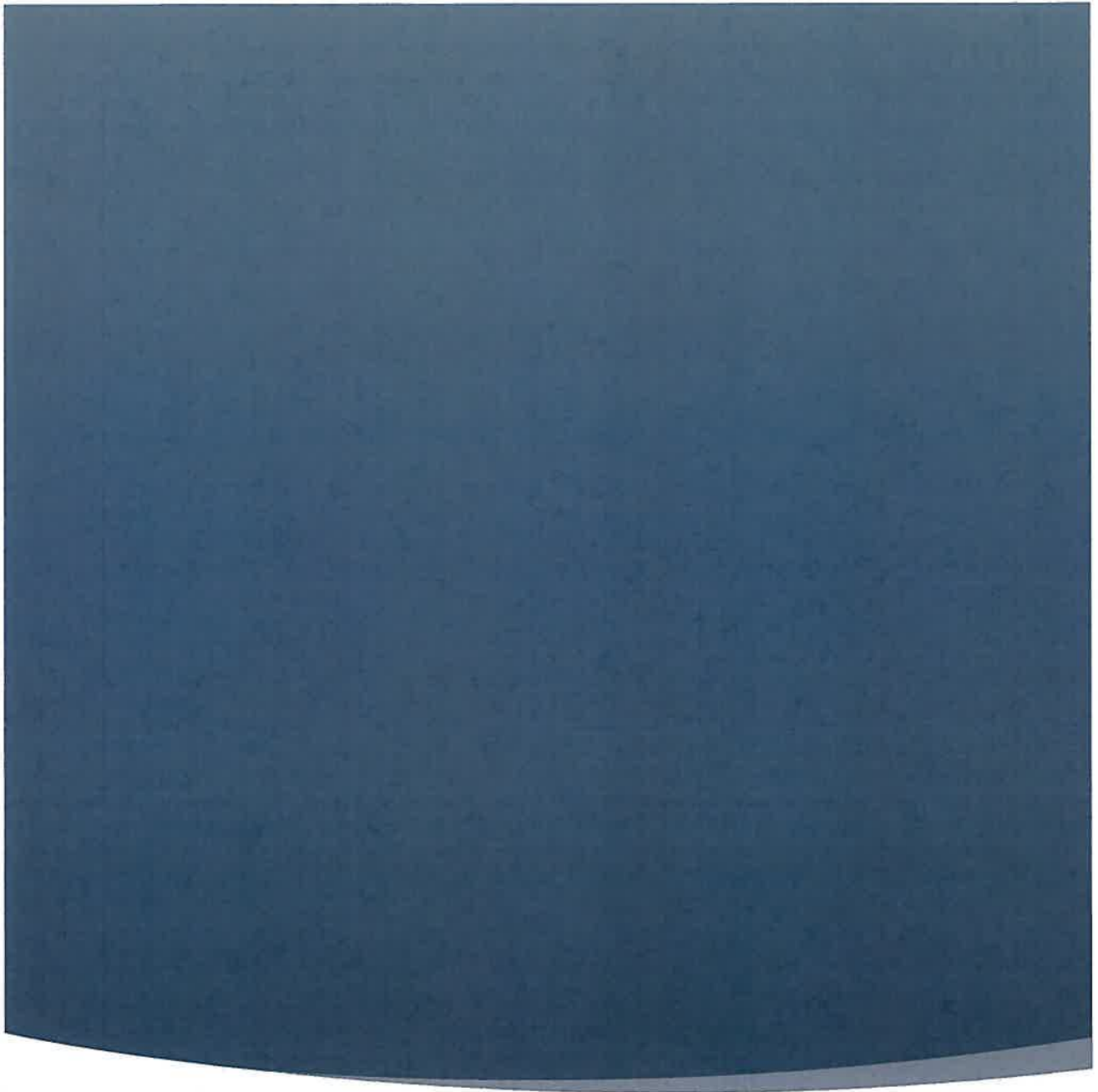
Lucy Byrne

Managing Director Healthy Tasmania

A handwritten signature in cursive script, appearing to read 'Penny Terry'.

Penny Terry

Creative Director Healthy Tasmania



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