



TOWN OF VINCENT

MEDIA RELEASE – FOR IMMEDIATE RELEASE

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Wheelie bins sport 'Slow down' safety message

Members of the Mt Hawthorn Primary School P & C hit the streets this week with a load of stickers bearing the message "Please Slow Down – Consider Our Kids".

Their targets were the wheelie bins put out by the local residents on rubbish collection days.

But they won't get a rap on the knuckles from Vincent rangers for slapping stickers on Council property – it's all being done with the Town's blessing.

Vincent Mayor Nick Catania said Council had approved a pilot program, recommended by the Town's Local Area Traffic Management Advisory Group, involving the distribution of 1,000 stickers in the streets around Mt Hawthorn Junior and Senior Primary schools.

"The aim is to remind motorists to slow down on local roads and stay within the 50 kph speed limit," he said.

"Running a pilot program means we can evaluate its effectiveness, including getting feedback from local residents, and then make a decision whether to roll it out throughout the Town."

The wheel bin sticker strategy is part of a larger road safety campaign developed and promoted by RoadWise, the road safety unit of the WA Local Government Association.

The pilot program was funded from the Town's 2004/2005 budget, and Mayor Catania said additional funds had been included in the 2005/2006 budget to expand the program, if it proved to be effective.

"We'll also seek grant funding from RoadWise."

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