

Trial Approach

What is the Safer Speeds Trial?

The Safer Speeds Trial is a partnership between the Shire of Augusta Margaret River and RAC with support from Main Roads WA. It will assess the impact of reducing speed limits on roads within the Shire of Augusta Margaret River.

The Trial will test a new approach to setting speed limits, focusing on harm minimisation and analysing roads in a holistic, area-wide way. This means there is a consistent reduction of speed limits across similar road types.

Approximately 550 local roads in the Shire of Augusta Margaret River have had their speed limits reduced.

What will the Safer Speeds Trial measure?

- » The extent lower speed limits assist in preventing people dying or experiencing life changing injuries on our roads.
- » Whether using an area-wide approach to changing speed limits is more impactful than the current case-by-case approach.
- » Whether more consistent speed limits reduce confusion and frustration for road users.
- » How lower speeds through town centres and residential areas impact people who walk, ride, scoot and drive.

Which roads are impacted?

To view the roads that are impacted by this Trial and the reasons they've been selected, view the interactive map at safer-speed-trial.com.au

How were the new speed limits determined?

The speed limits have been chosen by considering multiple factors including:

- » Research on best-practice approaches.
- » Nominations for speed limit reductions from the community in 2022.
- » Petitions and requests from the community for speed limit reductions.
- » History of crashes resulting in fatalities and serious injuries.
- » Traffic volumes.
- » Changes in land uses, such as new housing developments and subdivisions.
- » Safety features of roads.

How have the roads been chosen?

The Trial focuses on the sealed road network managed by the Shire of Augusta Margaret River.

To ensure safety improvements for users of different road types, five different road environments are included in the Trial:

- » Rural roads west of Bussell Highway.
- » Residential roads on the outskirts of town.
- » Urban major roads.
- » Town centres (main streets through town centres and streets with high pedestrian activity).
- » Residential streets.

How is this approach different?

In most local governments across Western Australia, speed limits are changed on a case-by-case basis, when a submission is made by a local government to Main Roads WA.

For this Trial, we have reviewed the speed limits for the entire road network managed by the local government. Given the scale of the Trial, the approach we took to assessment has been both holistic and consistent with Main Roads Speed Zone guidelines.

How is the Trial being implemented?

The Trial commenced in 2025, with new speed limit signs being installed throughout the Trial area. The Trial will be in place for three years.

Comprehensive evaluations will take place 12 months after the Trial commences and then after three years.

The results of this evaluation will be used to measure the impacts of the Trial and identify where adjustments may be required.

Why the Shire of Augusta Margaret River?

The Shire of Augusta Margaret River is a key tourist destination within regional WA.

The area has experienced significant population growth over the past decade and continues to be a popular destination to visit, which means there are more people using Shire roads than ever before.

Between 2019 and 2023, 59 people were killed or seriously injured on roads in the Shire of Augusta Margaret River.

The Shire regularly receives requests from community members and organisations specifically to reduce speed limits. It identified the Trial as an opportunity to improve road safety by addressing a number of long-standing speed limit issues.

