



**LOCAL GOVERNMENT AND COMMUNITY
ROAD SAFETY COMMITTEE**

COMMUNITY ROAD SAFETY GRANTS PROGRAM

**REPORT
2009/2010**

TOWARDS ZERO



getting there together

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EXECUTIVE SUMMARY

A total of 620 grants have been submitted to the Community Road Safety Grants Program since the establishment of the Program, with 450 grants approved and implemented across Western Australia. In total the grants program has provided \$2,700,924.06 to fund road safety initiatives, as at the end of financial year 2009/2010 (31 May 2010).

Grants are made available for projects, speed display trailer projects, workforce development grants and sponsorship grants that focus on the cornerstones of the safe system approach and align to *Towards Zero*, the WA Road Safety Strategy. *Towards Zero* is based on scientific research to outline the best solutions to WA's unique road safety problems.

The applications are then submitted to the Community Road Safety Committee for deliberation and approval. The Community Road Safety Committee strives to assist in the development of road safety projects which foster widespread community support and participation throughout the State to prevent road crashes causing serious injury and death. Through collaboration with various stakeholders in the community it can become a reality and, accordingly, this approach has continued to inform the Committee's focus in 2009/2010.

This financial year has seen another successful year for the Local Government and Community Road Safety Committee. 105 grants were submitted in 2009/2010, including project, speed display trailer, workforce development and sponsorship grants. Of the 105 grants submitted 101 were approved by the committee and implemented. The committee allocated \$390,923.60 of grant funds, being the highest amount of grant funding for a single year.

Of the 105 grants approved in 2009/2010, 21 applications were project and speed display trailer grants. These grants made up of \$306,308.90 of the funding with \$14,586.14, the average grant amount.

A total of four grants funded were speed display trailer grants. Speed display trailer grants were capped at \$20,000 per trailer this financial year.

Sponsorship grants, introduced in 2007/2008, made up \$83,198.00 of the funding with 79 sponsorship grants approved and implemented.

Workforce development grants were introduced late this financial year, with two applications submitted and one approved for attendance to the Road Safety Research, Policing and Education Conference 2010. The applicant will be presenting on a current project that has been funded through the Community Road Safety Grant Program in the 2008/2009 financial year.



Image 1: Community Road Safety Committee at the 2010 WA Road Safety Awards

2010 WA Road Safety Awards

Some of the Community Road Safety Committee members at the 2010 WA Road Safety Awards on the 6 September 2010.

The Community Road Safety Grants Program was a finalist in Supporting Implementation of *Towards Zero* Road Safety Strategy 2008-2020 category.

ABOUT THE COMMUNITY ROAD SAFETY GRANTS PROGRAM

History

The Local Government and Community Road Safety Committee (LG & CRSC) was established in 2003 with the aim of facilitating and enabling the planning, development, implementation and evaluation of community based road safety projects to support the implementation of the WA Road Safety Strategy. The Community Road Safety Grants Program (the Program) has now run for eight years.

Funding

The Program is administered by the WA Local Government Association's (WALGA) RoadWise Program and reported on a quarterly basis to the Office of Road Safety in accordance with Road Trauma Trust Fund contract. Funds for the Program have been made available by the State Government from the Road Trauma Trust Fund (one third of speed and red light camera fines), through the Road Safety Council.

Objectives

The objectives of the Community Road Safety Grants Program are as follows;

- To increase the proportion of road safety activities aligned with the priorities of the WA Road Safety Strategy;
- To provide funds to enable the implementation of community based road safety activities;
- To increase community participation in road safety; and
- To build the capacity of community groups in addressing road safety issues in an effective and sustainable manner.

WA Road Safety Strategy

The Western Australian State Government is committed to eliminating road crashes as a major cause of death and serious injury in Western Australia. As a vital step towards achieving this long-term goal WA Road Safety Strategies are developed. In relation to the Program two WA Road Safety Strategies have covered the following periods; *Arriving Safely* 2003-2007 and *Towards Zero* 2008-2020.

Arrive Safely

Arriving Safely: Road Safety Strategy for Western Australia 2003-2007, was the previous Road Safety Council's state wide strategy. *Arriving Safely* aimed to reduce the fatality rate in Western Australia down to at least the equivalent best in Australia. It includes a range of activities to counter drink driving, including community education, the Strategic Traffic Enforcement Program, support for community groups to counter drink and drug driving at the local level and specific initiatives aimed at reducing the incidence of repeat drink driving and drug impaired driving.

Towards Zero

In March 2009, the State Government endorsed *Towards Zero*, the Road Safety Council's recommended road safety strategy for 2008–2020. *Towards Zero* will ensure that road safety policies in Western Australia continue to evolve within a strategic framework. *Towards Zero* is based on scientific research about the best tailored solutions to Western Australia's road safety problems. The process for the development of the strategy for 2008-2020 involved considerable community and stakeholder input. This allowed the community to see and debate the evidence about the best options available to improve road safety.

THE LOCAL GOVERNMENT AND COMMUNITY ROAD SAFETY GRANTS COMMITTEE

Grants process

Applicants discuss their road safety project with their regional road safety officer before submission, complete an application form and submit to the Local Government and Community Road Safety Committee (LG & CRSC) by the first Friday of the month. The LG & CRSC assess applications on a monthly basis. Preference is given to projects that are consistent with the cornerstones outlined in *Towards Zero*, the current WA Road Safety Strategy, foster community participation, are evidence based, effective and demonstrate a measure of sustainability.

The LG & CRSC meet on the third Friday of the month to assess each grant application using a scoring guide. Each grant application is assessed in accordance with eligibility criteria, and the extent to which the project will effectively and efficiently meet the aims and objectives of the Program.

Following the LG & CRSC meeting applicants are informed of the outcome and the relevant administration processes are completed. Following the completion of the grant project the applicants are required to submit an evaluation form and a financial acquittal. The evaluation report is then assessed by an independent consultant and scored accordingly depending on the quality of the evaluation. Successful projects and the quality of evaluations are noted and can guide future funding allocations.

506 Broome Soccer Association Stay Awake, Take a Break; Broome Soccer Association



Image 2: 506 Broome Soccer Association Stay Awake, Take a Break; Broome Soccer Association

The Broome Soccer Association project aims to contribute towards the Road Safety Council's long term vision of eliminating road crashes as a major cause of premature death and injury in Western Australia.

Funded in June 2009 the project focuses on promoting the "fatigue" road safety message when travelling on roads in and around Broome. This involves encouraging members of the Broome Soccer Association to adopt "safer road use" travelling behaviour when driving on roads such as highways and outback gravel roads. The program promotes its "safe road user and fatigue" message to the wider Broome community also. The project also aims to reinforce the "driver reviver" message through active promotions on the Great Northern Highway during the year. This element of the project is aimed at helping educate some of the thousands of long distance travelers that flock to Broome each year.

Committee membership and attendance 2009/2010

The Local Government and Community Road Safety Committee meet monthly and a total of 12 meetings were held during the 2009/2010 financial year. All meetings were held at the WA Local Government Association, Local Government House, 15 Altona St, West Perth.

The Committee members give their time, expertise and experience to the Community Road Safety Program process. Their contribution is highly regarded and valued.

Attendance by members was as follows:

Name	Organisation represented	Meetings attended
Mayor David Boothman	WA Local Government Association	7
Cr Mick Wainwright	WA Local Government Association	8
Cr Graham Pittaway*	WA Local Government Association	7
Brian Webb	Regional community representative	12
John Pintabona	WA Police	7
Rina Cercarelli	Research and evaluation	8
Brian Kidd	Main Roads WA	7
Esme Bowen	Community representative	8
Terri-Anne Pettet	WALGA RoadWise Program	11
Engel Prendergast (representing Terri-Anne Pettet)		1
Kumar Vadivale*	Institute of Public Engineers and Works	5
Sheryl Harvey*	Office of Road Safety	1
Craig Hicks (representing Sheryl Harvey)	Office of Road Safety	4
Danielle Griffin *	Office of Road Safety	7
Linda Parsons	School Drug Education and Road Aware	9
Chris Paino	Apex	7

Table 1: Local Government and Community Road Safety Committee membership 2009/2010

* Member for part year

Terms of Reference

The LG & CRSC terms of reference describe the purpose and structure of the Program and the Committee. The Terms of Reference is provided in the Appendix of this document.



S99 Back to Esperance Easter Rally 2010

The Back to Esperance Easter Rally 2010 was funded by the Program in September 2009 to promote the fatigue "Don't drive tired" road safety message. The event received \$500 in funding with 500 people attending the rally.

Image 3: S99 Back to Esperance Easter Rally 2010; Veteran Car Club of WA (inc) Esperance Branch

ABOUT THIS REPORT

Structure

This report is set out to report firstly on the financial year, namely 2009/2010, with a focus on the results within the financial year. Following this the grants over all years is included and reported on so that trends can be seen over the lifespan of the Program. The headings in the financial year and grants over all the years are the identical so a comparison can be made with the financial year and all the grants years. Case studies and pictures of grants funded in 2009/2010 are displayed throughout the report.

Record keeping

The information in this report has been extracted from the Community Road Safety Grants database and files which are kept at the WA Local Government Association. This information has been kept current by the Community Road Safety Grant Project Officer employed through the WA Local Government Association, RoadWise Program.

Grant Categories

Four types of grants are offered and funded which include; project, speed display trailer, event sponsorship and workforce development.

Project grants are available for groups to apply to develop and implement road safety projects. These usually are 12 month or more projects with a plan to be sustainable following initial funding. The amount funded is based on the Committee's assessment of the application. Some project grants that have been funded in the past are Please Slow Down Consider our Kids Bin Sticker projects, Driver Reviver projects and child car restraint checking and fitting stations. Some project grants funded in 2009/2010 are highlighted throughout this report.

Speed Display Trailer grants are available for Local Governments to apply for funding for speed display trailer units. Speed display trailer units are a device that includes a changeable speed display, a radar speed detector and a regulatory speed limit or advisory speed sign. The speeds of approaching vehicles detected by the radar are displayed in real-time. A static sign that reads "Your Speed" is also attached to the display, thus, passing drivers receive immediate feedback as to how fast they are driving and how their speed relates to the posted speed limit. Speed display trailers are used to reduce speeding and encourage safe speeds Guidelines on the correct deployment of the units supplied by Main Roads WA must be adhered to and quarterly log books on the device activity are required to be submitted over the 12 month project period. A final evaluation report on the project is required after the 12 month project period. Positive results on these projects have been seen through final evaluation reports.

Sponsorship grants further encourage community groups to participate and include road safety within their event. Applicants apply to the committee for sponsorship for their event and successful applicants are supplied with a road safety message containing relevant information and suggestions for supporting policies. Sponsorship grants are assessed in accordance with eligibility criteria and must promote one of a selection of road safety messages. Sponsorship grants were introduced in 2007/2008 to include sponsorship of events, increase the length of and sustainability of project grants and enable more people to be involved in road safety initiatives.

Workforce development grants are divided into two different grants titled A and B. Workforce Development A provides financial assistance for individuals to participate in a conference, workshop, forum or course (workforce development) that will benefit the progression of the

Towards Zero strategy across Western Australia. Workforce Development B provides financial assistance for relevant groups to conduct an approved regional or local conference/forum/workshop, course or training (workforce development) that will contribute to the effective implementation of the *Towards Zero*, road safety strategy across Western Australia.

508 - Saints are deadly on the fields and play it safe on the road; Broome Saints Football Club



Image 4: 508 Saints are deadly on the fields and play it safe on the road; Broome Saints Football Club

Below the project applicant from Broome Saints Football Club for the project 508 “Saints are deadly on the fields and play it safe on the road” comments about the project in accompaniment with the photo (above).

“Please find attached a photo (above) of the trailer Broome Saints Football Club purchased thanks to our \$3,100.00 grant from the Community Road Safety Grants Program. You’ll note the logo on the back door. It has made a big difference to our club’s training nights and game days; all the equipment, eskies and water can be easily moved and stored. Pictured here are two of the Club’s leaders, Joshua Sibosado (left) and Craig Sampi (right). These young men are great role models and peer educators, and excellent footballers. Josh is our MC at club award nights, where he is quick to remind the crowd about not drinking & driving, or putting on seatbelts. The Club’s focus on driver safety has made a difference.” (Project applicant 2010)

The project is being run over three years and involves educating members about the risks of drink driving, speeding and how seatbelts can save lives. These messages are actively promoted at training, games and special events. Guest speakers are invited to the club to discuss road safety issues and the club also implements road safety policies to embed road safety apart into their club culture.

The road safety trailer is used at club games and functions and assists with the carriage of gear to and from games, display road safety messages at games and around the town of Broome. Club members also provide assistance to the Broome Driver Reviver project, also funded through the Community Road Safety Grants Program in Round 1.

GRANTS 2009 / 2010 YEAR 8

1. Grants awarded

Number of grants submitted and approved

This financial year of 2009/2010 has seen another successful year for the Local Government and Community Road Safety Grants Committee. In this year, 105 grants were submitted including project, speed display trailer, sponsorship grants and workforce development grants. Of the 105 grants submitted 101 were approved by the committee and implemented. The committee allocated \$390,923.60 of grant funds, the highest amount of grant allocation over all the years of the grants.

The following table represents the types of grants approved by month in financial year 2009/2010.

Month	Project Grants	Speed Display Trailer Grants	Sponsorship Grants	Workforce Development Grants	Grants approved by month
June	\$36,805.00	\$19,017.90	\$6,900.00		\$62,722.90
July			\$9,250.00		\$9,250.00
August		\$25,380.00	\$11,040.00		\$36,420.00
September			\$8,600.00		\$8,600.00
October			\$4,000.00		\$4,000.00
November	\$73,170.00		\$12,200.00		\$85,370.00
December	\$14,153.00		\$3,900.00		\$18,053.00
January	\$47,545.00		\$5,100.00		\$52,645.00
February		\$20,000.00	\$4,200.00		\$24,200.00
March			\$5,200.00		\$5,200.00
April	\$28,830.00	\$20,000.00	\$5,000.00		\$53,830.00
May	\$21,406.00		\$7,900.00	\$1,416.70	\$30,722.70
TOTAL	\$221,909.00	\$84,397.90	\$83,290.00	\$1,416.70	\$391,013.60

Table 2: Types of grants approved by month in financial year 2009/2010



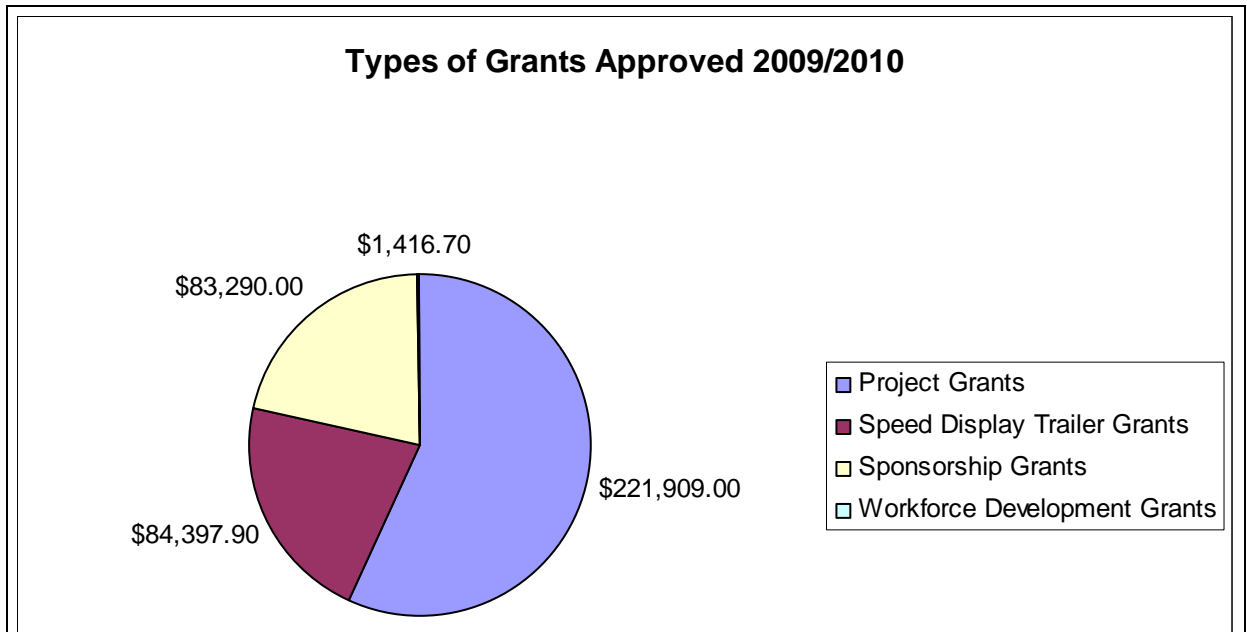
Image 5: S128 Surf Lifesaving Carnivals

S128 Surf Lifesaving Carnivals

The Surf Lifesaving Carnivals held by the Esperance Goldfields Surf Life Saving Club was funded \$750 in January 2010 to promote the drink driving "Don't drink and drive" road safety message at their event.

The club was also funded an additional \$200 to fund their own "Don't drink and drive" road safety banner to use at future events

The graph below shows types of grants that were approved in 2009/2010. This shows that the majority of grants that were funded in this financial year were project grants. Workforce development grants were only introduced in the last few months of the financial year.



Graph 1: Types of Grants Approved 2009/2010

Number of Project grants submitted and approved

The highest amount of funding that was approved in 2009/2010 was to project grants. Of the 105 grants 17 applications were approved project grants. A wide variety of projects were implemented mainly focusing on safe road use. Examples of the project grants are included as case studies within this report and further information can be obtained from the grants officer.

Number of Speed Display Trailer grants submitted and approved

A total of four grants were speed display trailer grants were funded in 2009/2010. This gave three regions, namely Gascoyne, the Goldfields one new speed display trailer units and the South Metropolitan region two new speed display trailer units. The speed display trailer grant guidelines were altered this year and the grant funding is capped at \$20,000.

Number of Sponsorship grants only submitted and approved

Sponsorship grants were funded \$83,198.00 this financial year with 79 sponsorship grants approved and implemented. safe road use was the most used cornerstone message, including "Drinking kills Driving skills", "Don't drink and drive", "Drop 5 Save Lives", "Don't drive tired" and "Belt Up". The most common used road safety banner was the "Don't drink and drive" road safety message.

Number of Workforce Development grants only submitted and approved

Workforce development grants were introduced late this financial year. Two applications were submitted and one was approved for attendance to the Road Safety Research, Policing and Education Conference 2010. The applicant will be presenting on a current project that has been funded through the Community Road Safety Grant Program in the 2008/2009 financial year.

2. Grants by cornerstones

The introduction and endorsement of the *Towards Zero* WA Road Safety Strategy in 2008 saw the “classes of initiatives” from the *Arriving Safety* WA Road Safety Strategy change to relate to the current strategy and cornerstones are used to identify the key priority areas to focus on the safe system approach to road safety. The below information displays the cornerstones derived from the *Towards Zero* WA Road Safety Strategy. Information following regarding all grants will discuss “classes of initiatives” derived from the related WA Road Safety Strategy *Arriving Safety*.

Project grants

Table 3 shows projects, including speed display trailer grants funded by cornerstones (as identified in *Towards Zero*, Road Safety Strategy for Western Australia 2008-2020) as well as the total amount funded, for the 2009/2010 financial year (Year 8). This shows the majority of projects focus on the safe road use cornerstone of *Towards Zero*, followed closely by safe speeds.

Cornerstones 2009/2010 Financial Year		
Cornerstone	Number of projects	Amount
Safe speeds	8	\$128,795.90
Safe vehicles		
Safe roads and roadsides		
Safe road use	10	\$132,183.00
Combined	3	\$45,330.00
TOTALS	21	\$306,308.90

Table 3: Cornerstones, total number of projects funded and funding amount for 2009/2010

A wide variety of project grants were applied for this financial year. Of the eight safe speed projects, four were speed display trailer grants, three were “Please Slow Down and Consider Our Kids” bin sticker projects and one was a Community Safe Speed Promise grant.

509 Please slow down - consider our kids - bin sticker initiative



Image 6: 509 Please slow down - consider our kids - bin sticker initiative

The Richmond Primary School P+C were funded by the Program for their Please slow down - consider our kids - bin sticker initiative. The initiative is part of Richmond School’s P&C Roadwise campaign with leadership from our P&C “Roadwise” Coordinator. The P&C ran the bin sticker initiative by drawing attention to the need for drivers to lower speeds and be aware of children travelling and playing in the locality, through articles in the school newsletter and local community newspapers.

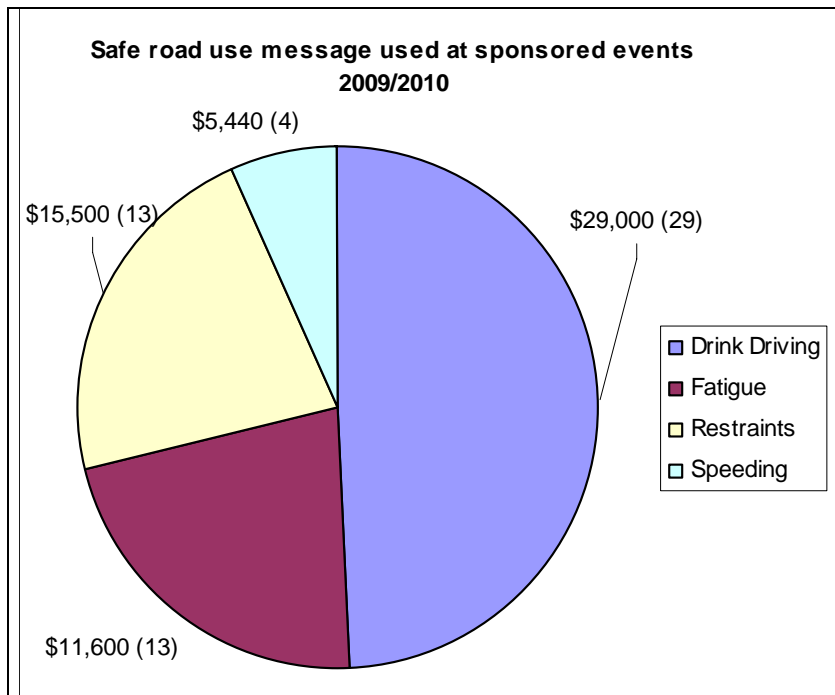
Sponsorship grants

Table 4 (below) shows sponsorship grants funded by cornerstone (as identified in *Towards Zero, Road Safety Strategy for Western Australia 2008-2020*) including the total amount funded for the 2009/2010 financial year (Year 8). This shows that the main message used at sponsored events is safe road use.

Cornerstones 2009/2010 Financial Year		
Cornerstone	Number of sponsorship grants	Amount
Safe speeds	12	\$10,558.00
Safe vehicles	3	\$4,500.00
Safe roads and roadsides		
Safe road use	59	\$61,540.00
Combined	5	\$6,600.00
TOTALS	79	\$83,198.00

Table 4: Cornerstones, total number of sponsorship grants funded and funding amount for 2009/2010.

Safe road use cornerstone encompasses drink driving, fatigue, restraints and speed road safety messages.



Graph 2: Safe road use message used at sponsored events 2009/2010

Graph 2 (above) breaks down the use of the safe road use cornerstone used at the sponsored events into the problem-specific messages. Drink driving is still the most used road safety message at the sponsored events followed by fatigue, restraints and safe speeds. The road safety messages are displayed as a banner supplied by RoadWise at the event.


3. Grants by region

Throughout Western Australia there are 11 RoadWise Regional Road Safety Officers who assist the Local Governments and community groups in their region to submit, implement and evaluate their community road safety program, initiatives, workforce development or sponsored event. Table 5 below shows the distribution of grants by region for the financial year 2009/2010 of the Community Road Safety Grants Program.

Grants by region 2009/2010 financial year									
Region	Projects		Speed Display Trailer Grants		Sponsorship Grants		Workforce Development Grants		Total
Great Southern									0
Gascoyne			1	25%					1
Goldfields Esperance	2	12%	1	25%	11	14%			14
Kimberley	5	29%			17	22%			22
Metro North	4	24%			12	15%	1	100%	17
Metro South	4	24%	2	50%	9	11%			15
MidWest					10	13%			10
Pilbara					1	1%			1
South West					6	8%			6
Wheatbelt North	1	6%			4	5%			5
Wheatbelt South	1	6%			9	11%			10
TOTAL	17		4		79		1		101

Table 5: Grants distributed by region and total amount funded for the 2009/2010 financial year

As the table above shows the Kimberley region submitted and implemented the highest amount of grants.

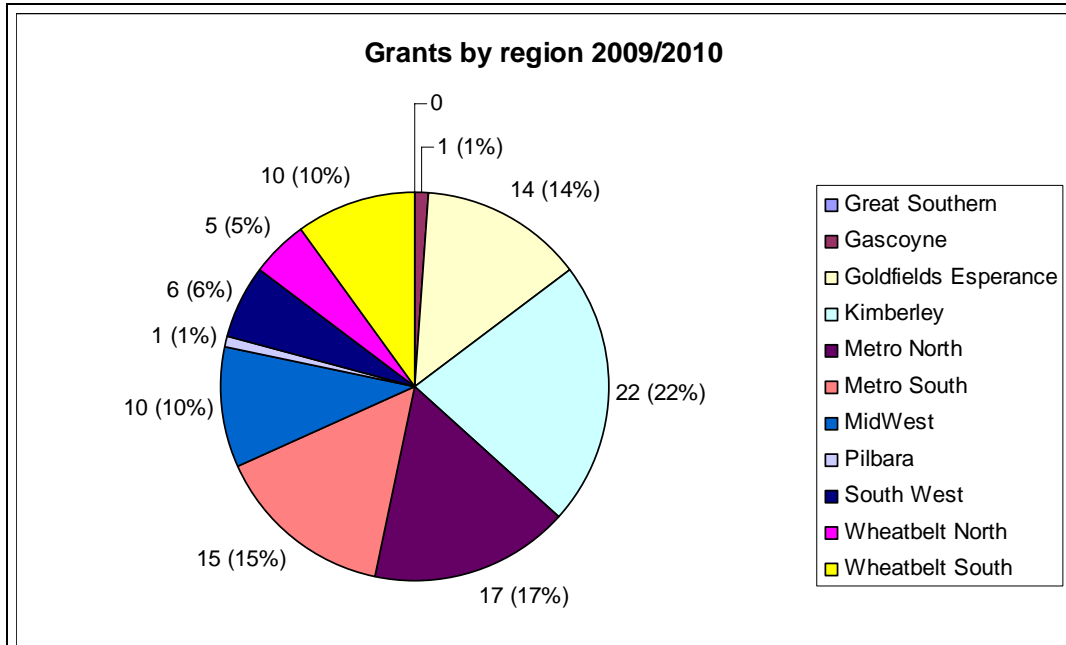


516 Community Safe Speed Promise "Don't Zoom in Broome", Shire of Broome

Community Safe Speed Promise "Don't Zoom in Broome" was funded \$11,790.00 in November 2009. The Community Safe Speed Promise is based on an existing project, the Neighbourhood Pace Car Pledge and works like a treaty between communities; stating "we will act as a guest in your community if you act as a guest in ours". The Shire of Broome provides a bumper sticker for those residents who sign so they are easily identifiable and can set an example for other motorists to follow. Intensive promotion of the program through local media, Local Government mediums and community groups that highlights the value of the program is used to recruit participants.

Image 7: 516 Community Safe Speed Promise "Don't Zoom in Broome", Shire of Broome

The graph below represents the previous table, grants by region 2008/2009. Only one of the regions did not apply for or receive grant funding during this financial year. Each year depending on the needs of the region and the community members the number of grants and types of grants applied for varies.



Graph 3: Grants by region 2009/2010

Although most regions have received funding, there is some imbalance in the number of grants and amount of funding to different regions. Part of this may be attributed to projects and activities being funded through other means, for example: some Councils allocate funding to RoadWise or Road Safety Committees in their annual budgeting process; local projects are sometimes funded with contributions from local businesses or through Regional Road Safety Officers (Capacity Building).



523 Road Safety guide to the Gibb River Road

The Road Safety guide to the Gibb River Road and other roads in the Kimberley was funded \$2,950.00 in December 2009 by the Program. The aim of this project is to re-produce a regional tourist road safety guide which will target domestic and international visitors to the Kimberley. The guide will ensure that road users are both aware and well informed of the hazards and road safety issues on Kimberley roads. The guide covers those issues that are specifically relevant to the Kimberley such as stock on roads, crossing creeks and rivers, fires, road trains and dust. It will also provide information on major road safety issues such as speed, drink driving, restraints and fatigue. It will be distributed by Police, Main Roads WA, the tourism sector and RoadWise Committees across the Kimberley.

Image 8: 523 Road Safety guide to the Gibb River Road and other roads in the Kimberley, Derby West Kimberley RoadWise Committee

4. Community and agency participation

Organisations involved

The Program aims to increase community participation in road safety. A record is kept of the primary and secondary organisations that are involved in each grant funded project. A primary organisation coordinates the project whilst the secondary organisation is involved in the implementation of a project.

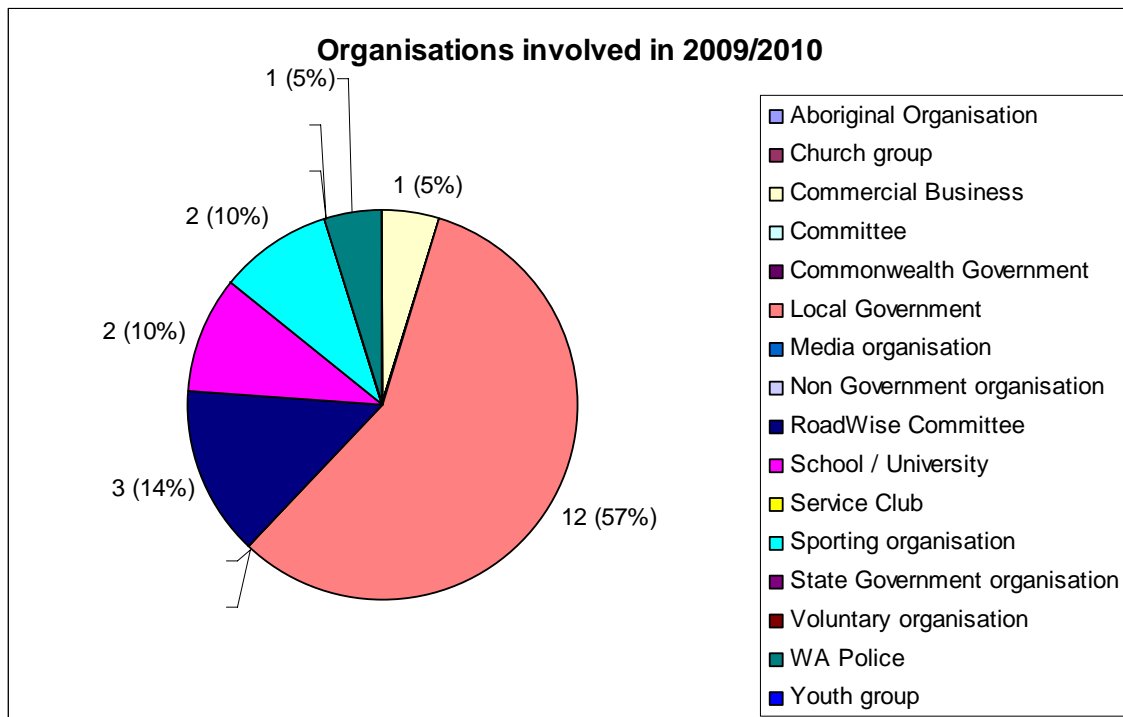


S92 Mingenew Expo, Mingenew Lions Midwest Expo Committee

The picture left is of the funded sponsorship grant S92; Mingenew Expo. At some sponsored events, not only do the applicants promote road safety through a banner, but through a number of strategies. Here the Expo hosted a RoadWise stall with numerous road safety items, promotion and interaction.

Image 9: S92 Mingenew Expo, Mingenew Lions Midwest Expo Committee

The graph below shows grants by organisation, as would be expected, Local Governments and RoadWise Committees continue to apply for and receive the highest percentage of grant funded projects.



Graph 4: Grants by organisation 2009/2010

Organisations involved in 2009/2010		
Organisation	Number of project and SDT grants	Percentage of Projects (%)
Aboriginal Organisation		
Church group		
Commercial Business	1	4.76%
Committee		
Commonwealth Government		
Local Government	12	57.14%
Media organisation		
Non Government organisation		
RoadWise Committee	3	14.29%
School / University	2	9.52%
Service Club		
Sporting organisation	2	9.52%
State Government organisation		
Voluntary organisation		
WA Police	1	4.76%
Youth group		

Table 6: Total number of grants by organisation type for 2009/2010

Table 6 displays the number of project grants and speed display trailer grants organisation type, this being the primary organisation.



Image 10: 517 Be Safe - Be Seen Wyndham Pedestrian Project, Wyndham Police

517 Be Safe - Be Seen Wyndham Pedestrian Project, Wyndham Police

Be Safe - Be Seen Wyndham Pedestrian Project was funded in November 2009 aiming to reduce the number of Aboriginal pedestrian fatalities and injuries, change pedestrian behaviours and attitudes and improve environmental conditions for pedestrians (particularly at night) in Wyndham. A collaborative approach between WA Police, the Shire of Wyndham East Kimberley, local liquor licensees, the Wyndham RoadWise Committee and other indigenous organisations have implemented a combination of environmental, community development and mass media strategies.

ALL GRANTS

1. Grants awarded

Number of grants submitted and approved

The following table (Table 7) includes all grants in the Community Road Safety Program (including, project, speed display trailer grants, sponsorship and workforce development grants) over all the financial years. Sponsorship grants were introduced in 2007/2008 financial year and workforce development grants were introduced in 2009/2010 financial year and are included in the below table.

A total of 620 grants have been submitted to the road safety committee with 479 grants approved and implemented across Western Australia. In total the grants program has funded \$2,700,924.06 worth of road safety initiatives.

The table below shows that the percentage of grant applications approved has increased which we can infer that the quality of the grant applications has improved over time. This may be attributed to regional road safety officers time with community members to develop and submit quality applications. The total funded amount is dependant on both available grant funding and quality of grants submitted.

Over the life of the Program, 29 approved project applications have been withdrawn. Projects are withdrawn for a variety of reasons including insufficient resources from other sources, loss of staff or changing priorities.

Year	Grants submitted	Grants approved	Grants approved	Grants withdrawn	Grants approved and implemented	Total funding approved and implemented	Average grant amount
2002/2003	63	32	51%	4	28	\$146,724.60	\$5,240.16
2003/2004	126	81	64%	6	75	\$369,885.92	\$4,931.81
2004/2005	99	68	69%	8	60	\$436,798.00	\$7,279.97
2005/2006	67	53	79%	1	52	\$446,528.00	\$8,587.08
2006/2007	40	34	85%	4	30	\$282,527.11	\$9,417.57
2007/2008	52	50	96%	3	47	\$272,347.46	\$5,794.63
2008/2009	68	60	88%	3	57	\$355,189.37	\$6,231.39
2009/2010	105	101	96%	0	101	\$390,923.60	\$3,870.53
Total	620	479	77%	29	450	\$2,700,924.06	\$6,002.05

Table 7: All grants submitted over all grant years

Number of Project grants submitted and approved

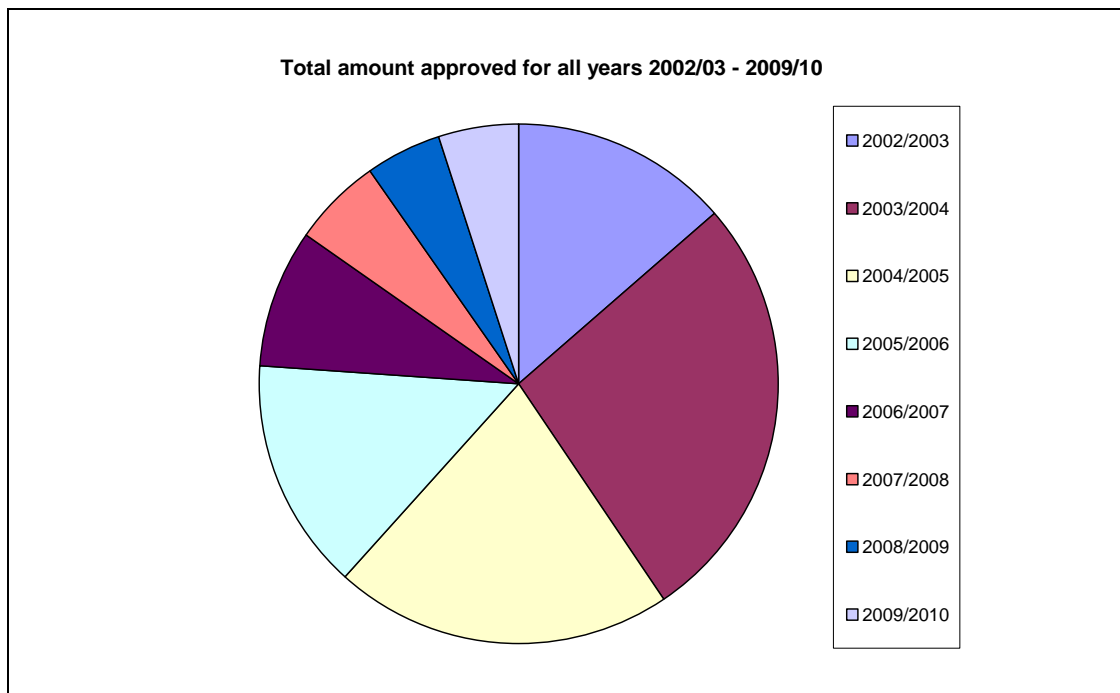
A total of 466 project applications have been submitted over the life of the Community Road Safety Grants Program (from February 2003 to May 2010) with 331 (71%) being approved. A total of 25 projects were withdrawn leaving a total of 306 projects approved and implemented throughout Western Australia at a total value of \$2,555,719.36.

Table 8 and Graph 5 (page 19) show a yearly comparison of the total number of projects submitted, including speed display trailer grants. The total number approved for funding and amount approved over the life of the Community Road Safety Grants Program is also included.

It should also be noted that in 2007/2008 financial year saw the introduction of sponsorship grants and in 2009/2010 financial year saw the introduction of workforce development grants. These have not been included in the following table.

Year	Projects submitted	Projects approved	% of projects approved	Projects withdrawn	Projects approved and implemented	Total funding approved and implemented	Average grant amount
2002/2003	63	32	51%	4	28	\$146,724.60	\$5,240.16
2003/2004	126	81	64%	6	75	\$369,885.92	\$4,931.81
2004/2005	99	68	69%	8	60	\$436,798.00	\$7,279.97
2005/2006	67	53	79%	1	52	\$446,528.00	\$8,587.08
2006/2007	40	34	85%	4	30	\$282,527.11	\$9,417.57
2007/2008	26	24	92%	1	23	\$251,597.46	\$10,939.02
2008/2009	22	18	82%	1	17	\$315,349.37	\$18,549.96
2009/2010	23	21	91%	0	21	\$306,308.90	\$14,586.14
Total	466	331	71%	25	306	\$2,555,719.36	\$8,352.02

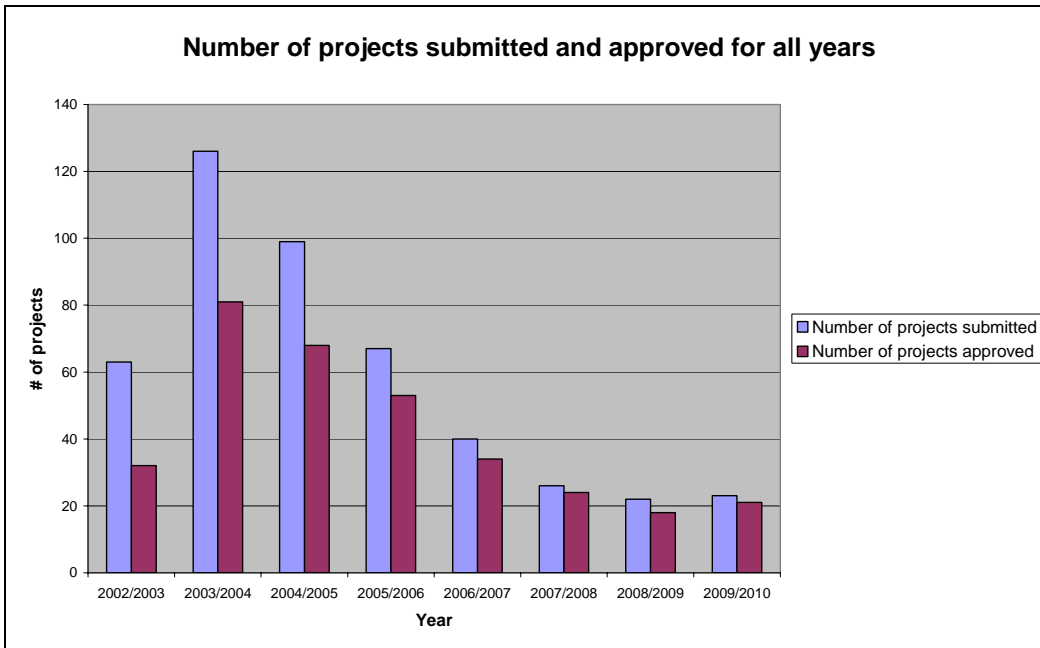
Table 8: Project grants only (including speed display trailer grants) submitted over all grant years



Graph 5: Total funding amount approved for projects over all years of the Community Road Safety Grants Program

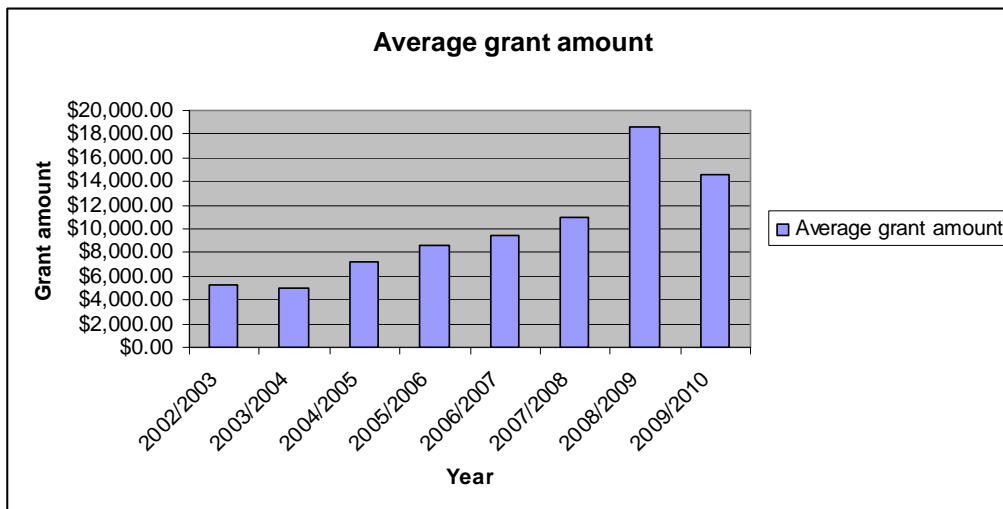
Graph 6 (page 20) shows the number of projects submitted and approved for each year of the Community Road Safety Grants Program.

Except for the first year of the Program in 2002-2003 (this year covered only four funding rounds from February to May), the total number of projects submitted and approved has been gradually declining since the beginning of the Program. However the percentage of approved grants has been increasing, with 91% of project applications being approved for financial year 2009/2010.



Graph 6: Total number of projects submitted and approved for all years of the Community Road Safety Grants Program

Graph 7 (below) demonstrates a general increase in the average amount of grants for approved projects over the life of the Community Road Safety Grants Program. The substantially higher average amount of grants in 2005/2006 through to 2009/2010, the highest in 2008/2009 which can be attributed to the uptake of speed display trailers.



Graph 7: Average amount of grant for approved projects

Number of Speed Display Trailer grants submitted and approved

The following table includes speed display trailer grants funded through the community road safety program.

A total of 48 speed display trailer (SDT) grants have been approved and implemented around Western Australia. In total the Grants Program has funded \$902,189.19 to speed display trailer grants.

Increase in the average grant amount seen in 2009/2010 prompted the introduction of new guidelines which included a cap on the speed display trailer grant amount at \$20,000. Of the four SDT projects approved in 2009/2010, one was a combined project including a child car restraint project which increased the average speed display trailer grant amount.

Year	Projects approved	SDT projects approved	% of SDT projects	SDT projects withdrawn	SDT projects approved and implemented	Total funding of SDT projects approved and implemented	Average SDT project funded grant amount
2002/2003	32	2	6%	0	2	\$29,182.00	\$14,591.00
2003/2004	81	0	0%	0	0	\$0.00	\$0.00
2004/2005	68	1	1%	0	1	\$49,328.00	\$49,328.00
2005/2006	53	13	25%	0	13	\$243,783.50	\$18,752.58
2006/2007	34	8	24%	0	8	\$134,969.09	\$16,871.14
2007/2008	24	8	33%	0	8	\$146,782.60	\$18,347.83
2008/2009	18	12	67%	1	11	\$213,744.10	\$19,431.28
2009/2010	21	4	19%	0	4	\$84,399.90	\$21,099.98
Total	331	48	15%	1	47	\$902,189.19	\$19,195.51

Table 9: Speed display trailer grants submitted over all grant years

507 Speed and Fatigue can be fatal; Shire of Carnarvon



The Shire of Carnarvon received funding for their project 507; "Speed and Fatigue can be fatal" in Round 1, June 09/10. The Shire was concerned with increasingly busy roads and a rise in incidents of speeding, lack of restraint use, fatigue and drink driving. The speed display trailer is a vital tool with the road safety campaigns in reducing the incidents of speeding, and alert drivers of restraint usage, driver reviver stops and assist with curbing drink driving and fatigue driving.

Image 11: 507 Speed and Fatigue can be fatal; Shire of Carnarvon

Number of Sponsorship grants only submitted and approved

Sponsorship grants were introduced in the 2007/2008 financial year to further encourage community groups to participate and include road safety within their event. Successful applicants will be supplied with a road safety message with relevant information and suggestions for supporting policies. Sponsorship grants are also assessed in accordance with eligibility criteria and must promote one of a selection of road safety messages.

A total of 143 sponsorship grants have been approved and implemented across Western Australia. In total the grants program has funded \$143,788.00 to sponsorship grants. The popularity of sponsorship grants have increased, demonstrated in the percentage of sponsorship grants submitted, increased to 79% in 2009/2010 from 52% in the introduction year in 2007/2008 and 70% in the second year. The following table includes only sponsorship grants funded through the Grants Program.

Year	Number of grants approved	Sponsorship grants submitted	% of sponsorship grants	Total amount approved and implemented	Total amount approved and implemented	Average grant amount
2007/2008	50	26	52%	24	\$20,750.00	\$864.58
2008/2009	60	42	70%	40	\$39,840.00	\$996.00
2009/2010	101	80	79%	79	\$83,198.00	\$1,053.14
Total	211	148	70%	143	\$143,788.00	\$1,005.51

Table 10: Sponsorship grants only submitted over all grant years

S85 - Ardyaloon Road Safety and Healthy Lifestyle Expo; Djarindjin Local Drug Action Group

The Djarindjin Local Drug Action Group was successful in receiving sponsorship funding for the Ardyaloon Road Safety and Healthy Lifestyle Expo in the Kimberley region promoting road safety focusing on promoting the safe vehicles cornerstone.



Figure 1: S85 Ardyaloon Road Safety & Healthy Lifestyle Expo, Djarindjin Local Drug Action Group

Number of Workforce Development grants only submitted and approved

Workforce Development grants were introduced in the last months of the 2009/2010 financial year. Workforce Development Grants are divided into two different grants titled A and B. Workforce Development A provides financial assistance for individuals to participate in a conference, workshop, forum or course (workforce development) that will benefit the progression of the *Towards Zero* strategy across Western Australia.

Workforce Development B provides financial assistance for relevant groups to conduct an approved regional or local conference/forum/workshop, course or training (workforce development) that will contribute to the effective implementation of the *Towards Zero* WA road safety strategy across Western Australia.

The following table includes only workforce development grants in the community road safety program. Two workforce development grant applications were submitted to the Community Road Safety Committee, with one workforce development grant application approved.

Year	Grants approved	Workforce development grants submitted	% of workforce development grants submitted	Projects withdrawn	Total approved and implemented	Total funding approved and implemented
2009/2010	101	2	2%	0	1	\$1,416.70
Total	101	2	2%	0	1	\$1,416.70

Table 11: Workforce Development grants submitted over all grant years




Image 12: S130 Blessing of the Roads

S130 – City of Joondalup and City of Stirling Blessing of the Roads, funded Round 9 in February 09/10

Blessing of the Roads is an annual event developed by the WALGA RoadWise Program and promoted through events run by Local Governments and community groups. The City of Stirling hosted Blessing of the Roads at the Carine Open Space.

School children were invited to present (picture above left) and release doves (picture right) to raise community awareness of driving safely over the Easter long weekend. Representatives from Fire and Emergency Services, St John Ambulance and WA Police attended the event. It enabled a positive road safety culture in the local community and engaged local leaders to help demonstrate that road safety is valued and that road trauma is not accepted.




Image 13: S130 Blessing of the Roads

2. Grants by cornerstones

The information below displays the classes of initiatives derived from the *Arriving Safely* WA Road Safety Strategy 2003-2007 and the cornerstones derived from the *Towards Zero* WA Road Safety Strategy 2008-2010.

Project grants – *Arriving Safely*

Table 12 and Graph 8 show project grants and speed display trailer grants by class of initiative and the total amount funded for the Community Road Safety Grants Program within the years of *Arriving Safely*, Road Safety Strategy for Western Australia 2003-2007.

Classes of Initiatives from <i>Arriving Safely</i> (2002/2003 – 2007/2008)		
Class of initiative	Number of projects	Total amount
Countering drink driving	75	\$353,454.41
Reducing speeding	64	\$841,817.54
Increasing restraint use	15	\$102,140.80
Fatigue	19	\$115,255.67
Protecting vehicle occupants	19	\$98,520.57
Improving the safety of roads	4	\$36,178.75
Safer modes of travel	2	\$9,684.80
Improving the effectiveness of enforcement	19	\$74,355.02
Planning a safer system	0	\$0
Combination of initiatives	43	\$271,075.73
Other (includes bicycle safety and education, post trauma counseling, driver awareness, road rules, day time running lights and pedestrians)	10	\$36,118.80
TOTAL	270	\$1,938,602.09

Table 12: Classes of Initiatives, total number of projects funded and total funding amount for Grant Program (2002/2003 – 2007/2008).



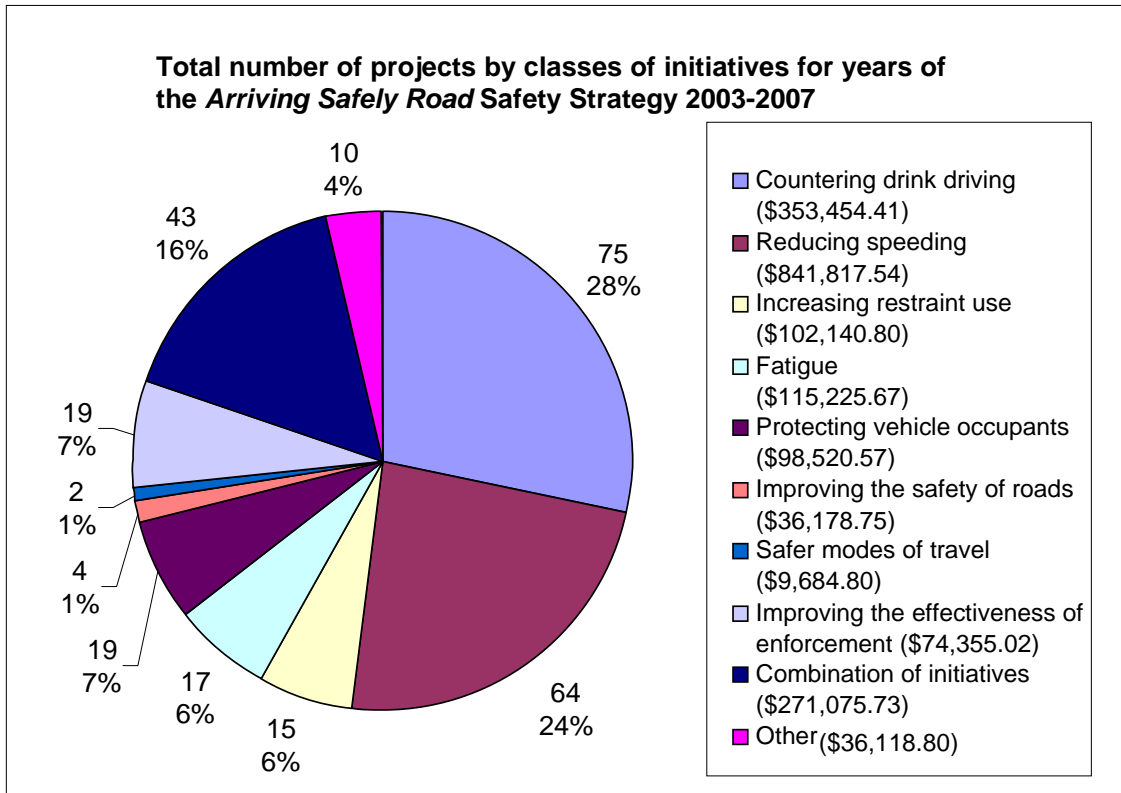
Image 14: S145 Kyle Andrews Foundation Walk

S145 Kyle Andrews Foundation Walk

The Kyle Andrews Foundation Walk on Cable Beach attracted 800 participants to its event. The Kyle Andrews Foundation promoted “Drinking kills driving skills” at their event.

It should be noted that the Program has in the past funded some projects that sat outside the priorities of the WA Road Safety Strategy. However, as organisations and community groups gain a greater awareness and understanding of these priorities, the Program has moved to fund only projects that align to these priorities.

As seen below and in Table 12, 'countering drink driving' was the main behaviour targeted in the highest number of grant funded projects.



Graph 8: Classes of Initiatives, total number of projects funded and total funding amount for the Program (2002/2003 – 2007/2008)

Project grants – Towards Zero

The below table (Table 13) shows both financial years 2008/2009 and 2009/2010 by cornerstone and the total amount funded for the Community Road Safety Grants Program within the years of *Towards Zero*, Road Safety Strategy for Western Australia 2008-2020.

Cornerstone Towards Zero 2008/09 - 2009/10		
Cornerstones	Number of projects	Amount
Safe speeds	23	\$422,770.00
Safe vehicles	2	\$20,717.77
Safe roads and roadsides	2	\$14,350.00
Safe road use	6	\$93,770.50
Combined	5	\$70,050.00
TOTALS	38	\$621,658.27

Table 13: Project cornerstones, total number of projects funded and funding amount for 2008/09 - 2009/10

Sponsorship grants – Towards Zero

The below table (Table 14) shows the sponsorship grants by the road safety message promoted at the event. The cornerstones for sponsorship grants have been classified within the *Towards Zero* cornerstones classification, namely safe speeds, safe vehicles, safe roads and roadsides and safe road use.

Cornerstone Towards Zero 2007/08 – 2009/10		
Cornerstone	Number of sponsorship grants	Amount
Safe speeds	24	\$18,808.00
Safe vehicles	5	\$6,000.00
Safe roads and roadsides	1	\$500.00
Safe road use	108	\$120,380.00
Combined	5	\$6,600.00
TOTAL	143	\$152,288.00

Table 14: Sponsorship cornerstones, total number of sponsorship grants funded and funding amount for the lifespan of the sponsorship grants

3. Grants by region

Table 15 below shows the distribution of grants by region for all years of the Community Road Safety Grants Program.

Gants by region over life of Grants Program (all years)									
Region	Projects		Speed Display Trailer Grants		Sponsorship Grants		Workforce Development Grants		Total
	Count	%	Count	%	Count	%	Count	%	
Great Southern	16	6%	5	11%	6	4%			27
Gascoyne	6	2%	3	6%	0	0%			9
Goldfields Esperance	17	7%	2	4%	14	10%			33
Kimberley	36	14%	3	6%	25	17%			64
Metro North	32	12%	9	19%	22	15%	1	100%	64
Metro South	57	22%	5	11%	11	8%			73
MidWest	25	10%	4	9%	17	12%			46
Pilbara	12	5%	1	2%	1	1%			14
South West	22	8%	4	9%	8	6%			34
Wheatbelt North	18	7%	4	9%	16	11%			38
Wheatbelt South	18	7%	7	15%	23	16%			48
TOTAL	259		47		143		1		450

Table 15: Grants by region and total amount funded over the life of the Grants Program (all years)



S110 Dongara Festival; Dongara Eneabba Mingenew Health Service

The Dongara Festival was funded in October 2009 to promote the “Don’t drink and drive” road safety message. A total of 1,500 people attended the event.

Image 15: S110 Dongara Festival; Dongara Eneabba Mingenew Health Service

4. Community and agency participation

The Community Road Safety Grants Program aims to increase community participation in road safety. The following information displays the different organisations that have been involved in the life of the Program.

Organisations involved

A record is kept of the primary and secondary organisations that are involved in each grant funded project. A primary organisation coordinates the project whilst the secondary organisation is involved in the implementation of a project.

Organisation	All Years		2009/2010	
	Project Grants	Percentage of Projects (%)	Project Grants	Percentage of Projects (%)
Aboriginal Organisation	8	2.65%		
Church group	1	0.33%		
Commercial Business	1	0.33%	1	4.76%
Committee	10	3.31%		
Commonwealth Government	1	0.33%		
Local Government	97	32.12%	12	57.14%
Media organisation	3	0.99%		
Non Government organisation	15	4.97%		
RoadWise Committee	102	33.77%	3	14.29%
School / University	2	0.66%	2	9.52%
Service Club	5	1.66%		
Sporting organisation	10	3.31%	2	9.52%
State Government organisation	10	3.31%		
Voluntary organisation	4	1.32%		
WA Police	28	9.27%	1	4.76%
Youth group	5	1.66%		

Table 16: Total number of grants by organisation type for all years and 2009/2010

EVALUATIONS

A project evaluation report is due no later than 15 months after the date the project was funded. Letters are generated and sent out on a regular basis to those organisations with outstanding evaluations.

Overall quality of project evaluations

Project evaluations are assessed by the evaluation and research representative of the Local Government & Community Road Safety Committee. This process ensures consistency in assessment.

Table 17 (below) shows the quality of project evaluations by percentage, the assessment rating is, one as unsatisfactory, three as satisfactory and five is excellent. These results are of all the evaluations received at the time of writing this report. The majority of project evaluations, 119 (70.8%), rated satisfactory or above.

Assessment rating	Number of projects	Percentage of projects (%)
1	21	9.17%
2	32	13.97%
3	91	39.74%
4	49	21.40%
5	13	5.68%
Unrated *	23	10.04%
TOTAL	229	100

Table 17: Overall quality of project evaluations.

* some project evaluations are still being assessed at this time

Level of media generated

The level of media generated is determined from information taken from project evaluations. Of the evaluations received, 165 (72%) of the projects have generated some level of media coverage.

Media type	Number of projects	Percentage of projects (%)
Print	148	55.43%
Radio	87	32.58%
Television	19	7.12%
Other	13	4.87%

Table 18: Type of media generated by funded project grants.

The different types of media generated are shown in Table 18 (above). It should be noted that some projects generate more than one type of media. Print and radio media are the most common forms of media generated by funded projects. It should be noted that the total media clips listed includes only known media clips and excludes any media not recorded by WALGA's media monitoring service or supplied through the community road safety network. These results are of the evaluations received at the time of writing this report.

Project evaluations are a critical component of the Community Road Safety Grants program. They allow applicants to determine the impact their project has had on the intended target audience and the overall success of the project in improving road safety.

To ensure consistency in the assessment of evaluation reports, the grants committee has engaged an external consultant to review all project evaluation reports. Following the assessment, evaluations of high standard are uploaded to the RoadWise Program website. Reports which have effectively assessed the impact of their project on the local community are uploaded and current and future applicants can view and use to model their evaluations on.



522 City of Armadale child car restraints fitting and checking station

The City of Armadale child car restraints fitting and checking station was funded in December 2009 to promote and run the Armadale monthly Child Car Seat Fitting Service and Safety Checks. With the aim to contribute to an increase in child car restraints used by parents and a reduction in the number of children killed and seriously injured as a result of traffic crashes in the City of Armadale.

Image 16: 522 City of Armadale child car restraints fitting and checking station

CONCLUSION

The Community Road Safety Grants Program aims to provide funding to community-based groups to plan, develop, implement and evaluate road safety projects that contribute to the implementation of *Towards Zero*, WA Road Safety Strategy 2008-2010 thereby increasing community participation in road safety activities.

This financial year demonstrated a continued move towards more effective and sustainable projects with higher levels of community involvement and projects of longer duration. There is also a continuing shift towards 'speed' related projects.

To further enhance the Community Road Safety Grants Program, the Committee introduced workforce development grants to provide funding for individuals to participate in a conference, workshop, forum or course (workforce development) and for relevant groups to conduct an approved regional or local conference, workshop, forum or course (workforce development).

In the 2009/2010 financial year a total of was allocated \$390,923.60 in funding for community-based road safety activities, speed display trailer grants, sponsorship grants and workforce development grants, the highest amount of funding allocated over all lifetime of the Program.

The Community Road Safety Grants Program will continue to increase community participation in road safety in Western Australia by improving the knowledge and understanding of community groups and Local Governments of evidence-based road safety priorities and effective interventions.

APPENDIX

Terms of Reference

The Terms of Reference for the Local Government and Community Road Safety Committee are as follows:

1. To provide advice and monitor the administration, approval, monitoring and evaluation of the Community Road Safety Grants Program
2. To ensure that community road safety grants are allocated in a manner which is transparent, accountable and equitable and takes into consideration road safety needs, effectiveness of programs, regional coordination/support and Local Government and local community participation and ownership;
3. To work with the Regional Road Safety Coordination Committees and RoadWise Committees to facilitate community involvement in road safety and the provision of advice in relation to funding applications under the Community Road Safety Grants Program;
4. To provide advice and feedback to the WALGA President and State Council on Local Government involvement in road safety and the operation of the Community Road Safety Grants Program;
5. To provide guidance and feedback, where requested, to RoadWise and the RoadWise Committees on matters relating to community involvement in road safety;
6. To provide issue-based advice to the Road Safety Council on road safety initiatives; and
7. To encourage and provide advice to member agencies on community involvement in road safety.
8. The Local Government and Community Road Safety Committee have a minimum of ten members which will include a minimum of one State Councillor and two other Local Government elected members, other members will come from government and non government agencies and community groups and representatives.
9. A minimum of five members shall constitute a quorum of the Local Government and Community Road Safety Committee.
10. The Local Government and Community Road Safety Committee shall determine whether a declaration of interest constitutes impartiality which would preclude a member from voting.
11. Membership to the Local Government and Community Road Safety Committee be reviewed regularly by the Association to ensure contemporary relevance;
12. The Chairman of the Local Government and Community Road Safety Committee be a Local Government representative;
13. Where the Local Government representative on the Road Safety Council is not a State Councillor, a reporting/accountability mechanism with State Council be established.
14. To ensure that community road safety grants meet the objectives and support the implementation of the current West Australian road safety strategy as recommended by the Road Safety Council.

For further information contact
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