



**LOCAL GOVERNMENT AND COMMUNITY  
ROAD SAFETY COMMITTEE**

**COMMUNITY ROAD SAFETY GRANTS PROGRAM**

# **REPORT 2008/2009**

**TOWARDS ZERO**



*getting there together*

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## EXECUTIVE SUMMARY

A total of 515 grants have been submitted to the Community Road Safety Grants Program with 349 grants approved and implemented around Western Australia. In total the grants program, from its inception in 2003, has funded \$2,310,000.46 to road safety initiatives, as at the end of financial year 2008/2009 (31 May 2009).

This financial year has seen another successful year for the Local Government and Community Road Safety Grants Committee. There were 68 grants submitted in 2008/2009, including project, speed display trailer and sponsorship grants. Of the 68 grants submitted 60 were approved by the Committee and 57 grants implemented. The Committee allocated \$355,189.37, the highest amount of grant allocation over all the years of the grants.

Of the 68 grants approved in 2008-2009, 22 were project and speed display trailer grants. These grants made up of \$315,349.37 of the funding with the average grant amount being \$18,549.96. Sponsorship grants, introduced in 2007/2008 to fund road safety promotion at events, made up \$39,840.00 of the funding with 40 events in total approved.

Grants are made available for projects and events that focus the cornerstones of *Towards Zero*, the WA Road Safety Strategy 2009-2020. *Towards Zero* is based on scientific research about the best solutions to WA's unique road safety problems.

Applications are 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. With collaboration with various stakeholders in the community this can become a reality and, accordingly, this approach has continued to inform the Committee's focus in 2008/2009.



Motika Dreaming project uses three art forms; photography, painting and film (picture above) to enable three remote indigenous communities in WA to engage with and discuss the role of the motika (slang indigenous term for car) in contemporary indigenous culture. The photo left is of the actors in one of the road safety advertisements developed for this project. The actors are not wearing seatbelts as part of the advertisement; as it goes on to show the devastating effects of this action to promote seatbelt wearing to their target audience.

**Image 1: Motika Dreaming project, funded in Round 11, 2008/2009**

## 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 Government endorsed Towards Zero, the Road Safety Council's recommended road safety strategy for 2008–2020. The Towards Zero road safety strategy 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 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. The applicants are required following the completion of the grant project and grant funds 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.



**Image 2: Newdegate Machinery Field Days, funded in Round 1, 2008/2009.**

The successful applicant promoted the road safety message through advertising, promotional materials, signage, the event program and a banner.

The applicants of this sponsorship grant selected the Fatigue message for their event. The applicant considered fatigue as a key safety message to ensure road users arrive safely at their destination due to the location of the event and location of the attendees. The event was attended by approximately 12,000 people, mostly families travelling far afield – a radius of 400 kilometers from Newdegate.

### Committee membership and attendance 2009-2010

A total of 11 meetings were convened by The Local Government and Community Road Safety Committee during the 2008/2009 financial year. The December 2008 meeting was held in conjunction with the November 2008 meeting to compensate for a busy Christmas period. All meetings were held at the WA Local Government Association, Local Government House, 15 Altona St, West Perth.

Committee members either represent a local government, road safety council, and community members who participant in a volunteer capacity. The Committee members give their time and their experience to the Community Road Safety Program process. Their contribution is highly regarded and valued.

Attendance by the LG & CRSC 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
Brian Webb	Regional community representative	8
John Pintabona	WA Police	8
Rina Cercarelli	Research and evaluation representative	10
Brian Kidd	Main Roads WA	7
Esme Bowen	Community representative	8
Terri-Anne Pettet	WALGA RoadWise Program	8
Engel Prendergast (representing Terri-Anne Pettet)		4
Robert Willis*	Institute of Public Engineers and Works	3
Kumar Vadivale*	Institute of Public Engineers and Works	2
Sheryl Harvey	Office of Road Safety	6
John Doak (representing Sheryl Harvey)	Office of Road Safety	3
Craig Hicks (representing Sheryl Harvey)	Office of Road Safety	2
Linda Parsons	SDERA (School Drug Education and Road Aware)	8
Chris Paino	Apex	5

**Table 1: Local Government and Community Road Safety Committee membership 2008/2009**

\* 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.



The 2009 North West Expo Broome Basketball Junior Carnival was a sponsored by the Program in March 2009 to promote the restraints – “There’s no excuse Belt Up” road safety message.

**Image 3: 2009 North West Expo Broome Basketball Junior Carnival, funded in Round 10, 2008/2009**

## ABOUT THIS REPORT

### Structure

This report is set out to report firstly on the financial year, namely 2008/2009, 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 2008/2009 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

Three types of grants are offered; project, speed display trailer and event sponsorship.

Project grants are available for groups to apply to run road safety projects. These are usually 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 2008/2009 can be seen throughout this report highlighted in a blue box.

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.

## GRANTS 2008 / 2009 YEAR 7

### 1. Grants awarded

#### Number of grants submitted and approved

In 2008/2009 a total of 68 applications were submitted to the grants Committee. Eight applications were unsuccessful, resulting in 88% of projects submitted to the Committee being approved. Three applications were approved by the Committee, however withdrawn by the applicant.

A total of 57 applications including grant projects, speed display trailer and sponsorship grants, were approved and funded for a total of \$355,189.37 in grant funding.

The following table represents the types of grants approved by month in financial year 2008/2009.

Month	Project grants	Speed display trailer grants	Sponsorship grants	Grants approved by month
June		\$15,708.00	\$4,500.00	\$20,208.00
July			\$4,500.00	\$4,500.00
August			\$1,500.00	\$1,500.00
September	\$7,840.00			\$7,840.00
October		\$36,408.00	\$1,000.00	\$37,408.00
November	\$48,610.00	\$51,691.70	\$500.00	\$100,801.70
December				\$0.00
January		\$18,737.90	\$5,500.00	\$24,237.90
February			\$7,820.00	\$7,820.00
March	\$8,000.00	\$18,528.00	\$6,500.00	\$33,028.00
April	\$10,000.00	\$38,784.50	\$2,000.00	\$50,784.50
May	\$27,155.27	\$33,886.00	\$6,020.00	\$67,061.27
<b>TOTAL</b>	<b>\$101,605.27</b>	<b>\$213,744.10</b>	<b>\$39,840.00</b>	<b>\$355,189.37</b>

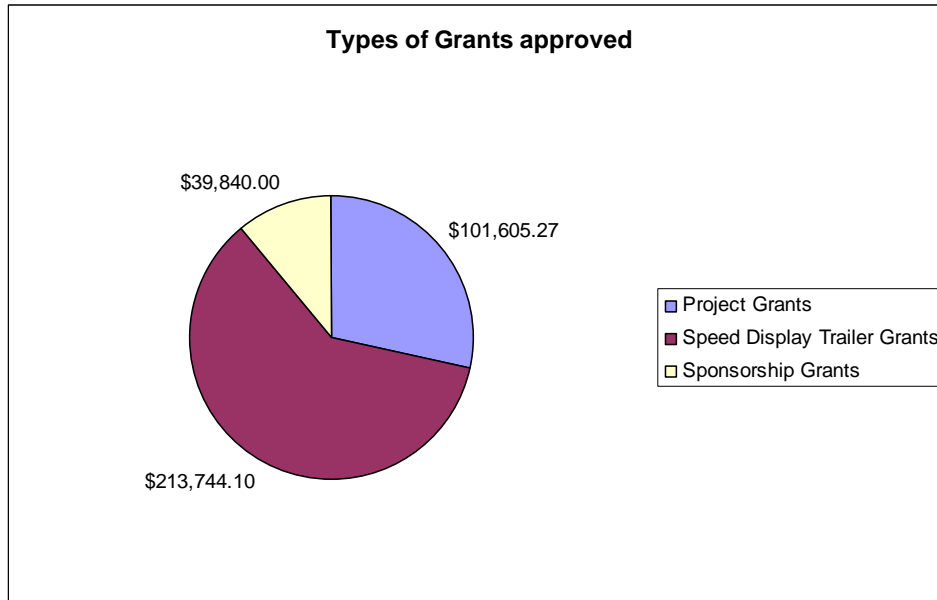
Table 2: Types of grants approved by month in financial year 2008/2009



The Shire of Williams was funded \$18,528.00 for their project Williams/Narrogin/West Arthur Speed Alert Monitor Trailer. The Shires of Williams, Narrogin (including Town) and West Arthur banded together to collectively purchase a shared Speed Alert Monitor (SAM) Trailer in collaboration with the local Police.

Image 4: Williams/Narrogin/West Arthur Speed Alert Monitor Trailer, funded Round 5, 2008/2009

Below is a graphical interpretation of the types of grants approved in 2008/2009. This shows that the majority of grants that were funded in this financial year were speed display trailer projects.



**Graph 1: Types of grants approved 2008/2009**

#### Number of Project grants submitted and approved

Of the 57 projects, 6 project grants were approved resulting in \$101,605.27 funded in the 2008/2009 financial year. An average of \$16,934.21 was funded per project grant. Two grants focused on safe vehicles, one on safe speeds, one focused on the safe road use cornerstone the remaining two projects focused on combined road safety initiatives. 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

Local Government is showing a continued involvement in safe speed projects with a 65% of successful grants funding speed display trailers in 2008/2009. Over the life of the grants 44 speed trailer projects have been funded to a total of \$823,868.29, with eleven trailers funded in 2008/2009 (\$213,744.10). Of the 57 projects, 11 speed display trailers were funded with an average of \$21,374.41 was funded per speed display trailer grant. These projects were implemented in seven different regions throughout the state. The Wheatbelt South implemented four speed display trailer projects, the Kimberley implemented two speed display trailer projects with the South West, Gascoyne, Goldfields Esperance, Wheatbelt North and Metro North all successful in implementing a speed display trailer project in their region.

#### Number of Sponsorship grants submitted and approved

The remaining 40 grants funded were sponsorship grants with a total of \$39,840.00 supplied in funds. An average of \$996.00 was funded for sponsorship grants. The main cornerstone promoted at funded events was safe road use. Examples of the funded events are included as case studies within this report and further information can be obtained by the grants officer.

## 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 (below) shows project grants and speed display trailer projects 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 2008/2009 financial year (Year 7).

Cornerstones 2008/2009 Financial Year		
Cornerstone	Number of projects	Amount
Safe speeds	12	\$262,354.10
Safe vehicles	2	\$20,717.77
Safe roads and roadsides		
Safe road use	1	\$16,437.50
Combined	2	\$15,840.00
<b>TOTAL</b>	<b>17</b>	<b>\$315,349.37</b>

**Table 3: Cornerstones, total number of projects funded and funding amount for 2008/2009.**

This shows the majority of projects focus on the safe speeds cornerstone of *Towards Zero*. The Community Road Safety Grants Program funded a further eleven speed display trailers, listed under the Safe speeds cornerstone, this financial year. This allows more Local Governments across the state to purchase a valuable resource that assists in promoting safe speeds and raises community awareness of lower travel speeds.

The remaining safe speeds project was the Community Safe Speed Promise project implemented by the City of Stirling and the City of Joondalup.

#### **Community Safe Speed Promise, funded in Round 6, 2008/2009**

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". This is a new way for the community and the Local Governments positively influence road safety in their local streets. Resident participation is the cornerstone of the initiative. The initiative asks residents to sign a Safe Speed Promise and commit to driving within the speed limit and being a courteous driver. When safe speed promise drivers slow down, they reduce the impact of their car use on the communities they drive through and encourage following cars to observe the speed limits.

The grant focusing on safe road use in 2008/2009, was primarily focused on restraints, in particular child car restraints developing a hire scheme to increase the use of child car restraints in the region.

### Sponsorship grants

Table 4 (below) shows sponsorship 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 2008/2009 financial year (Year 7). This shows that the main messages used at sponsored events is safe road user behaviour.

Cornerstone 2008-2009 Financial Year		
Cornerstone	Number of sponsorship grants	Total amount
Safe speeds	8	\$6,500.00
Safe vehicles	2	\$1,500.00
Safe roads and roadsides	1	\$500.00
Safe road use	29	\$39,840.00
Combined		
<b>TOTAL</b>	<b>40</b>	<b>\$48,340.00</b>

**Table 4: Cornerstones, total number of sponsorship grants funded and funding amount for 2008/2009.**

The safe road use initiatives have the potential to save 2,200 people from being killed or seriously injured over the life of the *Towards Zero* strategy. While a safe system builds an injury-tolerant system, those within it must use it responsibly.



**Graph 2: Safe road use behaviour messages used at sponsored events 2008/2009**

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 was the most used road safety message at the sponsored events. The road safety messages are displayed as a banner, usually combined with other activities, supplied by RoadWise at the event.

Influencing the behaviour of road users is critical in saving lives and preventing injuries on our roads. *Towards Zero* has a strong focus on:

- Educating road users
- Enforcing the road rules
- Promoting the safe system

It is important to continue problem-specific education, promotion and publicity, and enforcement campaigns, to promote shared responsibility in:

- Drink driving
- Speeding
- Novice driver training and licensing
- Drug driving
- Restraint use
- Fatigue driving
- Distraction

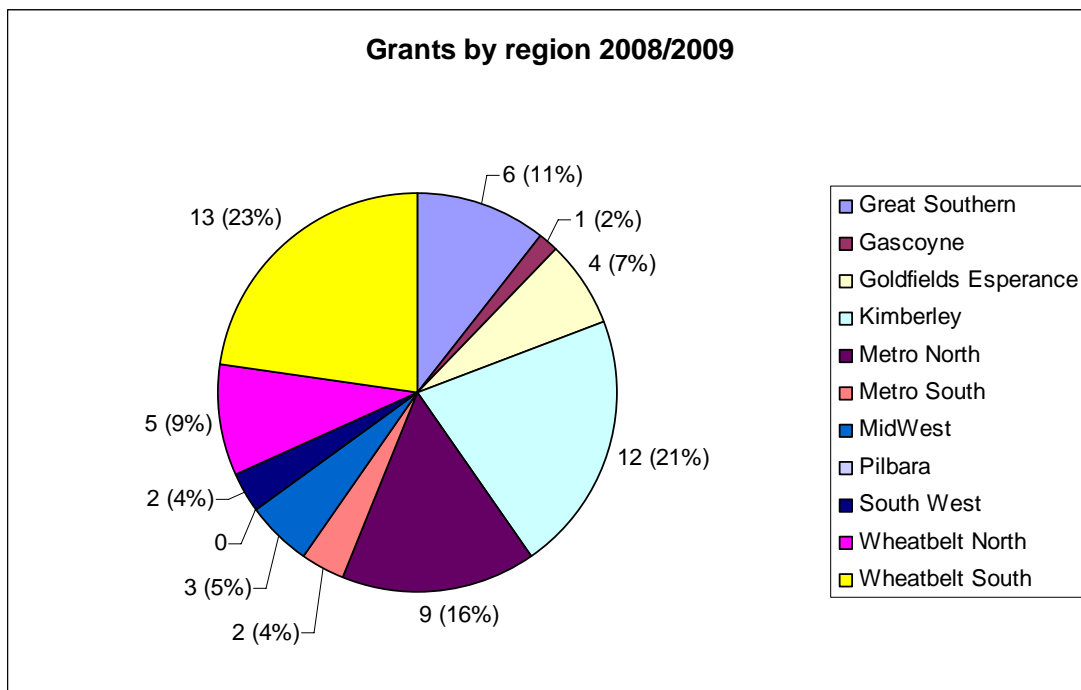
### 3. Grants by region

Table 5 (below) shows the distribution of grants by region for the financial year 2008/2009 of the Program. This reveals that the Wheatbelt South region and Kimberley region submitted the largest amount of approved grants approved by the Committee.

Grants by region 2008/2009 financial year				
Region	Number of projects	Number of speed display trailer grants	Number of sponsorship grants	Totals
Great Southern	1		5	6
Gascoyne		1		1
Goldfields Esperance		1	3	4
Kimberley	2	2	8	12
Metro North	2	1	6	9
Metro South			2	2
MidWest			3	3
Pilbara				0
South West		1	1	2
Wheatbelt North		1	4	5
Wheatbelt South	1	4	8	13
<b>TOTAL</b>	<b>6</b>	<b>11</b>	<b>40</b>	<b>57</b>

Table 5: Grants distributed by region and total amount funded for the 2008/2009 financial year

The graph below represents the above table, Grants by region 2008/2009. Only one of the regions did not apply for or receive grant funding during this financial year.



Graph 3: Grants by region 2008/2009

#### 4. Community and agency participation

##### Organisations involved

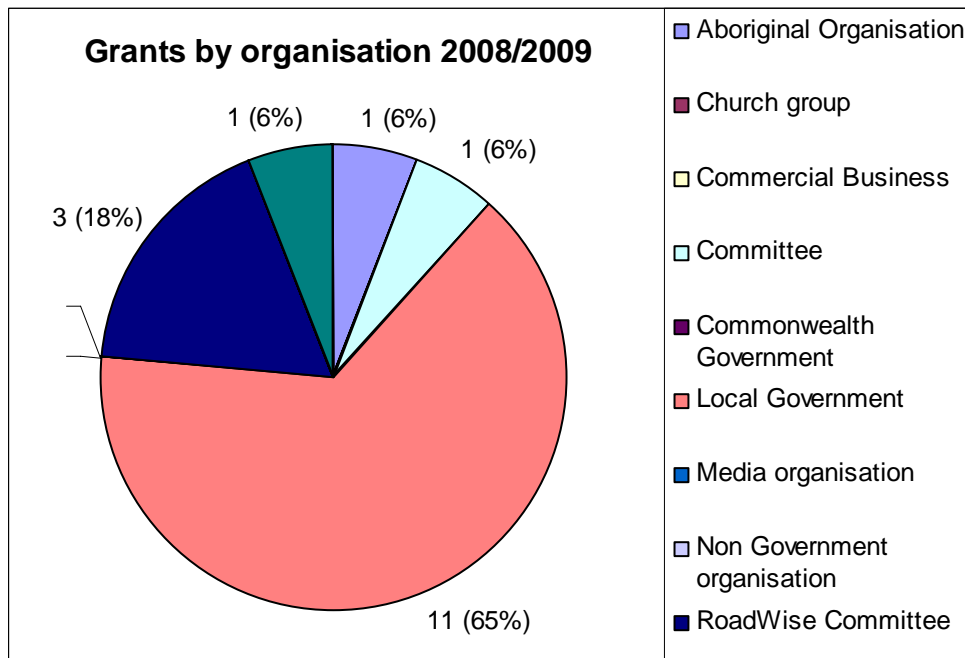
The Program aims to increase community participation in road safety. A record is kept of the primary and secondary organisations that are involved in each grant funded project. A primary organisation coordinates the project whilst the secondary organisation is involved in the implementation of a project.



The Yokine Community Fair is a community event held in November. The Program funded the Fair for \$1,500 and they displayed and promoted the “Drinking kills driving skills” road safety message.

**Image 5: Yokine Community Fair, funded in Round 2, 2008/2009**

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



**Graph 4: Grants by organisation 2008/2009**

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

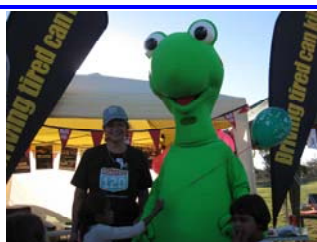
Organisations involved in 2008/2009		
Organisation	Number of project and SDT grants	Percentage of projects (%)
Aboriginal Organisation	1	6%
Church group		
Commercial Business		
Committee	1	6%
Commonwealth Government		
Local Government	11	65%
Media organisation		
Non Government organisation		
RoadWise Committee	3	18%
School / University		
Service Club		
Sporting organisation		
State Government organisation		
Voluntary organisation		
WA Police	1	6%
Youth group		

**Table 6: Total number of grants by organisation type for all years and 2008/2009.**

## 5. Length of projects

Projects, including speed display trailer projects, approved in 2008/2009 were all of a 12 month or more duration. This reflects decisions made by the Committee to encourage applicants to move towards longer-term projects and improve the effectiveness of short length projects by incorporating pre and post media and other longer-term activities. This has resulted in applications for long-term projects, such as those using speed display trailers, incorporating policy changes which lead to more structural change.

The Committee established the sponsorship grant category in 2007/2008 to accommodate the funding of events, for one day to week long events.



The Norseman Family day was funded \$500 for their local community Christmas event. Izzy the SDERA road safety mascot was there as well as a RoadWise stall promoting safe road use.

**Image 6: Norseman Family Day, funded Round 6, 2008/2009**

## ALL GRANTS

### 1. Grants awarded

#### Number of grants submitted and approved

The Table 7 (below) includes all grants in the Community Road Safety Program (including, project, speed display trailer grants and sponsorship grants) since the establishment of the grants program. Sponsorship grants were introduced in 2007/2008 financial year and are included in this and the following year in the below table.

A total of 515 grants have been submitted to the Committee with 349 grants approved and implemented around Western Australia. In total the grants program has funded \$2,310,000.46 worth of road safety initiatives.

The table below shows that the percentage of grant applications approved has increased over the years. From this we can infer that the quality of the grant applications has also 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. Financial year 2008/2009 has seen an increase in the number of grants submitted and approved from the previous two years.

Over the life of the Grants 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	Number of applications submitted	Number of grants approved	% of projects approved	Number of grants withdrawn	Total grants approved and implemented	Total amount funded	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
<b>TOTAL</b>	<b>515</b>	<b>378</b>	<b>73%</b>	<b>29</b>	<b>349</b>	<b>\$2,310,000.46</b>	<b>\$6,618.91</b>

**Table 7: All applicatins submitted over all grant years**

#### Number of Project grants submitted and approved

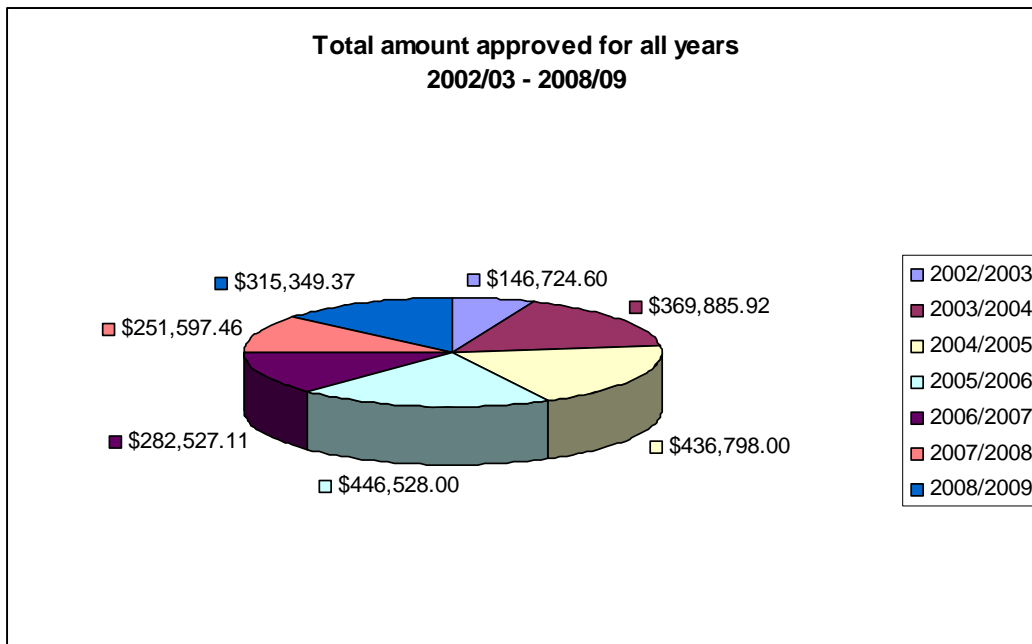
A total of 443 project applications, including speed display trailer projects have been submitted over the life of the Community Road Safety Grants Program (from February 2003 to May 2009) with 310 (70%) being approved. A total of 25 projects were withdrawn leaving a total of 285 projects approved and implemented throughout Western Australia at a total value of \$2,249,410.46.

Table 8 and Graph 5 shows a yearly comparison of the total number of projects submitted, total number approved for funding and amount approved over the life of the Program.

The following table includes project grants and speed display trailer grants in the community road safety program. Sponsorship grants have not been included in the following table.

Year	Number of projects submitted	Number of projects approved	% of projects approved	Number of projects withdrawn	Total projects approved and implemented	Total amount funded	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
<b>TOTAL</b>	<b>443</b>	<b>310</b>	<b>70%</b>	<b>25</b>	<b>285</b>	<b>\$2,249,410.46</b>	<b>\$7,892.67</b>

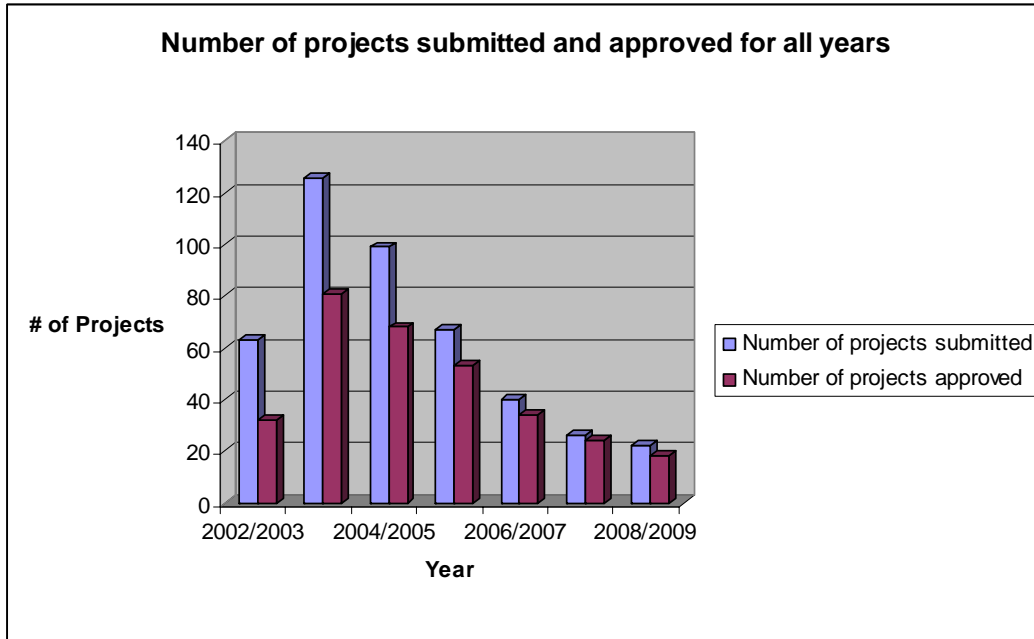
Table 8: Project grants only (including speed display trailer grants) submitted over all grant years



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

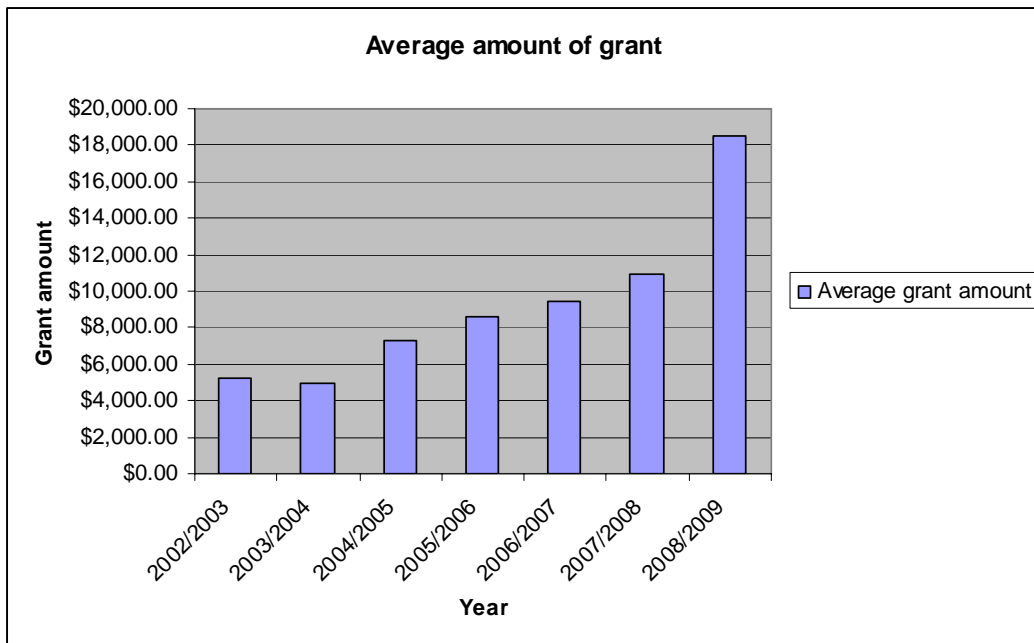
Except for the first year of the Program in 2002-2003 (this year covered only four funding rounds from February to May), the total number of projects submitted and approved has been gradually declining since the beginning of the Program, however the percentage of approved grants is increasing.

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



**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 2007/2008 and the highest average grant amount in 2008/2009 is likely to be attributed to the uptake of speed display trailers.



**Graph 7: Average amount of grant for approved projects**

### Number of grants Speed Display Trailer grants submitted and approved

The following table (Table 9) includes speed display trailer (SDT) grants only.

A total of 43 speed display trailer grants have been approved and implemented around Western Australia. In total the grants program has funded \$817,789.29 to speed display trailers.

Year	Number of projects approved	Number of SDT projects approved	% of SDT projects	Number of SDT grants withdrawn	Total amount SDT approved and implemented	Total amount SDT approved and implemented	Average SDT 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	\$21,374.41
<b>TOTAL</b>	<b>310</b>	<b>44</b>	<b>14%</b>	<b>1</b>	<b>43</b>	<b>\$817,789.29</b>	<b>\$19,471.17</b>

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

In an evaluation report on a speed display trailer project implemented in a metropolitan local government an evaluation survey revealed that 40% of overall respondents were aware of the use of the transportable radar speed display trailer throughout the campaign timeframe.

In addition 85% of overall campaign evaluation survey respondents were supportive of community education campaigns to encourage motorists to slow down.

### Number of grants Sponsorship grants submitted and approved

The following table (Table 10) includes only sponsorship grants in the community road safety program. Sponsorship grants were introduced in the 2007/2008 financial year. There were 2 sponsorship grants withdrawn in both years explaining the difference between the number of applications submitted and the total amount of sponsorship grants approved and implemented.

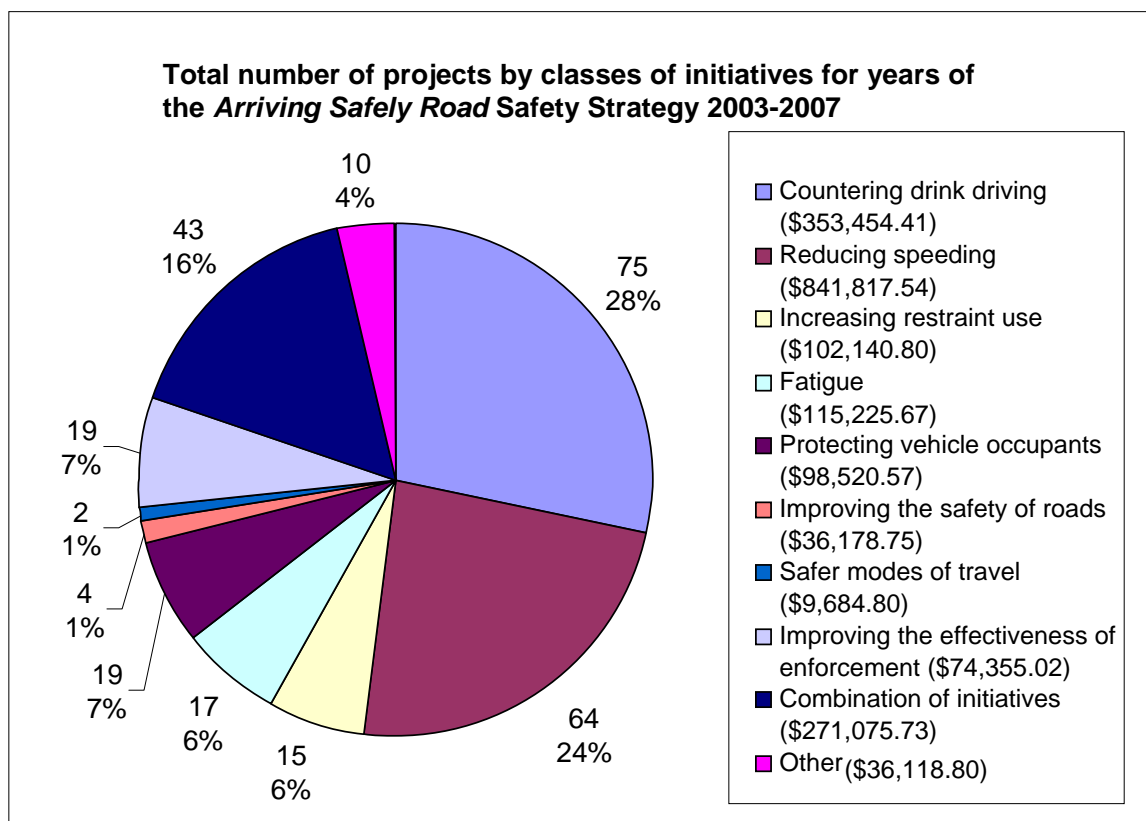
Year	Number of grants approved	Number of sponsorship grants submitted	% of sponsorship grants	Total amount approved and implemented	Total amount approved and implemented	Average grant amount
2007/2008	50	26	52%	24	\$20,750.00	\$864.58
2008/2009	60	42	70%	40	\$39,840.00	\$996.00
<b>TOTAL</b>	<b>110</b>	<b>68</b>	<b>62%</b>	<b>64</b>	<b>\$60,590.00</b>	<b>\$946.72</b>

**Table 10: Sponsorship grants only submitted over all grant years**

A total of 64 sponsorship grants have been approved and implemented around Western Australia. In total the grants program has funded \$60,590.00 sponsorship grants. The popularity of sponsorship grants has increased to 70% in 2008/2009 compared to 52% in the introduction year in 2007/2008.



As seen below and in Table 13, 'countering drink driving' was the main behaviour targeted in the highest number of grant funded projects. However reducing speeding/reducing travel speeds continues to become a more prominent intervention, with more funding being allocated to projects addressing speeding or travel speeds.



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

### Sponsorship grants

The below table (Table 12) shows the sponsorship grants by the road safety message promoted at their event. The classes of initiatives 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 2007-2008 Financial Year		
Cornerstone	Number of sponsorship grants	Amount
Safe speeds	4	\$1,750.00
Safe vehicles		
Safe roads and roadsides		
Safe road use	20	\$19,000
Combined		
<b>TOTAL</b>	<b>24</b>	<b>\$20,750.00</b>

**Table 12: Cornerstones, total number of sponsorship grants funded and funding amount for 2007/2008**

### 3. Grants by region

Table 13 (below) shows the distribution of grants by region for all years of the Community Road Safety Grants Program.

Grants by region over life of Grants Program (all years)						
Region	Number of projects		Number of speed display trailer grants		Number of sponsorship grants	
Great Southern	16	7%	5	12%	6	9%
Gascoyne	6	2%	2	5%	0	0%
Goldfields Esperance	15	6%	1	2%	3	5%
Kimberley	31	13%	3	7%	8	13%
Metro North	28	12%	9	21%	10	16%
Metro South	53	22%	3	7%	2	3%
MidWest	25	10%	4	9%	7	11%
Pilbara	12	5%	1	2%	0	0%
South West	22	9%	4	9%	2	3%
Wheatbelt North	17	7%	4	9%	12	19%
Wheatbelt South	17	7%	7	16%	14	22%
<b>TOTAL</b>	<b>242</b>		<b>43</b>		<b>64</b>	

Table 13: Grants by region and total amount funded over the life of the Grants Program (all years)

Although all 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.

Some areas may experience either a lack of capacity, experience or knowledge in obtaining grant funding through appropriate project development. There are also some areas that are experiencing a staff and skill shortage which makes it difficult to resource, plan, develop, implement and evaluate road safety projects and to apply for funding projects.



The Derby/West Kimberley - Driver Awareness program was funded \$20,607.80 to implement a speed display trailer project in April 2009.

The picture left shows some of the community members involved in the project.

The primary aim of the project is to reduce speeds of motorists in the Shire and promote the safe speed and safe road user behaviour road safety messages.

Image 8: Derby/West Kimberley - Driver Awareness program, funded Round 11, 2008/2009

#### 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 life of the Program.

##### Organisations involved

Table 11 shows the number of project grants (including speed display trailer grants) by different organisation type, this being the primary organisation. As would be expected, RoadWise Committees and Local Governments continue to apply for and receive the highest percentage of grant funded projects.

Organisation	All Years		2008/2009	
	Number of project and SDT grants	Percentage of projects (%)	Number of projects and SDT grants	Percentage of projects (%)
Aboriginal Organisation	7	2.46%	1	6%
Church group	1	0.35%		
Commercial Business	1	0.35%		
Committee	9	3.16%	1	6%
Commonwealth Government	1	0.35%		
Local Government	86	30.18%	11	65%
Media organisation	3	1.05%		
Non Government organisation	15	5.26%		
RoadWise Committee	99	34.74%	3	18%
School / University	2	0.70%		
Service Club	5	1.75%		
Sporting organisation	10	3.51%		
State Government organisation	10	3.51%		
Voluntary organisation	4	1.40%		
WA Police	27	9.47%	1	6%
Youth group	5	1.75%		

**Table 14: Total number of grants by organisation type for all years and 2008/2009.**

#### 5. Length of projects

Prior to the introduction of sponsorship grants, project grants were classified by the length of the project. This ranged from 1 day event, 2-4 day projects, up to 1 month, 1-3 month projects, 3-12 month projects and 12 month projects.

During this time 18% were 1-4 day projects, 18% were 1-3 month projects and 27% were 3-12 month projects and 36% of all grant projects are of 12 month length.

With the introduction of the sponsorship grants and with the decisions made by the Committee to encourage applicants to move towards longer-term projects and improve the effectiveness of short-length projects by incorporating pre and post media and other longer term activities, this heading has become obsolete and will not be seen in future reports.

## 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.

Note: Some evaluations for the 2008/2009 financial year are yet to be received.

### Overall quality of project evaluations

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

Table 15 (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%
<b>TOTAL</b>	<b>229</b>	<b>100</b>

**Table 15: 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 16: Type of media generated by funded project grants.**

The different types of media generated are shown in Table 16 (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. 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.



The Kununarra Neighbourhood House was funded \$500 to promote the restraints road safety message at their event, Teddy Bears Picnic in April 2009.

**Image 9: Teddy Bears Picnic, funded in Round 11, 2008/2009**

## 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 safe speed related projects.

To further enhance the Community Road Safety Grants Program, the Committee supported sponsorship grants to provide funding for events. Sponsorship grants encourage community groups to be involved in road safety activities. Professional development grants, to further build road safety capacity in the community, are currently being looked at to be introduced to the Program by the Committee.

In the 2008/2009 financial year a total of \$355,189.37 was allocated in funding for community-based road safety activities, speed display trailer grants and sponsorship of events.

The Community Road Safety Grants Program will continue to increase community participation in road safety in Western Australia. The Program improves the knowledge and understanding of community groups and Local Governments by encouraging and funding 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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