

06-002-01-0019

Evaluation Report – Projects under \$4,000

Funding from the Community Road Safety Grants Program was made available to your group/organisation on the condition that the group complete an evaluation report for the Local Government and Community Road Safety Committee (LG&CRSC) within eight weeks of project completion, this report should include a financial acquittal, project achievements and assessment against project objectives stated in the original application.

By completing the report you are assisting the LG&CRSC in evaluating the performance of the Community Road Safety Grants Program in Western Australia. Not only will the information provided be used to improve the efficiency of the program, but will be used to assist other groups/organisations to apply for and undertake projects, providing evidence of successful approaches.

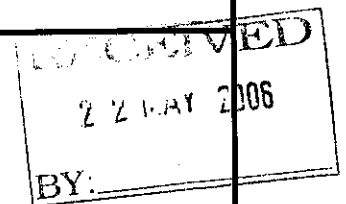
The following proforma is designed to assist you in preparing your final report for the project.

Please ensure you have attached copies of the following information:

- Financial acquittal/statement
- Any resources produced for your project
- Any media associated with your project. (Include both print and audiovisual media).
- Photos

1. Contact Details

Project ID: 136
Project Name: Larry Lobster Festival Road Safety Quiz Off
Contact Person: Mel O'Brien
Name of Organisation: RoadWise
Email Address: mobrien@walga.asn.au
Phone number: 9213 2055 Fax number: 9321 8378



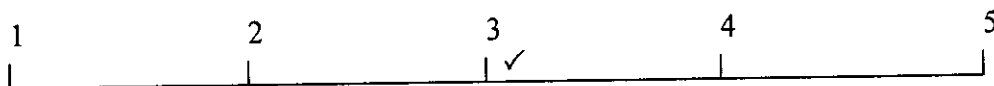
2. Executive Summary (The executive summary should be no longer than half a page and should state clearly and concisely the aims of the project, what the project involved, resources developed, media coverage, what the project found (outcomes) and recommendations for future projects. Please note this summary will appear on the RoadWise website).

Leading up to the 2003 Larry Lobster Festival, 3 weeks prior to the an entry form with a relevant road safety question regarding Speed, Drink Driving, Restraint use and Fatigue was placed in the local Dongara Rag and Dongara Mail. Each week 3 correct entries were drawn and these contestants went through to the quiz off held at the Festival on Saturday 8th November.

At the festival, the local RoadWise committee had a display with relevant road safety information

Objective 2 (State Objective):

Highlight road safety as a community concern.



Not successful
at all

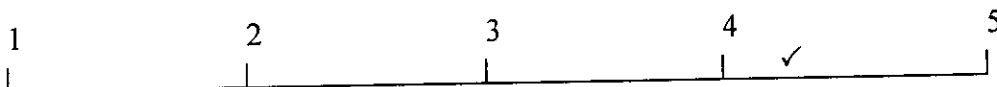
Very
successful

Please provide evidence of your rating:

A display by the Irwin RoadWise Committee was put up on the day with the Fatal Vision Goggles being utilised at the event also. A large number of people participated in the goggles and the display taking away collateral material and information on drinking and driving, speed, restraints and fatigue and the work that the RoadWise committee does. The display also asked those concerned about road safety issues to voice their concerns via the RoadWise Committee who was working together to save lives by working with local government and the community. Over 20 people listed issues at the display as concerns and these issues were in turn given to the committee at the next meeting and addressed.

Objective 3 (State Objective):

Localised media coverage



Not successful
at all

Very
successful

Please provide evidence of your rating:

Advertising was placed in The Local Rag and Dongara Mail 3 weeks prior to the event.

4. Project Activities

The Dongara Rag and Midwest Mail were used to promote the event leading up to the day and also to place the entry form and questions each week. The entry box was placed at Dongara Timber and Hardware which was thought to be a good place as a lot of the target group (males, 17-39 years of age) frequent the location. The prize was sought as it was aimed at the above target group and believed to be a good incentive.

The pre-promotion of the event was quite good for the size of the town and the publicity means available.

Promotion of the event on the day was well done by the Larry Lobster Festival committee and also the volunteers on the day who manned the display.

65 entries were received; 38 from women and 27 from men

Were any resources produced specifically for this project e.g. Promotional item, educational literature?

Yes (Please attach a sample)

No

Were any other resources distributed during the project?

Yes

No

If yes, please indicate which resources were distributed and approximately how many of each and indicate the source e.g. litter bags from the Office of Road Safety.

Litter bags

Air fresheners

Brochures

_____ Posters

_____ Balloons

_____ Wallet cards

_____ Coasters

_____ Tattoos

_____ Water bottles

_____ Pencils

_____ Stubby holders

Other _____

How did you promote your project?:

Was there any publicity or media generated from the project?

Print media articles or advertising Yes No

Radio coverage or advertising Yes No

Television coverage Yes No

Other, please specify _____

Please attach copies of all publicity.

Where appropriate please attach photographs of the project activities and any information that was produced as part of the project. Please remember to date and describe the photographs.

5. Community Participation and Volunteer Support

Please indicate the partnerships involved in implementing this project:

Local Government

Police

Schools

Local businesses

- | | |
|---|--|
| <input type="checkbox"/> Health Department | <input type="checkbox"/> Youth Advisory Council |
| <input type="checkbox"/> Department for Planning & Infrastructure | <input checked="" type="checkbox"/> Other RoadWise Committee |

Estimate the amount of in kind support and volunteer hours for the project e.g. Using Police Vehicle to tow trailer to Driver Reviver locations out of working hours.
 Estimate approximate number of volunteer hours: 8 hours

What, if any funding was provided from other sources?
 \$400 discount on toolbox from Dongara Timber and Hardware

6. Conclusions and Recommendations

Were there any major obstacles with the project?
 Yes

No

If yes, what were they?
 People were reluctant to get up on stage. Even though it was explained to them when they were drawn as a weekly winner and told what was involved, some did not turn up on the day and other contestants needed to be found at the last minute. Also it was a bit drawn out – having it done over the 3 week period to find contestants and then the quiz off on the day; it did not make for very stimulating watching.

Do you have any suggestions for overcoming them?

Yes

No

Based on your evaluation make some concluding statements about your findings and make any recommendations about how the project could be improved:

I would not be inclined to run the project again. Although a good idea in principle, people tend to not want to get up in front of people with the possibility of being wrong. If it was just a draw of correct entries it would have been far better. A lot of hard work was put in by the volunteers and committee members for a poor result at the quiz off.

6. Signature of Project Officer

Name: Mel O'Brien
Organisation: RoadWise
Signature:  **Date:** 28th October 2005

Please return by email to:
Community Road Safety Grants Officer **Email: roadwise@walga.asn.au**