

06-002-01-356

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BY: *Grossell*

\$2,195.00

# 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: 356

Project Name: Child Restraints Training for Type 1 Fitters

Contact Person: Peta Nolan

Name of Organisation: Peel & South West Regional Road Safety Group

Email Address: roadwise@bunbury.wa.gov.au

Phone number: 9780 8297 Fax number: \_\_\_\_\_

**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).

Since the introduction of the Child Car Restraints Program in Western Australia the Peel and South West Regional Road Safety Group has made a commitment to promoting Child Car Restraints fitting and checking and to expand the amount of Trained Fitters within the region. In May 2005, a Pilot Type 1 Fitter and Checking Training Workshop was undertaken in Bunbury for the Southwest Region and 6 participants within the region were successful in completing the course. The Regional Group identified the need to attract a larger number of Trained Type 1 Child Car Restraints Fitters within the Region. It was the aim of the Committee to achieve at least one Trained Fitter within each Shire as soon as possible.

As outlined in the "Type 1 Child Restraints Fitting Manual" the program involves "the development

and coordination of a **sustainable** community program aimed at ensuring state wide access to both Type 1 and Type 2 Child Car Restraint Fitting Services.

The Committee identified that for the program to be sustainable, widespread promotion of the opportunity to provide this service and the training of an adequate amount of service providers is essential to cater for our population.

The Committee undertook an extensive promotion to call for “Registrations of Interest” of service providers or local business to attend the course and provide this valuable service to community members.

Although the Committee and RoadWise had an extensive contact base within the region this did not extend to a large number of the key stakeholders who may be interested in providing this service. I.e. Child Care Centres, Car Yards, Mechanics and local community groups. Through our networks and local RoadWise Committees a number of contacts were also identified.

The South West Region incorporates 16 Local Government Areas: Augusta-Margaret River, Boddington, Boyup Brook, Bridgetown-Greenbushes, Bunbury, Busselton, Capel, Collie, Dardanup, Donnybrook-Balingup, Harvey, Mandurah, Manjimup, Murray, Nannup and Waroona. The region has a population of approximately 284,810.

The promotion included the following:-

**½ page advertisement seeking Expressions of Interest to undertake the Course (SouthWest & Peel Region)**

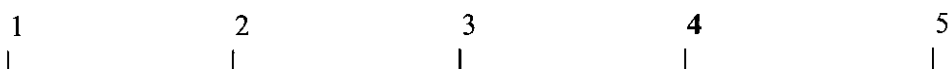
**Correspondence to target businesses and service providers within the region:**

**RoadWise Rap: - Promotion for the Expressions of Interest was made in the Road Wise Road Safety Segment on Radio West during the Campaign.**

Eleven registrations were received for the training which was held in Bunbury on 3<sup>rd</sup> November 2006. Type 1 Fitters are now available in Pinjarra, Waroona, Bridgetown, Mandurah, Collie, Bunbury and Busselton representing 7 local governments. The Committee will continue to promote this service within the remaining 9 Shires in the region.

**3. List each of the project objectives and rate how successful you were at achieving each of these objectives (refer to your grant application).**

Objective 1 (*State Objective*): Increase knowledge within the community about the issues surrounding the correct fitting of Child Restraints.



Not successful  
at all

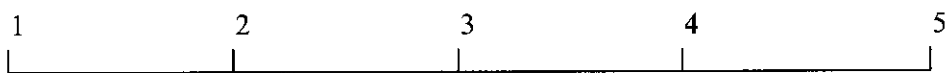
Very  
successful

Please provide evidence of your rating: Since the introduction of the Child Car Restraints Program there have been 83 child car restraints fitted in the SouthWest. At least 36% of the restraints checked

were not fitted correctly and additional advice was provided to all customers.

There has also been three media articles and paid advertisements in the Peel and South West Regions promoting the Child Car Restraints Training and the service. Please find attached the media articles. The Child Car Restraints Program was also promoted on Radio West during the RoadWise Rap on more than one occasion.

**Objective 2 (State Objective):** Increase the amount of Type 1 Child Car Restraints Fitters in the South West Region.

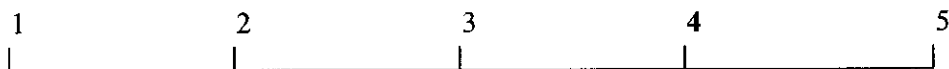


Not successful  
at all

Very  
successful

Please provide evidence of your rating: The Peel and SouthWest Regional Road Safety Group has been successful in increasing the amount of Trained Child Car Restraint Fitters from 6 to 15 with the introduction of the second free workshop. It has been difficult to attract a large number of fitters within the region however the 16 trained personnel have been very committed to providing the service. Within the SouthWest region the Health Department have not supported the program by allowing Child Health Nurses to undertake the course, as in many other regions. The group has focused heavily on the private sector.

**Objective 3 (State Objective):** Engage communities to get involved in promoting road safety at a local level.



Not successful  
at all

Very  
successful

Please provide evidence of your rating: All RoadWise Committees within the region supported the program and promoted the Training Course to local business within their local areas. The Group now has a data base of local business and service providers who support the promotion of road safety to families. These organisations are now aware that the program exists and are willing to promote road safety programs and campaigns to their members. Please find attached copies of the trained Child Car Restraints Fitters, other local contacts and a key stakeholder email list.

(NB: If you have more than three objectives, please insert a row into the table and then high light, copy and paste a new rating scale into the document)

#### **4. Project Activities**

Briefly describe what activities/strategies were used to achieve these objectives:

- **½ page advertisement seeking Expressions of Interest to undertake the Course (SouthWest & Peel Region) See attached.**
- **Correspondence to target businesses and service providers within the region.**

**RoadWise Committee members either hand delivered or mailed promotional packages to relevant organisations within their local area. Follow up phone calls were made to further promote the program.**

- **Telephone canvassing was undertaken to target organisations within the region.**
- **RoadWise Rap: - Promotion for the Expressions of Interest was made in the Road Wise Road Safety Segment on Radio West during the Campaign**

Were any resources produced specifically for this project e.g. Promotional items, 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
<u>100</u> Brochures	_____ Posters
_____ Balloons	_____ Wallet cards
_____ Coasters	_____ Tattoos
_____ Water bottles	_____ Pencils
_____ Stubby holders	Other _____

How did you promote your project?: See Above

Was there any publicity or media generated from the project?

Print media articles or advertising	<input checked="" type="checkbox"/> <b>Yes</b>	<input type="checkbox"/> <b>No</b>
Radio coverage or advertising	<input checked="" type="checkbox"/> <b>Yes</b>	<input type="checkbox"/> <b>No</b>
Television coverage	<input type="checkbox"/> <b>Yes</b>	<input checked="" type="checkbox"/> <b>No</b>
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**

<input type="checkbox"/>	Schools	X	<b>Local businesses</b>
X	<b>Health Department</b>	<input type="checkbox"/>	Youth Advisory Council
X	<b>Department for Planning &amp; Infrastructure</b>	<input type="checkbox"/>	Other _____

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: **200**

What, if any funding was provided from other sources?

**6. Conclusions and Recommendations**

Were there any major obstacles with the project?

- X Yes
- No

If yes, what were they? It has been very difficult with the resources available to promote the service fully and to obtain ongoing commitment within the community. Notwithstanding this fact the Group is very happy with the amount and quality of trained Child Car Restraints Fitters to date.

Do you have any suggestions for overcoming them?

- X Yes
- No


Please provide details: Continue to train and promote the service and the need for trained service providers within the region.

Based on your evaluation make some concluding statements about your findings and make any recommendations about how the project could be improved: The Regional Road Safety Group has successfully commenced the provision of Trained Child Car Restraints Fitters in the South West region and the promotion of the service will continue to attract more Fitters and clients to the service.

**6. Signature of Project Officer**

**Name: Brett Belstead**

**Organisation: Peel & SouthWest Regional Road Safety Group** \_\_\_\_\_

**Signature:**  **Date:** 6/2/06

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