



Road Safety Commission

Community Initiatives Grant Program

Project and Event Grant Guidelines

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1. Introduction – About Community Initiatives

The Government of Western Australia has made funds available from the Road Trauma Trust Account (RTTA) for community initiatives that assist in promoting road safety messages across the State. The Community Initiatives Grant Program supports the development and implementation of sustainable projects and one-off community activities related to road safety.

2. Road Safety Community Initiatives Grant Program

The Road Safety Commission Community Initiatives grants consist of two streams, events and project grants, detailed below. If you are unsure which stream would be most appropriate for your community initiatives application please get in touch with the Community Initiatives Team.

Road Safety Project Grants are available for groups to apply to implement road safety projects. These projects can run up to 12 months and should comprise of road safety activities that can be sustained after the funding period.

Road Safety Event Grants aim to contribute to increased road safety awareness and understanding. This is achieved by supporting community advocacy to promote safer road use and driver behaviour and share road safety information to make every journey safe. Groups can apply for an Event Grant to implement road safety activities and promotions at a community attended event.

Applicants will be required to identify road safety concerns within their niche, gather information and statistical data from a range of sources such as the [Road Safety Commission website](#), [RoadWise](#), Local Government or [Main Roads](#).

3. Who is eligible to apply?

- Incorporated **not for profit** community groups and clubs.
- Western Australian local governments.
- Health organisations.
- Schools.
- Service clubs.
- Youth development groups.
- Organisations or groups that encourage active community participation in the planning and implementation of road safety programs.

To be funded by the Community Initiatives Grant Program, your organisation must:

- Have a current Australian Business Number (or have proof you have applied for one) that is not for a commercial entity or an individual.
- Be incorporated.
- Abide by relevant State and Federal legislation, as applicable; for example, in respect to Working with Children Screening, Criminal Record Checking and Liquor Control.
- In relation to Services that comprise or involve “child-related work” (as defined in section 6 of the Working with Children (Criminal Record Checking) Act 2004 (WA), the Contractor agrees to: implement the National Principles for Child Safe Organisations (<https://childsafe.humanrights.gov.au/national-principles/download-national-principles>); provide training to ensure that all Contractor Personnel are aware of and comply with the National Principles for Child Safe Organisations; and provide evidence of compliance with the National Principles for Child Safe Organisations to the Contract Authority or Customer as and when required.

4. Who is ineligible?

Community Initiatives grants aim to provide funding to community-based organisations to deliver road safety promotion events and projects directly to their local community.

Community Initiatives program will not fund the following:

- Unincorporated organisations*
- Profit-making organisations*
- Private businesses*
- Research organisations*
- State government agencies*
- Individuals
- Projects that already receive funding from RSC
- Duplicates – the same project funded by or delivery of services by other agencies

*Road Safety Commission may accept applications from appropriate organisations where there is no other suitable organisation to apply

If you are unsure if you are eligible to apply for a grant, please email the Community Initiatives Team to check your eligibility

5. Application process

Road Safety Commission Community Initiatives grants are an **open and competitive** grants process.

Pre-Application:

- ✓ Obtain the support of relevant local community members and organisations for your event/project.
- ✓ Read the Declaration and Acceptance of Grant Terms and Conditions (on application)
- ✓ Consult with the Road Safety Community Initiatives Team to discuss the proposed road safety event/project.
- ✓ Complete the application form via SmartyGrants online portal

Compliance:

- ✓ Applications are checked for eligibility and compliance
- ✓ Ineligible and non-compliant applicants are notified

Assessment:

- ✓ Eligible applications are assessed by an assessment panel
- ✓ Determination is made
- ✓ Assessment Panel recommendations submitted to the Minister for Road Safety for Endorsement

Notification:

- ✓ Notification of recommended Community Initiatives grants are made via email from the Road Safety Commission to Applicants

Funding Accepted:

- ✓ Applicant submits invoice to Road Safety Commission Finance Team

Grant Management:

- ✓ Advertisement promotional & marketing materials are reviewed for approval
- ✓ Any variation or extension request is made via writing to the Community Initiatives Team
- ✓ Evaluation and Acquittal submitted via SmartyGrants Online Portal
- ✓ Any unacquitted funds are returned to Road Safety Commission

6. Assessment criteria

Applicants should consider the criteria below in developing their submission.

1. How might your event or project contribute or deliver against key performance indicators within the [Driving Change - Road Safety Strategy 2020-2030](#).
2. Demonstrate how your organisation proposes to engage the public and raise awareness of your chosen road safety message during the event or project.
3. Identify strategies or assets (contributed by the applicant / organisation) that will facilitate achievement of the targeted KPIs within the Driving Change Strategic Framework.
4. Demonstrate how your event or project may increase knowledge, changing attitudes or behaviours associated with road safety and how your event or project addresses a gap in current road safety awareness and/or initiatives to improve road safety behaviours.
5. Consider clear relevance to the identified target group and/or how the event or project has significant reach (i.e. number of event or project participants).
6. Identify an appropriate promotion/advertising plan relevant to the chosen road safety message.
7. Develop an applicable budget that translates as good value for money.
8. Consider how your organisation has demonstrated skills and experience to deliver the event or project and manage identified risks.
9. Consider and provide evidence of how the activities being implemented will have a prolonged (sustained) effect on the target group. **[Projects only]**

Required information to be uploaded on application

- a) Timelines and milestones
- b) Outcome reporting measures
- c) Budget
- d) Advertising / media / promotion plan / outline

7. Funding and payment

Project Grants - funding available up to \$25,000 (excl GST) per project*.

Event Grants - funding available up to \$5,000 (excl GST) per event*.

**As a guide, the grant amount is dependent on the impact, scope and reach of the road safety promotion, number of people engaged and the inclusion of supporting activities, community engagement and policies.*

7.1 Grant expenses

To support each application, *there are considered* acceptable budget items, a complete budget table will be outlined within the application and agreed upon by the assessment panel. Any variations to this budget will require prior written approval from the Community Initiatives Team.

To support each application, some examples of acceptable budget items are listed below. Applicants should identify these (as appropriate):

- marketing and communications, social media boosting, advertising
- third-party project evaluation fees
- external photography/videography, animation and graphic design
- road safety education resources (FAQs, activities, booklets, guides)
- stationery event or project resources (for example, pens, paper)
- third-party printing costs (FAQs, posters, banners, newsletters, surveys, etc.)
- external facilitators/trainers/presenters
- driver training programs that support disadvantaged or at-risk people to gain their driver's licence*

- first-aid officer/traffic management fees
- staging/audio visual/lighting
- costs associated with community engagement activity
- venue hire (excluding organisation's own venue) and catering (within reason)
- gazebos/tables/chairs/traffic cones
- other equipment hire (excluding organisation's own equipment)
- vehicle hire (excluding organisation's own equipment)
- third-party services
- travel and accommodation if it can be clearly demonstrated that these are an integral part of a developmental or promotional program.

**Such programs may include a driver training component, excluding defensive driver training*

Other expenses may be considered on a case by case basis.

7.2 Exclusions

Funding will **NOT** be provided for:

- event or projects which do not offer opportunities for road safety promotion and which do not reach relevant target groups
- events that are not covered under **Public Liability Insurance**
- applications received by the Road Safety Commission with a lead-up time of **less than three months** before the planned event or project start date
- any activity which does not occur in Western Australia or is not of direct benefit to road safety in Western Australia
- any activity with a proven negative impact on road safety
- organisations that have not fulfilled previous grant requirements, including evaluation and acquittal reports in the required timeframes (until these have been finalised or an arrangement or agreement has been reached with the Commission)
- existing, ongoing or recurrent operational costs (e.g. salaries, fees and lease or rental)
- hire fees for organisation's own venue, vehicles or equipment (Fuel or mileage considered)
- capital works projects and major equipment items (e.g. buildings, cars, sunshades, computers) including maintenance expenditure **unless it is demonstrated that these are an integral part of a developmental or promotional program**
- applications that do not demonstrate the **potential** to increase knowledge, build awareness and capability and change attitudes and behaviours to improve road safety
- roadside message display signs (Message boards inside event or project / activity grounds are permitted)
- events or projects that include "defensive" driver training courses
- applications where the primary focus is fundraising
- applications which request funds for retrospective payments and for deficits
- applications that do not itemise and describe how the funding will be allocated
- applications that do not have a contribution from the organiser, whether financial or in kind
- the grant is for commercial enterprise or commercial product development

The Road Safety Commission, at its discretion, can choose not to fund events or projects where the main sponsor is promoting alcohol or reckless behaviour.

7.3 Invoicing and funding

If your Community Initiatives application is successful, you are required to:

- submit an invoice within one month of notification of a successful grant application
- send invoices to finance@rsc.wa.gov.au and CC to grants@rsc.wa.gov.au

Invoice must state the following:

Grant ID number and Event or Project name
Organisation ABN
Organisation address
Grant amount **excl. GST**

Please address the invoice to:

Western Australia Police Force
Attn: Road Safety Commission
PO BOX 6348
East Perth, WA 6892
WA Police ABN: 91 724 684 688

If the above details are not included the invoice will be returned.

Any unacquitted grant monies must be returned to the Road Safety Commission.

8. Supporting Policies / Examples

Below are some examples of road safety supporting policies that could be included in your application:

- **Drink driving**
 - Implementation of a responsible service of alcohol policy
 - Serve only low strength alcohol
 - Free water available
 - Food available
 - Promotion for participants to plan their way home (e.g. message is included in the invite)
 - Implementation of the Skipper program
 - Promotion of alternative forms of transport
 - Promotion of alternative transport subsidies for participants
 - Provision for participants to stay overnight (i.e. camping areas)
- **Fatigue**
 - Event or project / activity commences and finishes at a reasonable time (i.e. before midnight)
 - Provision for participants to stay overnight (i.e. camping areas)
- **Safer vehicles**
 - Implementation of a workplace road safety policy
 - Promote the selection of ANCAP and 5-star safety ratings of vehicles

These supporting policies are approved by the Road Safety Commission. You may develop your own supporting policies for approval by the Commission through the application process.

9. Evaluation and acquittal

Successful applicants will be required to submit a report on milestones in accordance within the agreement and within **1 month of the conclusion for events** and **3 months for projects**. The report must also include:

- the number of participants
- photographs of promotional signage in place or proof of acknowledgement of RSC grant

- visual evidence (e.g. photos, links to social media content and website with screenshots where appropriate) of the promotional elements outlined in your application as part of your evaluation
- a list of the Road Safety Messages promoted, or policies implemented where appropriate
- a financial acquittal of grant funding, including receipts where appropriate

10. Logos and artwork

Grant conditions require the mandatory acknowledgement of the Government of Western Australia's support in all communications relating to the event or project by:

1. including a statement that the project/event is supported by the Government of Western Australia's Road Safety Community Grants Program
2. displaying the approved Road Safety Commission logo

Relevant road safety promotional material will be supplied by the Community Initiatives Team upon approval of the grant application along with a style guide that must be followed.

The Road Safety Commission must approve each use of government logos and campaign artwork in all media releases, promotion, advertising and merchandise.

11. Resources

Useful websites:

<https://www.wa.gov.au/organisation/road-safety-commission>

<https://www.mainroads.wa.gov.au>

<https://communityimpacthub.wa.gov.au/plan-your-project/community-impact-planner>

11.1 Driving Change - Road Safety Strategy 2020-2030

You should familiarise yourself with the [Driving Change - Road Safety Strategy 2020-2030](#).

The Driving Change Strategy identifies five priority areas that the government, in collaboration with business, the not-for-profit sector and the wider community will focus on over the next ten years:

- Safe Roads
- Safe Road Users
- Safe Speeds
- Safe Vehicles
- Post-Crash Response

11.2 Road Safety Action Plan 2030

The Road Safety Action Plan 2021-2023 outlines a coordinated approach to implement key actions under each of these priority areas, with the aim of saving lives and reducing serious injuries as a result of road crashes.

Each priority area has a significant role in contributing to the target of a 50-70 per cent reduction in the number of people being killed or seriously injured on our roads by 2030.

11.3 Road trauma statistics

Take a look at road trauma statistics on the Road Safety commissions website. You can also contact your local Roadwise adviser. These both are great places to find out about road safety issues in local areas.

11.4 Evidence

Use data as evidence to support the need for your event or project. Provide an indication of how

many people you believe it can impact, reach, and/or educate. Think about how you will measure or report on this.

11.5 Keep up to date/Contact Us

Check out The Road Safety Commissions current road safety initiatives. These can help inform you when writing your application and delivering your event or project.

Community Initiatives Team is available to assist you. If you have queries or would like further clarification on funding guidelines, please [contact](#) by email or on 0417 604 877.

Please note, these guidelines may be subject to change.