



ROAD
SAFETY
COMMISSION



Road Safety Commission Community Initiatives Grant Program

Project Grant Guidelines

Contents

1. About Community Initiatives Grants Program.....	3
2. Who is eligible to Apply?	3
3. Who is ineligible?	3
4. Auspice Arrangements	3
5. Application process.....	4
6. The Assessment Criteria:	5
7. Funding and Payment	5
7.1 Grant Expenses.....	5
7.2 Exclusions.....	6
7.3 Invoicing and funding.....	6
8. Evaluation and acquittal	7
9. Logos and artwork	7
10. Resources	7
10.1 Driving Change - Road Safety Strategy 2020-2030	7
10.2 Road Safety Action Plan 2030	7
10.3 Road trauma statistics.....	8
10.4 Evidence	8
10.5 Keep up to date/Contact Us	8

1. About Community Initiatives Grants Program

The Road Safety Commission invests funds from the Road Trauma Trust Account back into the WA community.

Through our [Community Initiatives Grants program](#) we can reach people we can't reach alone - giving them the information, understanding and tools they need to stay safe. It's how we turn community reach into real behaviour change, so more Western Australians get home safely to the people they love

[Road Safety Project Grants](#) contribute to creating informed and aware communities by promoting safe road safety attitudes and empowering community members to make safe choices, every day. Projects should engage community on a relevant road safety issue, encourage positive shifts in road safety attitudes and aim to increase road safety awareness and create lasting impacts to make every journey safe.

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

2. Who is eligible to Apply?

- Incorporated **not-for-profit** organisations
- Western Australian local governments
- Health organisations
- Schools (including incorporated Parents and Citizens Associations)
Schools are encouraged to explore our [RoadSmart program](#) before continuing with an application

To be funded by the Community Grants 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.

3. Who is ineligible?

The following groups are not eligible to apply for this grant program

- Unincorporated organisations*
- Profit-making organisations*
- Sole-traders*
- State government agencies
- Applications deemed aligned with initiatives listed under the 'What won't be funded' section on page 6 are also ineligible for funding.

*Road Safety Commission may consider applications from such 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

4. Auspice Arrangements

Any auspice arrangements require a Road Safety Commission Auspice Partner Agreement to be completed prior to submitting an application. Applicants proposing to enter into an auspicng arrangement must contact the Community Initiatives Team before applying. The Auspice Partner Agreement clearly outlines the roles, responsibilities, and expectations of both the auspice organisation and the delivery partner. The auspice partner guidelines and agreement template are available for download [on our website](#).

5. Application process

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

Pre-Application:

- ✓ Obtain the support of relevant local community members and organisations for your project.
- ✓ Read the Declaration and Acceptance of Grant Terms and Conditions (on application)
- ✓ Consult with the Community Initiatives Team to discuss the proposed road safety 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 Initiative Grants are made via email from the Road Safety Commission to Applicants

Funding Accepted:

- ✓ Applicant submits invoice and Acceptance of Offer to the Road Safety Commission

Grant Management:

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

6. The Assessment Criteria:

Applicants should consider the criteria below in developing their submission.

1. How might your 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 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 project may increase knowledge, changing attitudes or behaviours associated with road safety and how your 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 project has significant reach (i.e. number of 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 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.

7. Funding and Payment

Funding is available for up to \$25,000 (excl GST) per project 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 (for example, pens, paper)
- third-party printing costs (FAQs, posters, banners, newsletters, surveys, etc.)
- external facilitators/trainers/presenters
- venue hire (excluding organisation's own venue) and catering
- other equipment hire (excluding organisation's own equipment)
- vehicle hire (excluding organisation's own equipment)
- other 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:

- activities with a proven negative impact on road safety
- organisations that do not have sufficient **Public Liability Insurance**
- applications received by the Road Safety Commission with a lead-up time of **less than three months** before the planned project start date
- any activity which does not occur in Western Australia or is not of direct benefit to road safety in Western Australia
- organisations with outstanding grant acquittals for funding received previously from 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 may be considered
- capital works projects and major equipment items including maintenance expenditure
- 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
- defensive driver training courses
- fundraising activities
- request of 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
- applications for commercial enterprise or commercial product development
- projects that already receive funding from the Commission
- projects funded by or delivery of services by other agencies

The Road Safety Commission, at its discretion, can choose not to fund projects where participating stakeholders/messaging promotes 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 accountspayable@police.wa.gov.au and cc' finance@rsc.wa.gov.au; grants@rsc.wa.gov.au
- ensure your invoice states "WBS: SE.927000.017M.01.01"

Invoice must state the following:

Grant ID number and 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. Evaluation and acquittal

Successful applicants will be required to submit a report on milestones in accordance within the agreement and within **3 months**. The report must also include:

- the number of participants
- 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

9. Logos and artwork

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

1. including a statement that the project is supported by the Government of Western Australia's Road Safety Community Grants Program
2. displaying the approved Road Safety Commission logo
3. promotion of relevant Road Safety campaigns and related imagery

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.

10. 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>

10.1 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

10.2 Road Safety Action Plan 2030

[The Road Safety Action Plan 2024-2026](#) 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.

10.3 Road trauma statistics

Take a look at road trauma statistics on the Commission's [website](#). You can also contact your local Roadwise adviser. These both are great places to find out about road safety issues in local areas.

10.4 Evidence

Use data as evidence to support the need for your 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.

10.5 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 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.