



Community  
Road Safety  
Grant Program

# TAC Community Road Safety Grant Program

GUIDELINES 2021

# Contents

Victorian Road Safety Strategy 2021-2030	3
TAC Community Road Safety Grant Program	5
Eligibility	5
What projects will be funded?	6
What projects will not be funded?	7
How to apply for funding	8
Assessment	9
Successful Applicants	10
Contact us	12

# Victorian Road Safety Strategy 2021-2030

The Victorian Road Safety Strategy 2021-2030 commits to the ambitious target of eliminating death from our roads by 2050, with the first step of halving road deaths by 2030. Victoria is a leader in road safety and has a track record in leading the introduction of lifesaving road safety policies including mandating seatbelts (1970), legislating random breath testing (1976) and introducing speed cameras in (1986).

Yet people continue to die or be seriously injured on our roads. Since our last strategy, there have been changes in the way we live, work and play – along with advances in vehicle and road technology - which has been taken into consideration in drafting a revised strategy for the coming ten years.

Road Safety Victoria, situated in the Department of Transport, led development of the Strategy. The Strategy was developed in collaboration with the Victorian Road Safety Partnership, made up of the Transport Accident Commission, Victoria Police, the Department of Justice and Community Safety, and the Department of Health and Human Services.

## **Purpose of the Road Safety Strategy**

The purpose of this Strategy is to create a safer road environment and reduce the opportunity for poor decision making.

The Strategy aims to halve road deaths by 2030 and put us on a strong path to eliminate all road deaths by 2050. It also seeks to reduce the incidence of serious injury resulting from road crashes.

The Strategy's aims and objectives will be delivered via a series of short-term action plans over the life of the Strategy.

## **Strategy objectives**

- Be safe: ensure all Victorians are safe and feel safe, on and around our roads.
- 10 year reduction: halve road deaths and progressively reduce serious injuries by 2030.
- A culture of safety: embed a culture of road safety within the Victorian community.
- Deliver initiatives: deliver a suite of initiatives that are achievable and have an impact in the short-term, but also prepare the state for the future.

The Strategy's objectives will be achieved through a combination of methods using policy, innovation and technology, infrastructure improvements, public information campaigns, education programs, enforcement and other mechanisms available to government.

The new Strategy focuses on

- supporting and enforcing safer driver behaviour.
- removing unsafe vehicles from our roads.
- vulnerable and unprotected road users.
- improving safety on high speed roads and at intersections and reducing the underlying risk.
- increasing safety for those using the road for work or at work.
- recognising the importance of post-crash care.

The Strategy will be implemented via a series of short-term action plans of specific programs and initiatives.

[Read the Victorian Road Safety Strategy 2021-2030](#)



## TAC Road Safety Grants

The TAC supports evidence based initiatives and organisations that reflect our values and engage with our stakeholders in meaningful ways.

Local road safety issues are often best dealt with at a local level and community-based road safety programs that align to the Victorian Road Safety Strategy 2021-2030 are important in reducing road trauma.

The TAC offers two grant programs that are designed to engage the Victorian community in the [Victorian Road Safety Strategy 2021-2030](#) by supporting them to recognise and address road safety issues affecting their local area.

- TAC Community Road Safety Community Grant Program
- TAC Local Government Grant Program

Each grant program is specifically tailored to focus on key road safety priorities affecting Victoria.

These guidelines provide information about the program focus, application and assessment process and the grant management and reporting requirements for the TAC Road Safety Community Grant Program.

# TAC Community Road Safety Grant Program

## WHAT IS THIS PROGRAM?

This grant program aims to engage the Victorian community in the [Victorian Road Safety Strategy 2021-2030](#) by recognising and addressing specific road safety issues affecting their local area.

Communities often have particular road safety needs and local community groups can be well-placed to identify these specific problems and implement solutions.

Your ideas are valuable and this program provides grants to support local not-for-profit community groups and organisations develop and implement effective community-based road safety projects targeting local road safety issues.

## 2021 PROGRAM FOCUS

You're invited to get involved and apply for a project that will improve road safety outcomes in your local community.

Projects that deliver benefits to vulnerable road users (i.e. pedestrians, cyclists and motor cycle riders) will be prioritised in the 2021 grant program.

## WHAT FUNDING IS AVAILABLE?

Grants of up to \$30,000 (ex. GST) are available.

## WHEN DOES THE GRANT ROUND OPEN?

There are two TAC Community Road Safety Grant funding rounds each year.

Refer to the Key Dates table below for grant round timelines and for specific dates.

Round	Applications Open	Applications Close	Assessment	Notification	Project delivery timeframe
Round 2	Monday 11 October 9.00 AM	Friday 5 November 3.00 PM	Early - Late November 2021	Mid December 2021	12 months (Delivered by December 31 2022)

## Eligibility

### WHO CAN APPLY?

To be eligible for funding you must be Victorian based, financially viable and one of the following:

- Incorporated community association
- Not-for-profit
- Charity
- Local government authority
- Community trust
- Social enterprise
- Local school



If your organisation is unincorporated (e.g. does not have an ABN or incorporation number) it will need an auspice. An auspice is an organisation that meets the eligibility criteria and will receive the money on behalf of the applicant. The auspice will be accountable for the expenditure of funds and responsible for reporting and delivery of the project.

To be eligible for a TAC Community Road Safety Grant, the project that is seeking funding must:

- be delivered within 12 months of the project start date (Completion by 31 December 2022)
- align to the 2021 Program Focus noting that projects that deliver road safety benefits to vulnerable road users (i.e. pedestrians, motor cycle riders and cyclists) will be prioritised.
- Follow Project Specific Guidelines (if applicable)
- not have been previously been funded by the TAC.
- not align to any of those projects listed in the 'what will not be funded' section.

## WHO IS NOT ELIGIBLE TO APPLY?

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

- Individuals
- Organisations who are primarily for-profit, including businesses
- State government departments/organisations (excluding schools)

## What projects will be funded?

You are invited to submit an application for projects that:

- align to the [Victorian Road Safety Strategy 2021-2030](#) to reduce the number of people killed and seriously injured on Victorian roads
- are community-focused, partner with local community groups and organisations and are culturally inclusive
- are road safety-focused and address specific local issues
- identify specific target groups and specific road safety objectives, and are supported by evidence-based research or principles which suggests they have potential for success
- can be measured and evaluated
- are sustainable in the longer term without being reliant on continued TAC funding
- provide opportunity to be adopted by communities throughout Victoria and adapted if necessary.

## PROJECT-SPECIFIC GUIDELINES

The following project types have been evaluated based on past projects and are subject to [Project Specific Guidelines](#):

- Road Safety Strategy and Action Plan Projects
- Variable Message Sign (VMS) Projects

## What will not be funded?

Some projects will not be funded because there are existing good practice programs already available targeting the issue, or because the evidence and research available does not support its approach. There are also some items that will not be covered within this program. Projects/items that won't be funded include:

### **ADMINISTRATIVE COSTS/STAFF SALARIES**

Some administrative costs will not be funded in this program. These include; staff salaries, catering, room hire, stationary etc. Costs to cover the engagement of an independent contractor will be covered.

### **DEVELOPMENT OF EXISTING PROGRAMS**

Developing road safety programs that the TAC and/or their Road Safety Partners (Victoria Police, VicRoads, Department of Justice and Community Safety, Department of Health and Human Services) have already developed based on best-practice. (E.g. Bike Ed, Road Safety for New Arrivals).

Before starting your application we suggest you look at the Programs currently delivered by [VicRoads](#), as well as education resources/ programs provided by [Road Safety Education Victoria](#).

### **PERMANENT INFRASTRUCTURE, SIGNAGE OR ENFORCEMENT PROGRAMS**

Although an important part of the TAC's road safety vision, there are other funding sources available for these types of programs. Projects with an infrastructure focus may be eligible for the [TAC Local Government Grant Program](#).

### **ONE-OFF EVENTS**

This may include one day expos or road safety shows. There is no research evidence to suggest these one-off programs have any influence on changing attitudes and behaviours or reducing road trauma. Often these types of programs are not consistent with sound educational principles.

### **RESEARCH PROJECTS**

Research is critical in understanding and addressing road safety priorities. Research projects and priorities are decided as part of the TAC's overall road safety strategy and will not be funded through this grant program.

Research projects collect qualitative and/or quantitative data about a specific topic to gain a better understanding of complex concepts, attitudes, behaviours, patterns or relationships and to quantify the magnitude, frequency etc. Data is then analysed and insights are formed, most often in conjunction with supportive literature from previous studies.

### **ADVERTISING CAMPAIGNS**

Public Education campaigns that seek to promote safe behaviours and improve road safety amongst the Victorian community are executed by a dedicated team within the TAC. The campaigns are developed in-line with Government priorities as set out in the [Victorian Road Safety Strategy 2021-2030](#). Campaigns are evidenced based and follow best practice social marketing principals of behaviour change. As such, this grants program does not fund projects that require funding for advertising campaigns.

The TAC Public Education campaigns reach all Victorians, using a mix of media channels including; TV, radio, cinema, newspapers, outdoor advertising, digital including social media. To ensure the messages reaches all Victorians, which includes Culturally and Linguistically Diverse (CALD) communities, campaign elements are translated into numerous languages and appropriate media channels selected.

To support the TAC's Public Education mass market efforts, projects that use local grass roots approaches to trigger community conversation and action in addressing local road safety are encouraged.

### **DRIVER TRAINING AND EDUCATION PROGRAMS**

The TAC invests in a number of programs that focus on driver training and education. This includes the practical safe driving program, Road Smart, and also a number of existing school and community based programs available through our Road Safety Partners.

## BREATHALYSER PROJECTS

The TAC has supported many breathalyser projects in the past; however these will be excluded from this grant program to allow more opportunities for other initiatives.

If you are unsure of whether your project fits into one of the above categories, please contact the Road Safety Programs Team via email on [crsg@tac.vic.gov.au](mailto:crsg@tac.vic.gov.au) before starting your application.

## How to apply for funding

### PRE APPLICATION PROJECT SUPPORT

To assist you in preparing your application the TAC is providing 30 minutes of pre application support per applicant. It is recommended you take up this support by contacting the Road Safety Programs team on [crsg@tac.vic.gov.au](mailto:crsg@tac.vic.gov.au).

### APPLICATION

Applications are to be submitted and managed online through SmartyGrants, a grants management platform.

For technical support when completing an application SmartyGrants can be contacted via email [service@smartygrants.com.au](mailto:service@smartygrants.com.au) or by phone on 9320 6888.

To apply for funding, visit the [Community Grants webpage](#) and click the link in the 'How to apply' section.

Applications and supporting documentation will only be accepted via SmartyGrants during the grant round open and close dates. **Late applications will not be accepted.**

All funding amounts referenced in the application form are to be exclusive of GST.



# Assessment

## ASSESSMENT PROCESS

The TAC adopts an open, transparent and objective assessment process which consists of the following stages:

1. Eligibility - each application is assessed against the eligibility criteria. Applications must adhere to eligibility standards outlined in 'Who can apply?' on page 5. Ineligible applications will not progress past this stage.
2. Assessment - each eligible application is individually reviewed and assessed against the defined assessment criteria. This assessment is undertaken by a panel of subject matter experts from the TAC and key Road Safety Partners.
3. Recommendation - All assessments are compiled into a recommendation report and the final decision is made by the TAC.

During the assessment process, the TAC may negotiate grant amounts, project plans and conditions. The outcome of these negotiations will impact the success of the application.

## Assessment Criteria

All eligible applications will be assessed against the following assessment criteria:

Criteria	Description
<b>1. Improving local community road safety</b>	The application clearly outlines: <ul style="list-style-type: none"><li>• How the project supports the <a href="#">Victorian Road Safety Strategy 2021-2030</a> by improving road safety attitudes and behaviours for the target audience.</li><li>• The project plan, objectives, activities, deliverables and the anticipated road safety and other related outcomes.</li><li>• How the project is supported by recent and relevant evidence, and good practice principles to ensure its success.</li><li>• Messaging and Deployment plan for VMS applications</li></ul>
<b>2. Partnerships, community engagement and capacity</b>	The application demonstrates: <ul style="list-style-type: none"><li>• One or more partnerships and outlines their role and responsibilities in the delivery of this project.</li><li>• How the project will engage the local community.</li><li>• That the project team has the capacity and expertise to deliver a well-planned project.</li></ul>
<b>3. Project monitoring and evaluation</b>	The application outlines: <ul style="list-style-type: none"><li>• How the project will be monitored to measure its impact on the local road safety issue. This includes outlining the evaluation design, methods and type of data that will be collected.</li></ul>
<b>4. Value for money</b>	The application outlines: <ul style="list-style-type: none"><li>• A realistic project budget that reflects project activities and deliverables.</li><li>• How the project will be sustained in the future without ongoing TAC support.</li><li>• Co-contributions and in-kind support.</li><li>• Quotes to support VMS applications</li></ul>



## **NOTIFICATION AND FEEDBACK**

All Applicants will be informed of the outcome of their application and provided feedback via email no later than eight weeks after the closing date. Refer to Key Dates table on page 5.

## **Successful Applicants**

### **FUNDING AGREEMENT**

All successful Applicants will need to sign a TAC Road Safety Community Grant Funding Agreement and agree to the TAC's Funding Standard Terms and Conditions.

These documents outline the roles and responsibilities of the successful Applicant and the TAC.

The TAC Road Safety Community Grant Funding Agreement will detail the reporting and payment schedule (ex. GST) and final project plan.

### **PROJECT DELIVERY**

All project activities must be completed within 12 months of the TAC Road Safety Community Grant Funding Agreement commencement date unless otherwise agreed to by the TAC.

### **REPORTING**

Reporting is required to monitor project progress and ensure projects have been delivered as agreed. All reporting will be completed and submitted online using SmartyGrants.

We acknowledge that not all projects are the same, and in an effort to make the complicated simple, we offer two reporting options:

1. Projects under \$10,000 (ex. GST) and/or delivered within three months:

Successful Applicants will be required to report at the following stage:

- Final Report (at the conclusion of project activities), this includes a financial acquittal for all expended funds (ex. GST).

2. Projects over \$10,000 (ex. GST) and/or delivered over three months:

Successful Applicants will be required to report on the project at two stages.

- Progress Report (mid-way through project); and
- Final Report (at the conclusion of project activities), this includes a financial acquittal for all expended funds (ex. GST).

## PAYMENTS

The payment schedule for each successful project is outlined in their TAC Community Road Safety Grants Funding Agreement. Payments are triggered by the execution of the TAC Community Road Safety Grant Funding Agreement and the receipt and acceptance of project reports.

Standard Payment Schedule\*:

1. Establishment payment (50 per cent)
2. Final Payment (50 per cent)

\* Payment Schedules for VMS Radar Signs can be negotiated.





## Contact us

For further information, or to discuss a project idea and application email  
The Road Safety Programs team [crsg@tac.vic.gov.au](mailto:crsg@tac.vic.gov.au).