



**TAC**

**COMMUNITY  
ROAD  
SAFETY  
GRANTS**

## **GUIDELINES AND APPLICATION FORM**

# QUICK REFERENCE GUIDE

## AIMS OF THE COMMUNITY ROAD SAFETY GRANTS PROGRAM

The Transport Accident Commission (TAC) is offering community groups in Victoria the opportunity to apply for funding for road safety projects under the Community Road Safety Grants Program. The program aims to:

- Encourage community involvement in local road safety projects that are consistent with Victoria's road safety strategy.
- Provide opportunities for local community groups to develop and implement effective road safety projects targeting specific local road safety issues.

## FUNDING LIMIT

The TAC may consider applications of \$25,000 or less. Applications for larger funding amounts can be discussed with the Community Road Safety Grants officer prior to submitting an application.

## CLOSING DATES

Applications are accepted for two rounds each year. These rounds usually close in mid-April and mid-August. The actual closing dates can be found on the Community Road Safety Grants website at [www.tac.vic.gov.au/crsg](http://www.tac.vic.gov.au/crsg).

Applicants are informed of application outcomes approximately 8 weeks after the closing date.

## ACKNOWLEDGMENT

The TAC is grateful to Land Transport New Zealand for permission to use material from the New Zealand Community Road Safety Program in developing this booklet.

## SUBMISSION ADDRESS

An electronic version of your completed application must be received by 4.00pm on the closing date in order for it to be eligible for assessment. The original signed application, including supporting documentation, plus four (4) copies of the application must be sent to the address below, postmarked no later than 4:00pm on the closing date:

### By EMAIL

Community Road Safety Grants  
[crsg@tac.vic.gov.au](mailto:crsg@tac.vic.gov.au)

### By POST

Transport Accident Commission  
Community Road Safety Grants  
PO Box 742  
GEELONG VIC 3220

### By COURIER

Transport Accident Commission  
Community Road Safety Grants  
60 Brougham Street  
GEELONG VIC 3220

## WEB LOCATION, EMAIL AND PHONE CONTACT

You can find more information and the latest news, including successful projects and additional guidelines for certain road safety issues online at [www.tac.vic.gov.au/crsg](http://www.tac.vic.gov.au/crsg).

You can also contact the Community Road Safety Grants Officer by telephone on (03) 5225 7517 or the Community Road Safety Grants mailbox ([crsg@tac.vic.gov.au](mailto:crsg@tac.vic.gov.au)) for information about the program or for help with your application.

## APPLICATION CHECKLIST

Make sure you can tick each of these before submitting your application:

- ✓ You are eligible to apply for funding (see page 7).
- ✓ Your application identifies a local road safety problem and proposes a local community based project.
- ✓ You have discussed your proposal with other groups in your community.
- ✓ You have reviewed any guidelines available on the Community Road Safety Grant website relevant to the issue you are aiming to address.
- ✓ You, and (if relevant) a person with authority to commit your organisation to the project, have signed the application form.
- ✓ You have responded to every question in the application form.
- ✓ You have included relevant financial details about your organisation with your application.
- ✓ Your project's partner groups have signed the application form.
- ✓ You have submitted an electronic application.
- ✓ You have included five (5) hard copies (including the original) of the application form. Only one (1) copy of any supporting information is required.

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# ROAD SAFETY IN VICTORIA

Crashes are a major cause of death and serious injury in our community and all road users have a responsibility for making our roads safer. This is a key principle of the Safe System approach, which underpins Victoria's road safety strategy.

Key Government organisations work together on a statewide road safety strategy. These include the TAC, VicRoads, the Department of Justice, and the Victoria Police, with support from other agencies such as the Department of Education and Training and the RACV.

Local road safety issues are often best dealt with at a local level. Communities can have particular road safety needs and often local community groups are well-placed to identify these specific problems and implement solutions. Community-based road safety projects that integrate with Victoria's broader strategy are important in reducing road trauma.

Some community-based organisations – such as Registered Community Road Safety Groups and local councils – make a significant contribution to road safety strategies and programs across the state.

## MORE INFORMATION ABOUT ROAD SAFETY CAN BE FOUND ONLINE:

Road Safety Victoria  
[www.roadsafety.vic.gov.au](http://www.roadsafety.vic.gov.au)

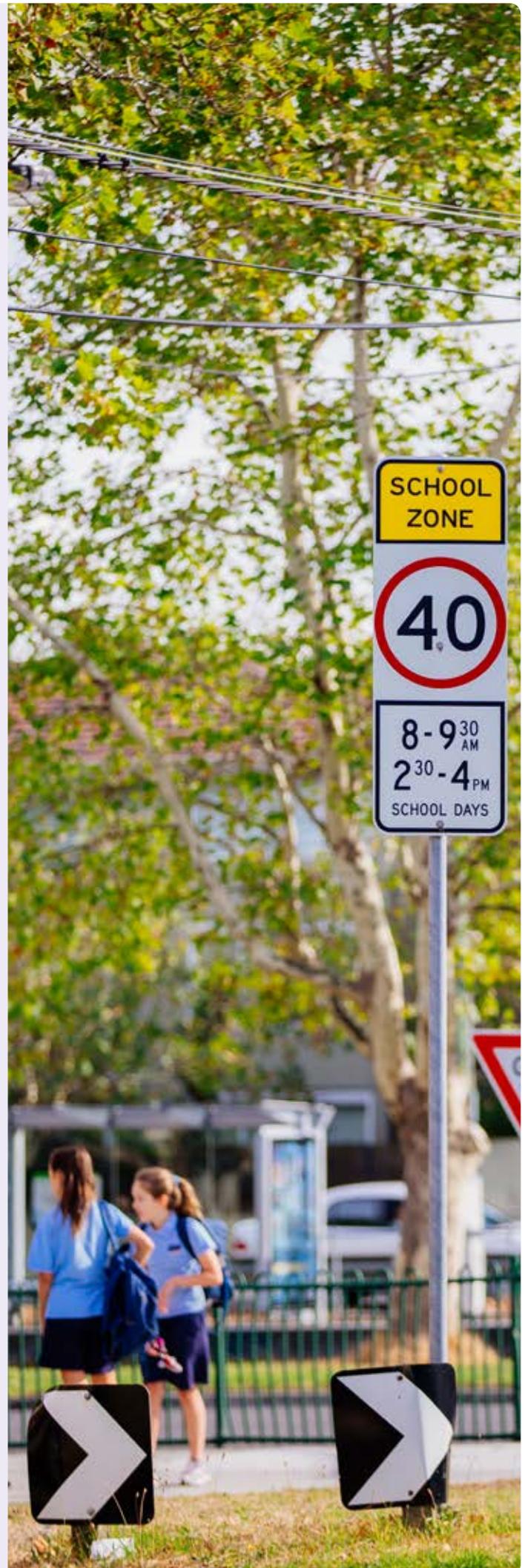
TAC  
[www.tac.vic.gov.au](http://www.tac.vic.gov.au)

VicRoads  
[www.vicroads.vic.gov.au](http://www.vicroads.vic.gov.au)

Road Safety Education  
[www.roadsafetyeducation.vic.gov.au](http://www.roadsafetyeducation.vic.gov.au)

The Victorian Community Road  
Safety Partnership Program

Information available via a search for  
'VCRSPP' on the VicRoads website



# WHAT IS THE TAC COMMUNITY ROAD SAFETY GRANTS PROGRAM?

## THE TRANSPORT ACCIDENT COMMISSION

The Transport Accident Commission (TAC) manages Victoria's compulsory, no-fault insurance scheme for transport injuries. It works with road safety stakeholders and invests in road safety programs to help reduce the level of death and injury across the state.

The TAC recognises the importance of local community groups taking an active role in road safety and supports many local road safety programs.

## THE COMMUNITY ROAD SAFETY GRANTS PROGRAM

The TAC is offering funding to local Victorian community groups through its Community Road Safety Grants Program.

This program provides an opportunity for community groups to develop and implement road safety projects at a local or community level. It aims to:

- Encourage community involvement in local road safety programs that are consistent with the Victorian road safety strategy.
- Provide opportunities for local community groups to develop and implement effective road safety projects targeting specific local road safety issues.

**You can find more information about the Community Road Safety Grants Program, recent project news, and project-specific guidelines, online at:**

[www.tac.vic.gov.au/crsg](http://www.tac.vic.gov.au/crsg)

# WHO CAN APPLY FOR FUNDING?

The Community Road Safety Grants Program funds Victorian community-based projects conducted by not-for-profit community groups that can show that:

- There is a specific road safety problem to address; and
- They have an effective project idea to address it.

Individuals cannot apply for funding and there are some rules about the organisations that can apply:

- You will need to show your organisation is financially viable. This means your organisation should be an incorporated body and your application should include your organisation's audited financial statements.
- You will be expected to partner with other community groups, such as registered community road safety groups or local councils, to enable your road safety project to draw on a broad range of local knowledge. This means you'll need to contact other groups, negotiate roles, and agree on a project and the funding arrangements before submitting your application.

Some groups will not be funded, including commercial organisations (e.g. businesses, for-profit organisations and consultants) or those promoting activities that are inconsistent with best practice road safety. State Government organisations are not eligible, although local government and school projects may be funded.



# WHAT PROJECTS WILL BE FUNDED?

Projects must address road safety issues in your local community. They should also be based on sound research and road safety principles.

## COMMUNITY-FOCUSED PROJECTS

'Community' has different meanings for different people. In this program, the term refers to a group of people with a common interest or identity. There are many different communities in Victoria, and people can belong to more than one. They may be based on:

- Geographical boundaries (e.g. region, city, suburb, neighbourhood)
- Ethnicity
- Religion or faith
- Age (e.g. the elderly, children)
- Gender
- Common interests (e.g. sport, politics, driving)
- Occupation or profession (e.g. medical, social services, forestry, transport)
- Workplaces (e.g. schools, councils, building sites).

There will be many other communities in your local area.

## SAFETY-FOCUSED PROJECTS

Victoria is recognised internationally as a leader in developing and implementing successful road safety projects in areas such as impaired driving (alcohol and drugs), inattentive driving (drowsiness and distraction), young drivers, speeding and vehicle safety. These issues are addressed in Victoria's road safety strategy through initiatives that integrate enforcement and public education targeted to specific groups in our community.

Many communities already contribute to road safety. This is because they are ideally placed to understand local issues and are well connected to particular groups that are most affected.

Victoria's road safety strategy is based on the Safe System approach and relies on research, sound principles and detailed evaluation of new programs. Road safety programs are usually funded only if there are sound reasons to believe they will reduce the risk of crash involvement.

The Community Road Safety Grants Program also focuses on these criteria, to ensure it has a positive effect on community road safety. Examples of successful community-based road safety programs that have used these guiding principles include initiatives targeting drink driving, speeding and fatigue, and improving the safety of specific groups such as older road users, cyclists or children.

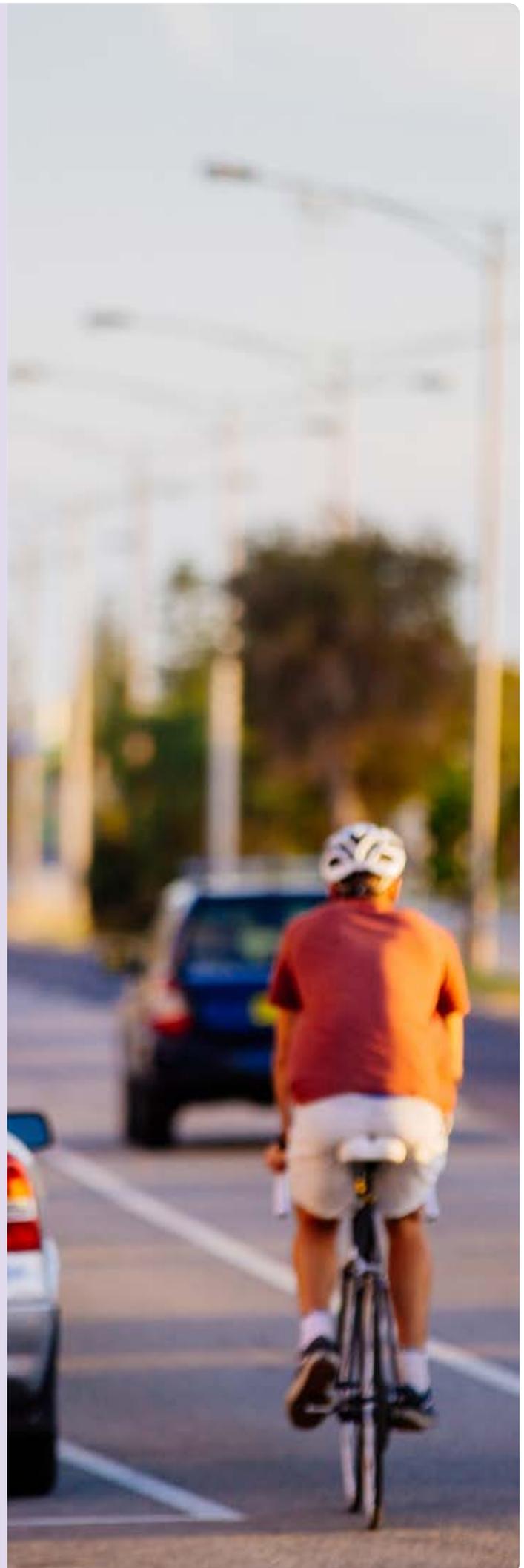
Road safety programs are evaluated periodically to understand the elements contributing to the best possible community road safety benefits. These evaluations inform additional guidelines for specific road safety issues to assist applicants achieve the best outcomes possible from their road safety projects. Project-specific guidelines have been developed for:

- Breathalyser Projects;
- Community Road Safety Strategy Projects;
- Variable Messaging Sign (VMS) Projects.

Successful projects from previous rounds, project-specific guidelines and case studies on the types of projects that could be eligible for funding from the Community Road Safety Grants Program are all available online at [www.tac.vic.gov.au/crsg](http://www.tac.vic.gov.au/crsg).

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 the approach. Projects that won't be funded include:

- Developing road safety programs that the TAC and/or their road safety partners have already developed based on best-practice.
- Those focusing on driver training and education. Research shows that these types of programs can contribute to over-confidence and higher levels of risk taking by some young drivers. There is more information about novice driver programs in Appendix 3.
- 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.
- Road engineering, signage, or traffic law enforcement programs. Although an important part of Victoria's road safety strategy, there are other funding sources available for these types of programs.
- Advertising campaigns. Public education campaigns play an important part in improving road safety outcomes. Because public education is executed through Victoria's road safety strategy, they cannot be funded through the Community Road Safety Grants Program. Although advertising costs are not funded through the Community Road Safety Grants Program, applicants are encouraged to use suburban or regional media as part of a local road safety program.



# HOW TO APPLY FOR FUNDING

## THE APPLICATION FORM

The application form can be downloaded in PDF or Word format at [www.tac.vic.gov.au/crsgapp](http://www.tac.vic.gov.au/crsgapp). All sections must be completed. If you have any problems or questions while completing the application, please contact the Community Road Safety Grants officer at the TAC on (03) 5225 7517 or email [crsg@tac.vic.gov.au](mailto:crsg@tac.vic.gov.au) for help.

You must include supporting information about your organisation and any partner organisations. This should be stapled to your original application form in addition to being included as part of your electronic submission.

There are guidelines for preparing your funding application at **Appendix 2**.

There are additional project-specific guidelines for various projects including:

- Breathalyser Projects;
- Community Road Safety Strategy Projects; and
- Variable Messaging Sign (VMS) Projects.

Applicants should read and follow any guidelines related to their proposed project. These can be accessed online at [www.tac.vic.gov.au/crsg](http://www.tac.vic.gov.au/crsg).

## CLOSING DATES

There are two funding rounds each year. Applications will not be considered outside these times.

The closing dates for applications are usually in mid-April and mid-August.

Specific closing dates are published online at: [www.tac.vic.gov.au/crsg](http://www.tac.vic.gov.au/crsg).

Applicants will be informed of decisions approximately eight weeks after the closing date.

## SUBMITTING YOUR APPLICATION FORM

An **electronic version** of your completed application form and supporting documents must be received by 4.00pm on the closing date in order for it to be eligible for assessment. The original **signed** application, including supporting documentation, **plus** four (4) copies of the application must be sent to the address below, postmarked no later than 4:00pm on the closing date. Submissions may be hand delivered to the mail room at the courier address below:

### By EMAIL:

Community Road Safety Grants  
[crsg@tac.vic.gov.au](mailto:crsg@tac.vic.gov.au)

### By POST:

Transport Accident Commission  
Community Road Safety Grants  
PO Box 742  
GEELONG VIC 3220

### By COURIER:

Transport Accident Commission  
Community Road Safety Grants  
60 Brougham Street  
GEELONG VIC 3220

## ASSESSMENT PROCESS AND FEEDBACK

Applications will be assessed by the TAC and representatives of road safety partner agencies using the selection criteria outlined in the next section. The TAC's decisions are final. The TAC reserves the right to negotiate grant amounts and conditions with applicants.

## AGREEMENTS WITH THE TAC

All grant recipients must sign an agreement with the TAC. The main provisions of this agreement cover:

### Funding

- **Payment timetable.** The TAC will commit to an agreed payment timetable, based on the terms of the agreement and the amount funded for the approved project. Payments are paid in installments, and are activity based. For example, a project granted \$15,000 could be funded as follows:
  - 50% after the agreement is signed and returned.
  - 30% as a progress payment part way through the project, in conjunction with a progress report (the timing of this payment will be negotiated for each project, based on milestones and reporting).
  - 20% when the project is completed and a final report has been accepted by the TAC.
- **GST.** Grants will be exclusive of GST. You will need to include GST in your invoices if you are eligible to claim GST.
- **Audit provisions.** You will be expected to provide detailed information about expenditure with your final report. The TAC may select your project, at random, for auditing.
- **Excess funding.** Any grant funding not expended on the project will be refunded to the TAC.
- **Risk.** Your organisation will be responsible for the project and all associated activities. The TAC's role will be to provide funding.

### Reporting

- **Completion of the project.** You will agree to complete the project as set out in your application. If any project changes are required, they must be negotiated with the TAC and may require a change in the funding amount.
- **Milestones.** You will be required to report on the progress of your project at agreed milestones. These milestones will be linked to the payment timetable.

- **Final report and evaluation.** You will be required to submit a final report to the TAC on your project. The report must include an evaluation of the project, Appendix 7 provides evaluation guidelines.
- **TAC's use of the reports.** You will need to agree to the TAC using information about your project for its business purposes. For example, the TAC may want to use data, project outputs or financial information.

### Legislation compliance

You will need to consider whether your project will be subject to any legislation. Some important issues to consider are:

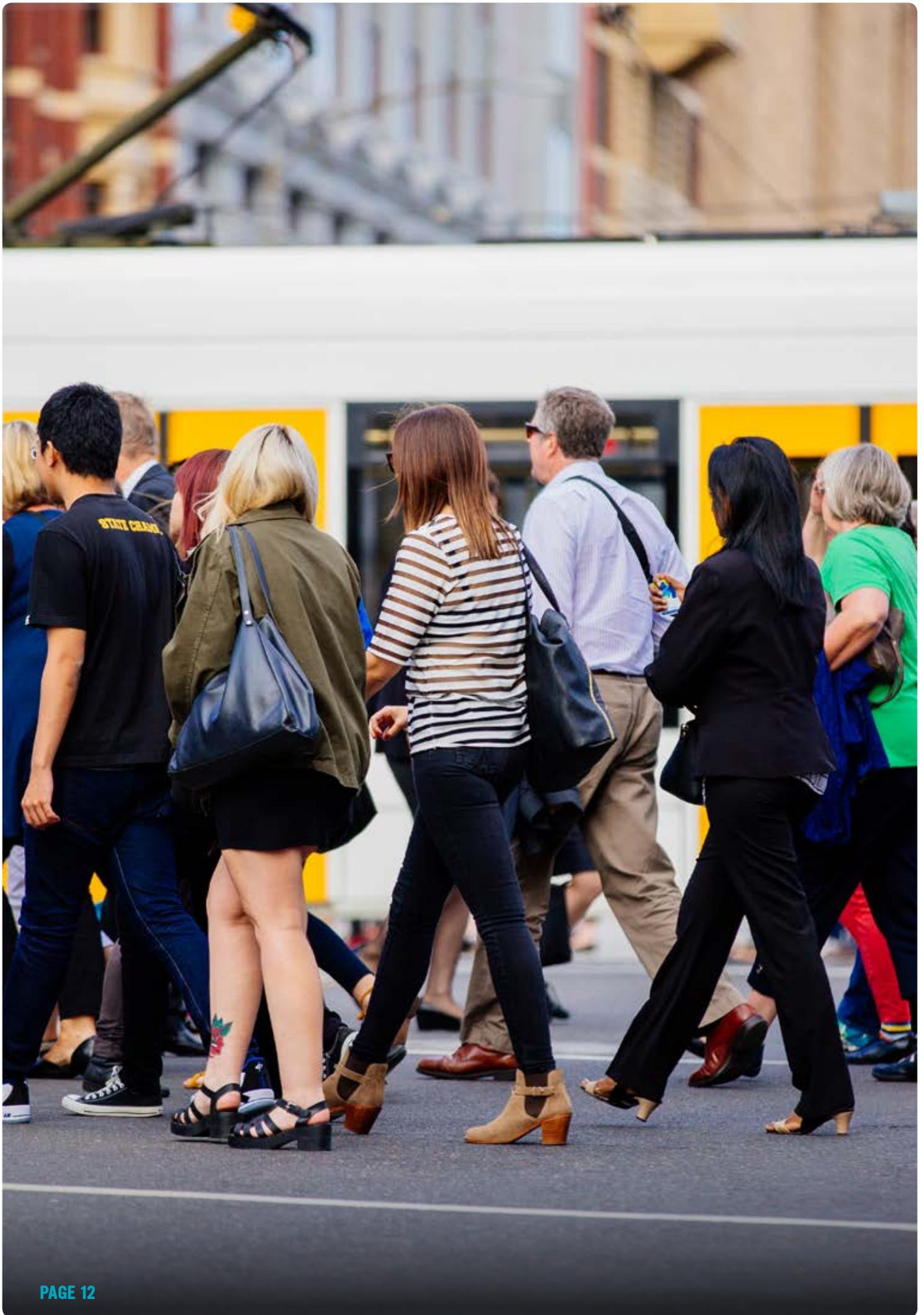
- Appropriate insurances, including WorkCover insurance, for your project activities.
- Using personal information that you may collect and implications for privacy. This includes obtaining consent to use names and images of people involved in your project.
- Staff or volunteers working with children may need to have a 'Working with Children' and/or Police check.
- Any occupational, health and safety issues that may be associated with your project.

### Publicity

- Successful applicants will be required to cooperate with the TAC on matters such as joint publicity.

### More information

Additional information, including reporting and invoice templates can be found online at [www.tac.vic.gov.au/crsg](http://www.tac.vic.gov.au/crsg)



# SELECTION CRITERIA

The TAC will use a transparent two-stage selection process and will provide feedback to all applicants. All applications will be considered against the mandatory criteria below. Applications that meet these basic criteria will then be assessed using the broader assessment criteria. The selection process is competitive and only the highest-ranked applications will be funded.

## MANDATORY CRITERIA

All applications must meet the following criteria to be considered:

- The applicant must be an acceptable organisation as outlined in the section 'Who can apply for funding?' (page 7).
- All sections of the application form must be completed. Including all signature fields.
- The application should include one or more partner organisations relevant to the target community and road safety problem. Representatives of all these partners should sign the application. Commercial entities that may be engaged by the community group for the project cannot be a partner in your application.
- A detailed project budget must be included.
- The application should clearly identify a road safety problem in the target community. This problem should be the basis for the project's goals, objectives, and activities.



## ASSESSMENT CRITERIA

Applications that meet the mandatory criteria will be ranked according to the following assessment criteria:

- Clarity of information about the local road safety problem – this must be supported by evidence and recent local data (within the last five years) and show a demonstrated link between the proposed activity and the road safety needs of the target group.
- A statement of goals, objectives, activities and anticipated outputs/outcomes (evaluation) to address the issue.
- Alignment with the Victorian Road Safety Strategy and the Safe System approach. This strategy focuses on some key issues and target groups. It is also the basis of many local government road safety strategies. Although applicants can suggest other issues or target groups, the TAC is more likely to fund applications that share its strategic focus, including:
  - › Addressing issues of speed, alcohol/drugs, fatigue and vehicle safety.
  - › The road user groups of most interest - drivers/passengers, motorcyclists, pedestrians, and cyclists.
- A clear focus on a group in the community. Consider groups such as children, families, young people, older people, members of culturally and linguistically diverse groups, including indigenous and refugee groups.
- Research evidence or 'good practice' principles to support the project. Applications that can refer to relevant supporting data, research, or successful existing programs in another location or related fields are more likely to be funded.
- Project sustainability. The TAC is interested in funding road safety projects that can attract future support from other sources – to ensure the successful initiatives continue independently without ongoing TAC support.

- Community commitment (through support and/or active participation) to addressing the problem, for example, by:
  - › identifying partner groups in the community that will be involved in the project
  - › contributions from partners through funding or in-kind support
  - › the availability of community volunteers to assist with the project.
- Data collection, documentation and project evaluation mechanisms.
- Alignment with other relevant project-specific guidelines (breath testing devices, road safety strategies and VMS boards) published online at [www.tac.vic.gov.au/crsg](http://www.tac.vic.gov.au/crsg)

The TAC will also consider the following when assessing applications:

- Is the proposed project already receiving a government grant or funding? What are the terms of the agreement in relation to other funding opportunities? (The TAC may need to review other agreements).
- Are there other grants or funding projects that are more relevant to the proposed project?

If your organisation's application for a Community Road Safety Grant is successful, you will need to sign an agreement with the TAC to confirm your responsibilities and those of the TAC. You will also have to agree to meet some important Occupational Health and Safety guidelines and, in some cases, you will have to meet more stringent requirements (e.g. if your project involves children, all adults involved may require a 'Working with Children' check). Visit [www.tac.vic.gov.au/crsg](http://www.tac.vic.gov.au/crsg) for more information.

# HOW TO COMPLETE APPLICATION FORM

You must complete every item on the application form. If there are items you don't understand, or if you want any help with the form, please contact the Community Road Safety Grants Officer at the TAC (tel: (03) 5225 7517) or email [crsg@tac.vic.gov.au](mailto:crsg@tac.vic.gov.au)

An electronic version of your completed application form and supporting documents must be received by 4.00pm on the closing date in order for it to be eligible for assessment. The original **signed** application, including supporting documentation, plus four (4) copies of the application must be sent to the address below, postmarked no later than 4:00pm on the closing date. Submissions may be hand delivered to the mail room at the courier address below:

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GEELONG VIC 3220

## By COURIER

Transport Accident Commission  
Community Road Safety Grants  
60 Brougham Street  
GEELONG VIC 3220



## APPLICANT DETAILS

Provide the following information about your organisation and your role. There is also space where someone in your organisation with the authority to approve the application should sign the form.

Organisation: \_\_\_\_\_

PLEASE PROVIDE A DIRECT NUMBER FOR EASE OF COMMUNICATION.

ABN: \_\_\_\_\_

Telephone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

WE NEED THIS TO BE YOUR POSTAL ADDRESS IN ORDER TO SEND LEGAL DOCUMENTS.

\*Contact person who is responsible for the project: \_\_\_\_\_

Role or position: \_\_\_\_\_

Direct Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

*\*Should the key contact leave the project, the organisation must notify the TAC as soon as possible with the details of the new key contact.*

### Authorisation (the person who has authority to sign an agreement)

Name \_\_\_\_\_

Position \_\_\_\_\_

Signature \_\_\_\_\_

YOUR PROJECT NAME SHOULD BE SHORT BUT DESCRIPTIVE, E.G. 'BREATH TESTERS IN GEELONG LOCATIONS'.

### Project Details

Project Name: \_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Level of TAC funding sought: \$ \_\_\_\_\_

PLEASE ENSURE THAT THIS AMOUNT INCLUDES ANY GST YOU WILL BE PAYING TO OTHER COMPANIES, BUT NOT ANY THAT YOU WILL BE CHARGING TO THE TAC (IF APPLICABLE).

## PROJECT PARTNER DETAILS

It is anticipated that projects will involve the applicant's organisation working with other local partners, and that the partner organisations will have been involved in planning the application. Please provide details of any partner organisations along with a signature from an authorised person in each organisation to indicate that they support the application.

PLEASE DO NOT INCLUDE COMMERCIAL COMPANIES, SUCH AS SUPPLIERS OF YOUR SIGNAGE AS A PARTNER.  
A LIST OF LOCAL REGISTERED ROAD SAFETY GROUPS CAN BE FOUND ON THE VICROADS WEBSITE (WWW.VICROADS.VIC.GOV.AU) UNDER VCRSPP.  
LOCAL POLICE OR CITY COUNCILS MAY ALSO BE VALUABLE PARTNERS.

### Partner 1

Organisation: \_\_\_\_\_

Telephone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Authorisation

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_

### Partner 2

Organisation: \_\_\_\_\_

Telephone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Authorisation

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_



## GOAL, OBJECTIVES AND ACTIVITIES

Describe your project's goals, objectives, and activities. The **goal** should be a short statement about why you are conducting the project. The **objectives** are the things you want to achieve to meet your goal. The **activities** are the things you plan to do to achieve your objectives. You can have more than one objective, and you will almost certainly have more than one activity.

Goal

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Objectives

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Activities

THE SPECIFIC ACTIVITIES THAT WILL BE COMPLETED DURING THE PROJECT. THESE ACTIVITIES SHOULD NOT INCLUDE STEPS THAT SHOULD ALREADY BE COMPLETE BEFORE SUBMISSION SUCH AS PREPARATION OF THE COMMUNITY GRANT APPLICATION.

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## RATIONALE FOR YOUR PROJECT

Describe what leads you to think your project will help you achieve your objectives and goals. Is there any research suggesting this approach, or what general principles lead you to think your project will be successful?

HOW WILL YOUR PROJECT MAKE A DIFFERENCE TO YOUR ROAD SAFETY ISSUE? FOR EXAMPLE THE USE OF SPEED ADVISORY BOARDS HELP TO INFORM POLICE ACTIVITY AND HAVE BEEN SHOWN TO REDUCE SPEED WHILE IN USE.

## EVALUATING YOUR PROJECT'S SUCCESS

Describe what you plan to do to collect information and evaluate your project to help ensure it meets its objectives. There is information on evaluating projects in the *Appendix*.

HOW ARE YOU MEASURING THE DIFFERENCE YOU ARE MAKING TO YOUR LOCAL ROAD SAFETY ISSUE? WHAT KIND OF DATA ARE YOU COLLECTING? ARE YOU DELIVERING SURVEYS?  
IF YOUR GRANT APPLICATION IS SUCCESSFUL, THESE EVALUATION METHODS SHOULD BE INCLUDED IN YOUR FINAL REPORT.

## PROJECT PLAN AND TIMELINE

For each of the activities you listed above, describe the things you need to do to conduct the activity, and provide a timeline that shows when you expect to finish each of these tasks. Try to give as much detail as possible. These activities should not include tasks that should have been completed prior to submitting your application, such as gathering partner support or researching the road issue.

ACTIVITY	TASKS	START DATE	EXPECTED COMPLETION DATE

## RISKS

Please identify potential or actual risks that may affect your project. This is an important aspect of all projects and will help you to plan to manage those risks.

WHAT MIGHT CAUSE PROBLEMS DURING THE PROJECT AND HOW WILL IT BE MANAGED?

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## SUSTAINABILITY

Describe how you think the project could continue after the TAC's funding period is complete. What new sources of funding will be available?

HOW DO YOU PLAN TO KEEP THE PROJECT RUNNING AFTER THE GRANT IS COMPLETE? WHAT FUNDS WILL COVER THE ONGOING UPKEEP COSTS?

## ROLES AND RESPONSIBILITIES

Describe how each of the organisations involved in the project will contribute to its success.

We will

Our first partner will

Our second partner will

## BUDGET AND FUNDING REQUEST

Describe your project's budget in detail, and provide information about any funding being provided from other sources. Please list the supplier, item and costs related to your project. Amounts above the line include **all** costs related to the project while amounts below the line relate to costs that will be covered by other sources. Amounts in the 'Total Cost' column should be **inclusive** of GST. Please view the example below:

PROJECT COSTS	ITEM	GST (INCLUDED IN PRICE)	TOTAL COST
<i>e.g. XYZ Printer</i>	<i>10 banners at \$123 each</i>	<i>\$123</i>	<i>\$1,353</i>
<i>Various</i>	<i>Advertising campaign</i>	<i>\$100</i>	<i>\$1,100</i>
<b>TOTAL COST</b>		<b>\$ 223</b>	<b>\$ 2,453</b>
<b>Other funding</b> (including in-kind)	<i>Cash Contribution for Advertising from applicant</i>	<i>\$100</i>	<i>\$1,100</i>
<b>TOTAL FUNDING FROM OTHER SOURCES</b>		<b>\$ 100</b>	<b>\$ 1,100</b>
<b>FUNDING REQUESTED FROM TAC</b>			<b>\$ 1,353</b>

PLEASE NOTE THAT THIS COST INCLUDES THE GST THAT YOU WOULD BE PAYING TO THE SUPPLIER. MAKE SURE ANY GST THAT YOU ARE PAYING IS INCLUDED IN THIS FIGURE TO ENSURE THAT YOU HAVE SUFFICIENT FUNDS.

CLEARLY SHOW WHAT COSTS YOU WILL BE COVERING.

THIS IS THE AMOUNT THAT SHOULD BE LISTED ON THE FIRST PAGE OF THE APPLICATION. PLEASE NOTE THAT THIS FIGURE INCLUDES ALL GST THAT YOU WILL BE REQUIRED TO PAY TO YOUR SUPPLIERS.



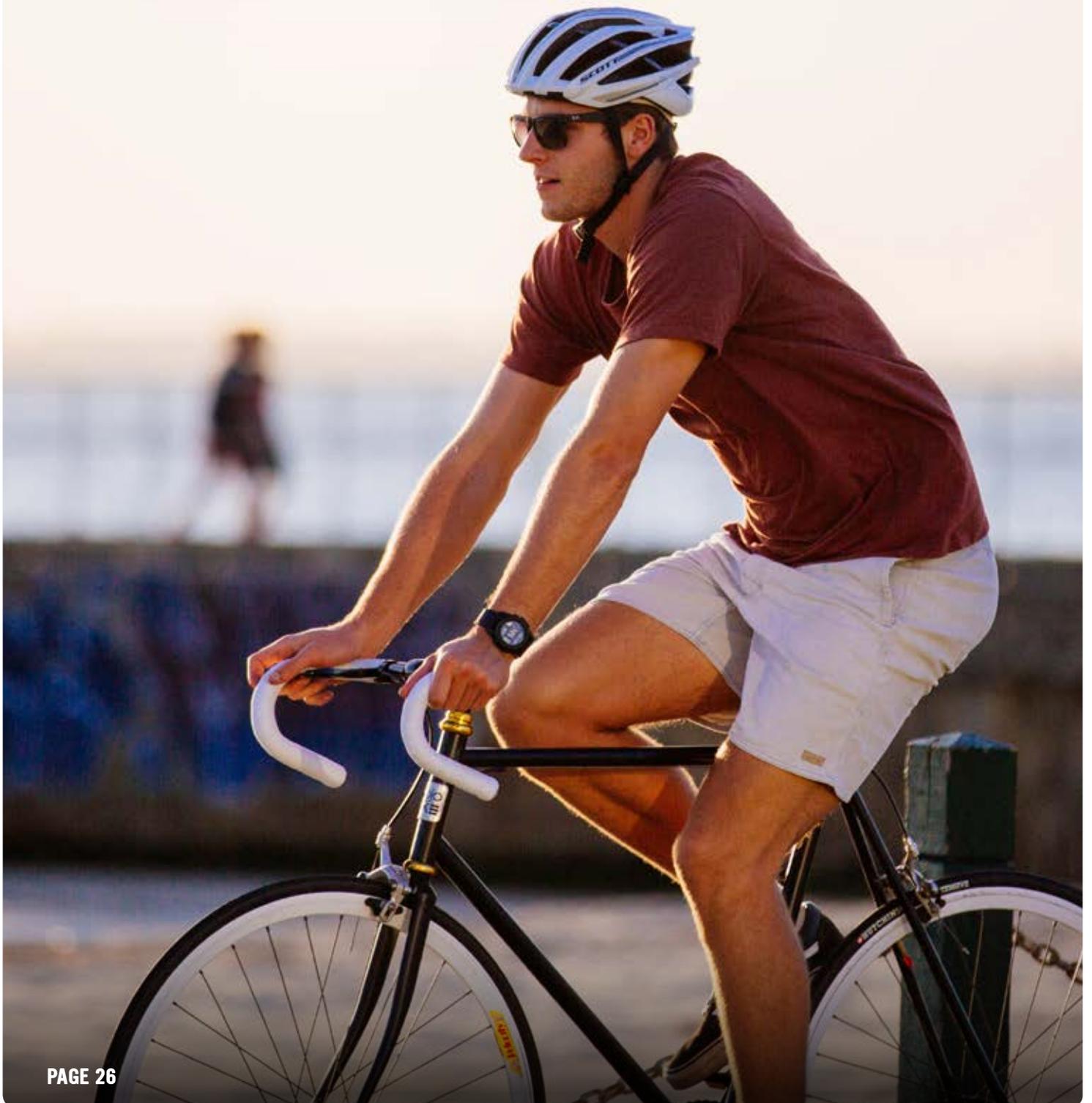
## CHECKLIST

Make sure you can tick each of these before submitting your application:

- You are eligible to apply for funding (see page 6)
- Your application identifies a local road safety problem and proposes a local community based project.
- You have discussed your proposal with other groups in your community.
- You, and (if relevant) a person with authority to commit your organisation to the project, have signed the application form.
- You have responded to every question in the application form.
- You have included relevant financial details about your organisation with your application.
- Your project's partner groups have signed the application form.
- You have included four (4) copies (in addition to the original) of the application form. Only one (1) copy of any supporting information is required.
- You have submitted an electronic version of the completed application form and supporting documents to the community road safety grant mailbox ([crsg@tac.vic.gov.au](mailto:crsg@tac.vic.gov.au)).

ROUND NUMBER	PROJECT NAME	SUCCESSFUL	
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No

# APPENDICES



# GUIDELINES FOR IDENTIFYING ROAD SAFETY PROBLEMS AND ISSUES IN A LOCAL AREA

Identifying and describing the issues is an essential part of developing your application. These should be identified by stakeholders and/or community members. Use the following steps to help identify the road safety issue.

**STEP 1:** Talk to people to identify key road safety issues in your community

This will help decide who should be involved in defining and solving the issue. People's perceptions about the importance of some road safety issues may differ. Successful community programs rely on a shared understanding of the problem and potential solutions.

**STEP 2:** Collect and analyse relevant information to support your application

You need to show there are good reasons to target your chosen issue. Good sources of information include:

- TAC road safety information available online at [www.tac.vic.gov.au](http://www.tac.vic.gov.au)
- General crash statistics available online at [www.vicroads.vic.gov.au/Home/RoadSafety/StatisticsAndResearch/](http://www.vicroads.vic.gov.au/Home/RoadSafety/StatisticsAndResearch/)
- Information from the VicRoads crash database available online at [www.vicroads.vic.gov.au/Home/RoadSafety/StatisticsAndResearch/CrashStats.htm](http://www.vicroads.vic.gov.au/Home/RoadSafety/StatisticsAndResearch/CrashStats.htm)
- Good practice road safety education fact sheets available at [www.roadsafetyeducation.vic.gov.au](http://www.roadsafetyeducation.vic.gov.au)

- Employees of government road safety stakeholders – such as VicRoads' staff, traffic engineers in your area, your Council's road safety officer, teachers responsible for traffic safety issues in local schools, local Police involved in traffic law enforcement.
- Members of registered local road safety groups (e.g. RoadSafe).
- Road safety researchers at organisations such as the Monash University Accident Research Centre. MUARC publications are available online at [www.monash.edu.au/miri/research/reports](http://www.monash.edu.au/miri/research/reports)

**STEP 3:** Work with your community to decide which issue to address

The information you collect will help you prioritise the road safety issues in your community. You might also consider:

- Injury level – which issue results in the worst injuries or highest number of injuries?
- Public concern – which issue is the community most concerned about?
- Increasing risk – is this problem becoming more serious?

# GUIDELINES FOR PREPARING A HIGH QUALITY FUNDING APPLICATION

To achieve a positive outcome from your road safety activity, you will need to plan carefully, budget appropriately, promote effectively and measure your results accurately. The Community Road Safety Grants Program is competitive, and your application will be ranked against other applications. Here are some ways to help move your application higher up the rankings.

## Clarify your thinking before you start

Before you start preparing your application, ask yourself these questions:

### Why?

- Why is our community concerned about this road safety issue?
- Why is this issue a priority?

### Who?

- Who is part of my community? Who isn't?
- Who are the movers and shakers in my area? Who has influence?
- Who is at risk? Who can influence this target group best?
- Who will be involved in our project?
- Who should we talk to about our project?
- Who else in the community has an interest in road safety?

### What?

- What is unique about our community?
- What makes our community tick? What are my community's common interests?
- What events have shaped the area?
- What are we trying to achieve with this project?
- What planning should we do?
- What skills do we need to run a successful project?
- What resources do we need?

### How?

- How are we going to fund this project?
- How do we get the community motivated and involved?
- How will the project be implemented?
- How can we successfully promote our project?
- How will we know we have achieved our goal?

### Where?

- Where can we find the information we need to run a successful project?
- Where will we need to centre our activity?
- Where does the community gather?
- When?
- When do we want to begin our project?
- When will the project team meet and how often?

Finding the answers to these questions will help keep your project focused and achievable.

## WORK WITH OTHERS IN THE COMMUNITY

Working with others is essential for the success of community based projects. You should identify other groups in the community you can work with before preparing your application. Ideally you will include a representative of a road safety stakeholder in your area (e.g. your local council). Your application should reflect the ideas of this broader group of people and organisations, because you will all work together on the project.

Start with a group brainstorming session. Present information about the problem you want to address and your ideas for addressing it, then discuss alternatives, challenges you will need to overcome, and the best way forward. Develop a project plan and agree on roles. Only then will you be ready to prepare and submit your application.

### Have a clear idea about your goals, objectives, and activities.

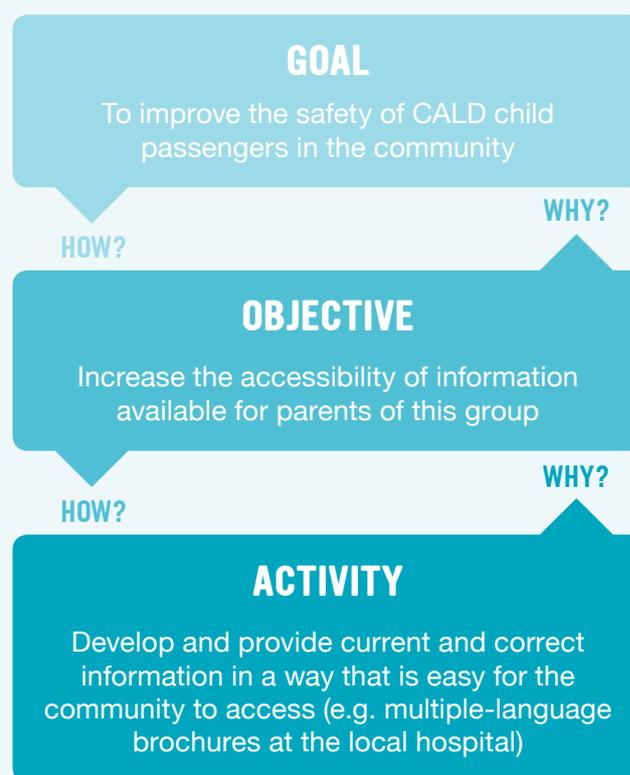
The application form asks you to state the goal for your project. This is a single statement of your project's aim. It should be simple and clear, but also focused and achievable.

You must also describe your project's objectives and the specific activities you intend to carry out.

Objectives are the actual outcomes you expect from the project. You may have several objectives, but if there are too many, your project will become difficult to manage. Objective statements usually include words like 'improve', 'reduce' or 'develop'. It helps if objectives can be measured and evaluated.

### Activities are the tasks you carry out during your project.

There are important links between your goal, your objectives and your activities. The best way to check if they are linked correctly is to ask HOW and WHY questions. The following diagram and example show how these links and questions work. WHY questions move you to a higher level. HOW questions move you to a lower level.



*\*Please note this example demonstrates a previously funded project and therefore would not be funded again as the brochures are now accessible.*

**Example:** This project was about providing new refugee arrivals or migrants in a local community with extra child restraint information through brochures supplied in their first language. This is the 'activity'. If asked WHY you wanted to do this, it was to increase the accessibility of child restraint information for newly-arrived community members. This is the 'objective'. If asked WHY you wanted to do this, it was to improve the safety of new arrivals' children when they travel in the car. This is the 'goal'. Through this example, you can see that if you ask HOW questions from the top of the diagram, the 'objective' and 'activity' follow logically from the 'goal'.

Ask yourself the following questions when you develop your objectives:

- What are we trying to achieve? Be specific.
- How can we measure this objective?
- How are we going to achieve this objective?
- Is this objective relevant to our goal?
- Can we achieve this objective within a specified time?

### Keep your ideas and explanations clear

When preparing your application, make sure you communicate your ideas for your road safety project as clearly and concisely as possible. If you write in 'SMART' terms, everyone will be clear about what is to be done, how, when and why. SMART stands for:

- Specific
- Measurable
- Achievable
- Relevant
- Timebound

### Allow plenty of time

You need to prepare a project timeline when preparing your application. This will help organise everyone involved in the project – but allow enough time for all the tasks that must be completed to make your project a success. A common mistake in developing projects is to allow too little time for planning activities, especially when you have multiple partners and/or complex issues that you are trying to address.



# GUIDELINES FOR NOVICE DRIVER PROJECTS

## Young and novice drivers and safety

Learner drivers are very safe – they have an experienced supervising driver with them who can help detect potential hazards and help with decision making. However, once they get a licence and can drive solo, new drivers have a much higher crash risk than other groups of drivers. There are many reasons for this, and new drivers are an important target group for road safety programs.

New (or novice) drivers are especially over-represented in crashes involving:

- running into the back of another vehicle
- turning right at intersections
- being hit by a right-turning vehicle
- running off the road or losing control.

Research suggests that about half of new-driver crashes result from risky driving behaviour, both intentional and unintentional risk taking. This means new drivers might avoid many crashes if they developed safer driving habits.

Victoria has introduced some important licensing system changes to help improve the safety of new drivers. The most important change in the graduated licensing system (GLS) is that young learner drivers have to accrue at least 120 hours of driving experience before they can attempt the licence test. This change recognises the importance of on-road driving experience for learner drivers developing safer driving habits.

The interim evaluation of the GLS has shown a significant reduction in casualty crashes of first year drivers, demonstrating the GLS measures, including the 120 hours requirement is effective.

## Community projects and novice drivers

Local communities recognise the importance of novice driver safety – many Victorian communities have experienced the loss of young drivers or passengers. This leads many community groups to focus on young driver safety as an issue of local importance. The TAC is keen to encourage this, but wants to ensure that community based programs for young and new drivers are as effective as possible.

The key challenge for community groups is the complexity of the novice driver issue. New drivers have a relatively high crash risk for many reasons, including:

- their lack of on-road experience, resulting in poorer decision making and hazard detection skills
- over-confidence about their own safe driving skills
- social and lifestyle factors that lead them to drive at times and in situations where their crash risk is high.

These factors are not easily influenced. They don't reflect a lack of knowledge amongst novice drivers, so classroom-based education programs are not effective. They are not the result of poor car-handling skills, so driver training projects focusing on better vehicle control are not effective. Some factors (such as the social and lifestyle factors) are difficult to address directly because young people are strongly motivated to have busy social lives.

You can find more information about young driver safety and the graduated licensing system online at:

[www.vicroads.vic.gov.au](http://www.vicroads.vic.gov.au)

The most promising approach to help reduce novice drivers' crash risk is assisting them, as learner drivers, gain as much supervised on-road driving experience as possible, and helping them limit their exposure to high-risk driving situations once they are licensed.

Community groups interested in novice driver problems should consider projects such as:

- Encouraging parents and other supervising drivers to make more opportunities for their learners to get experience.
- Encouraging learner drivers to stay motivated about getting experience throughout their learner period.
- Providing alternatives to driving for young people attending community events.
- Encouraging licensed young people to use alternatives to driving when going out socially, and encouraging parents to help provide alternatives.
- Supporting parents to stay involved with their young P drivers.

Novice drivers are not just young drivers. Some community groups have already recognised the importance of programs that target safety amongst older people who are new to driving in Victoria. Programs, such as Community Car Connections, are available through VicRoads, to help new arrivals gain on-road, supervised experience before they take on solo driving. There is also support available through the Victorian Community Road Safety Partnership Program which can be found on the VicRoads website, [www.vicroads.vic.gov.au](http://www.vicroads.vic.gov.au)

### The Community Road Safety Grants Project will not fund some novice driver projects

Until there is sound scientific evidence to support these projects, the Community Road Safety Grants Program will not fund:

- Driver training projects where off-road driving activity takes place on a driver training range or similar location.
- Driver training programs that focus on professional driving lessons or classroom activity. These may form a minor part of the project only.
- Programs that aim to improve young drivers' vehicle handling skills or confidence.
- Programs based on educational theories or theories of crash involvement that are untested by sound research.
- Programs that focus on helping disadvantaged learner drivers get on-road experience. The TAC funds the L2P Program, which is delivered by VicRoads in partnership with local Councils.
- The development of driver training programs that focus on professional driving lessons for people from culturally and linguistically diverse backgrounds. The TAC provides funding through the Victorian Community Road Safety Partnership Program to support registered groups with this type of activity.

# GUIDELINES FOR BREATHALYSER PROJECTS

The TAC recently conducted a review of breathalyser projects funded through the Community Road Safety Grants Program. Based on the findings of the review, guidelines have been developed to ensure that the best possible community-based road safety outcomes are achieved.

A summary of the key findings can be accessed on the Community Road Safety Grant website – [www.tac.vic.gov.au/crsgapp](http://www.tac.vic.gov.au/crsgapp)

Applicants seeking funding to purchase breathalyser devices will need to follow these guidelines when completing the TAC Community Road Safety Grants Application Form.

## Application

1. Applicants must obtain and include at least two written quotes for breath testing devices that meet the Australian Standard 3547. Quotes must include the estimated lifespan of the device and the planned maintenance schedule (including calibration). The TAC may request applicants to provide information to support the preferred breathalyser device.
2. Where a device has opportunity for the display of messages, the TAC must approve messages and creative. The TAC can provide messages and images that are consistent with TAC drink drive campaigns.
3. Applications must include a copy of the TAC venue agreement template signed by the licensee indicating their support of the program. This template will include additional information for the licensee on the Victorian Road Safety Strategy and the purpose for funding community groups to address locally identified road safety issues. This template is available on the Community Road Safety Grant website – [www.tac.vic.gov.au/crsgapp](http://www.tac.vic.gov.au/crsgapp)
4. Applicants must consult, and preferably, partner with local road safety groups to support the broader range of activities targeting drink driving in their communities. Applicants can find Victorian Community Road Safety Partnership

Program Groups on the VicRoads website [www.vicroads.vic.gov.au](http://www.vicroads.vic.gov.au) (search for VCRSPP). Other organisations that applicants could consult with include the Local Liquor Licence Accord, the Local Council and Victoria Police.

5. Any background research or data on drink driving related road trauma, Police statistics etc. should be recent (within the last five years) and relevant to the local area. For example, state-wide data should not be used to support a local drink driving project.

## Reporting

1. Data obtained from breathalysers must be included with all progress and final reports. This data can be aggregated to a suburb or local government area, to ensure anonymity of licensed venues. The data should be made available to local road safety groups and local government to help inform road safety initiatives.
2. Use of revenue obtained from breathalysers should be reported thoroughly and used to fund good practice local road safety programs such as:
  - Fit to Drive – [www.f2d.com.au](http://www.f2d.com.au)
  - L2P Learner Driver Mentor Programs – available on the VicRoads website
  - Sponsoring local the local registered Community Road Safety Group – listed on the VicRoads website, search for VCRSPP.

Community groups should encourage sporting clubs with liquor licences to become involved in the Good Sports program or, if already involved, to pursue the next level of registration. Information about the Good Sports program is available at [www.goodsports.com.au](http://www.goodsports.com.au)

These guidelines will provide a strong foundation for the implementation of breathalyser programs and ensure the best road safety outcomes from every project. The guidelines will also assist the TAC to ensure breathalyser programs are located in those areas where the programs are going to be most beneficial.

# GUIDELINES FOR THE DEVELOPMENT OF LOCAL GOVERNMENT AND COMMUNITY ROAD SAFETY STRATEGIES

The TAC recently reviewed 26 local government and community road safety strategies funded by the Community Road Safety Grants Program (CRSGP). Findings from this review have been used to create guidelines and examples to assist applicants to achieve successful and sustainable projects. These guidelines should be taken into account when developing new project applications and plans.

## Consider who else has been funded to undertake road safety activities in your area and whether you could link up with them

A wide range of community groups have an interest in road safety; some may have been funded by TAC or other bodies such as VicRoads or local government to do something about it. Such groups may include registered Victorian Community Road Safety Partners, providers of community services, service clubs such as Rotary or Lions, sports clubs and others.

1. Check with local government, Police and funding bodies to find out who is involved locally, and get in touch with them to talk about possible overlaps or opportunities to share experience or resources.
2. Effective communication and cooperation between local government, funding bodies and the community is essential to making the most of limited resources.

## Consider partnering with neighbouring Shires or Councils to develop a generic road safety strategy that suits the whole region, but which can be adapted to meet local needs and priorities

Limited funding, resources and/or expertise can often be overcome by joining up with others. Some smaller councils joined forces to develop common road safety strategies. This allowed each participant to:

1. Add value to their local efforts by accessing a broader range of specialist road safety advice and expertise.
2. Combine resources and commission more extensive research and planning.

3. Identify common needs and opportunities to introduce new road safety initiatives.
4. Maximize the use of existing resources (not 'reinventing the wheel').
5. Build a greater sense of purpose and teamwork across partners.
6. Increase the profile of their project locally by being more significant regionally (helping to increase awareness and generate more support including new sources of financial and in-kind support).

## Look for Leaders as well as Helpers, and share the load with them

Capture project partners who will be interested, committed and able to add value to project design and implementation:

1. The most successful projects established steering committees and action plans to distribute the work to particular individuals. This was particularly true when committee members were high profile or active in the community through:
  - Establishing a profile for the project in the community and media
  - Facilitating 'whole of Council' responsibility for road safety strategy development and implementation (road safety is more than just engineering and enforcement).
2. Reporting and accountability processes kept projects on track where they were clearly described in project plans.

## Engage the community

An essential element of your road safety strategy is consulting the community about their concerns and priorities. Successful community engagement programs used a broad range of written and verbal processes, public meetings and workshops as well as other road safety activities to encourage community input. The most successful programs were able to:

1. Tap into existing community networks.
2. Work with experienced community development facilitators (found often within Council departments).
3. Maintain community engagement and interest both during the design phase (identifying local issues and concerns) through to the end of the project.
4. Develop a detailed, well-thought out communication strategy based on continuous engagement with community. This could include some combination of:
  - Strategically timed and placed local and regional media articles to coincide with specific phases of the project e.g. initiation, steering committee membership, community consultation
  - Regular Council briefings to ensure current and accurate information when Councillors are responding to questions
  - Updates in Council and community newsletters as well as newspapers
  - Interviews on community radio (Mayor, Project Manager)
  - Public meetings, chaired by Mayor or local Councillor and held at local community venues and at various times to optimize community attendance
  - Commissioning and assisting active community and resident groups to plan and host road safety forums and meetings
  - ‘Piggy backing’ on other community events and activities

### Support your application with the most up-to-date research and data

Successful projects used a range of sources and references to help demonstrate the need of actions to address road safety issues. CrashStats help but applicants should also draw information from a range of sources such as:

1. Locally relevant, current crash data provided by Victoria Police.
2. Local government reports and analysis.
3. Research by Monash University Accident Research Centre.
4. Bureau of Transport modelling on the economic and community cost of crashes.
5. Recommendations and research from the Victorian and National Road Safety Strategies.
6. The State Government planning policy (particularly relating to demographic changes and impacts on road safety).
7. ABS Census data to help identify ‘at risk’ cohorts in your area.

### Other factors that can speed up the process and encourage positive results

1. A clearly nominated project manager with authority to keep plans on track.
2. Plans which combined long term ‘aspirational’ goals (to inspire and mobilise communities) with ‘functional’ goals (practical, measurable and achievable within a specified period).
3. Ensuring the road safety strategy is included in ‘whole of Council’ planning e.g. Council Plan, City Plan, Community Safety Plan, Community Wellbeing Plan.
4. A comprehensive evaluation plan which included:
  - Clear road safety strategy deliverables and deadlines (KPIs).
  - CrashStats/data review to measure change in accident numbers/casualties.
  - Annual household/attitude surveys to measure impact of the Strategy.
  - Monitoring attendances at road safety related activities and events.
  - Satisfaction surveys administered at road safety activities and events.
  - Road safety audits including pre/post-tests to chart behaviour change.

These guidelines provide comprehensive suggestions and examples for achieving meaningful and successful outcomes for local government and community applicants creating Road Safety Strategies. They will also assist the TAC to ensure that Road Safety Strategies are being funded for areas where they will be most beneficial.

The Victorian Community Road Safety Partnership Program also has a range of guidelines to support community road safety at [www.vicroads.vic.gov.au](http://www.vicroads.vic.gov.au) (search for VCRSPP).

# GUIDELINES FOR THE USE OF VARIABLE MESSAGE SIGNS

The Department of Justice conducted a review of road safety issues relating to Variable Message Signs (VMS) use. Based on the findings of the review, guidelines have been developed to assist applicants of the TAC's Community Road Safety Grants Program to use VMS safely and effectively.

Applicants using Community Road Safety Grants funding to purchase a VMS will need to follow these guidelines when placing their VMS:

## Safe placement

1. VMS need to be placed far enough from the road so that they are not a hazard to vehicles that may run off the road. Depending on the speed zone, there are different VicRoads requirements for how far from the road edge line a VMS should be placed. On 100 km/h rural roads this is 9 metres. Check with the local VicRoads office for the requirement on the roads where you intend to place VMS.
2. VMS should never be placed on the tip of a curve where there is a heightened risk of a run off road incident.
3. Choose a location where the sign can be installed and removed safely. For example, not so close after a visual blockage or a bend such that oncoming traffic does not have time to react safely to a slow moving delivery/pickup vehicle.
4. Avoid placing the VMS at a location where it might distract drivers from a potential road hazard. For example do not place opposite a driveway or bridge etc., where particular driver attention is required.

## Site selection

1. A VMS is most effective at a site where a significant proportion of the traffic exceeds the limit. In effect, they act to draw down average vehicle speeds to that of the prevailing limit. Applicants should choose locations with a history of speeding. Local police will most likely be able to direct you to such sites.

2. Generally choose sites where the VMS can be seen from a good distance. However, care should be taken to avoid situations where local residences are inconvenienced, given that VMS can be quite bright, especially at night.

## Rotation

1. The impact on local drivers may wear off over time. As such it is recommended that at least three to four locations be selected and that the VMS be rotated through these locations on a two week schedule. This is separate to locating the VMS at identified unique events such as roads works or festivals when circumstances suggest heightened risk for certain periods.
2. Using the VMS together with police enforcement will give added effect if the displayed message is appropriate (see message section below).

## Messages

1. In general messages should be short and clear. This is particularly important in higher speed zones as drivers have less time to read messages. Applicants should aim to not use more than 12 characters per line, and not more than three lines. Rotating screens can assist in displaying longer messages if required.

For example, a suggested speed reduction message in a rural 100 km/h zone displayed over two screens with a two second rotation between screens is:

H I G H  
R I S K  
A R E A

O B S E R V E  
S P E E D  
L I M I T

If a VMS is used in areas where police or mobile camera enforcement occurs, applicants might consider using the following message displayed over two screens with a two second rotation:

HIGH  
RISK  
AREA

POLICE  
ENFORCING  
SPEED

The aim of the above two speed message suggestions is to clearly link a higher risk location with a desired behaviour change, specifically a reduction in speeding. A similar logic should be applied to other identified risk areas such as bends or locations with blind spots. It is important to justify to drivers the request you are making.

2. If the message is a speed feedback (typically used in lower speed urban environments such as school zones) configure the VMS to only display speeds up to 7 to 10 km/h over the limit, at which point a simple message such as "TOO FAST" displays. This discourages attempts to set "records" etc.
3. Try to place the VMS close to a permanent speed limit sign to emphasise the speeding detected. It is best not to use speed feedback modes in higher speed zones (80 km/h and higher) as they often don't operate in time to adequately alert drivers.

Following these guidelines will assist applicants to promote safer road behaviour in their community and encourage the best possible community-based road safety outcomes. Applicants can also access the Victorian Community Road Safety Partnership Program's 'Not So Fast' package available on the VicRoads website.



# GUIDELINES FOR EVALUATING YOUR ROAD SAFETY PROJECT

One of the strengths of Victoria's road safety strategy is the emphasis placed on evaluating programs to assess their success and to improve future projects. In your application, you need to state how you will evaluate your road safety project.

## What is evaluation?

Evaluation is an ongoing process, which should begin as soon as you identify your road safety issue. Evaluation continues throughout your project and ends after it finishes. By evaluating each step you will find and solve any problems early, identify unexpected benefits or problems, save resources and improve your chance of success.

## Why should you evaluate your road safety project?

Good evaluation helps to:

- assess the suitability of resources
- assess the feasibility of the plan
- identify any possible problems
- monitor progress and results
- improve service
- gather data and information for the future
- assess the activity's effectiveness for the target group, funding sources, the general public, and those wishing to carry out similar activities
- identify exposure, community involvement, outputs and outcomes.

## Evaluation and project planning

For your activity to succeed, it's important to ask yourself these questions during the project planning process:

- What resources do we have available to evaluate our road safety activity?
- What are the objectives of the evaluation?
- What type of information is going to be collected?
- How will we collect the information?
- Who is going to collect the information?
- Who will we collect the information from?
- How will we analyse the evaluation findings?
- Who will write the final report?

## Different types of evaluation

There are different approaches to evaluating road safety projects. Your project may include more than one.

**Process evaluation.** Here you assess how your project is progressing and what you must do to keep it moving ahead. You should be comparing your progress with your timeline and project plan and recording how the project is going. Whenever you make changes to the timeline or project plan, include those changes in your ongoing process evaluation. With each new task, consider what needs to be done to ensure it can be completed successfully. Your final report should include some information about the outcomes of the process evaluation:

- Did you keep to the timeline and plan, or did you have to make changes?
- If you had to make changes, what were they and how successful were they at helping you meet your objectives?
- If your project kept to the timeline and plan, what were some of the factors that helped you achieve this? These success stories can be useful for other groups wanting to implement similar projects.

**Impact evaluation.** Here you assess the immediate effects of an activity to determine whether your target group is aware of the program, and whether the project activities are affecting the target group's awareness of the road safety issue you are trying to address. This type of evaluation generally involves collecting information directly from members of the target group and often focuses on how well a project is meeting its objectives. It can help to highlight activity areas that are more or less effective than others.

**Outcome evaluation.** Here you assess whether your project has achieved its goal. This is much more challenging than other evaluations and is often not appropriate for a small community based project. An outcome evaluation would collect information about the project's effect on safety measures, such as crash risk. These evaluations are expensive and require long time frames and special evaluation expertise. The TAC would not generally expect grant recipients to undertake an outcome evaluation.

## Including your evaluation in the final report

You must provide a final report to the TAC that includes some information about how you evaluated your project and the results of that evaluation. The report will only be a few pages long, but you will need to collect and record information for the evaluation throughout the project.

- If you include a **process evaluation** – make sure you keep records of your progress compared to the timeline and, if you had to deal with unexpected problems or delays, any changes made to the timeline. Also, keep records of the challenges you had to deal with through the project, and how you and your project group dealt with them.
- If you include an **impact evaluation** – you must plan to collect information from members of the target group. This might mean developing and using a short survey, or taking any available opportunities to talk to members of the target group about the program to gauge their awareness of it and its objectives. However you approach an impact evaluation, you should keep good records so you can present the information in your report.



Transport Accident Commission  
Community Road Safety Grants  
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GEELONG Vic 3220  
[www.tac.vic.gov.au](http://www.tac.vic.gov.au)

ABN 22 033 947 623

