

Engaging the community to engage the community

SafeRoads Conference 2008, Melbourne



Liz Knight – Major Projects Manager, Road Safety

‘Substantial benefits can be achieved
by involving the community in road
safety activities as much as
possible.’

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TAC Community Road Safety Grants

Purpose

- Encourage community involvement in local road safety programs that are consistent with *arrive alive*
- Provides opportunities for communities to address local road safety issues



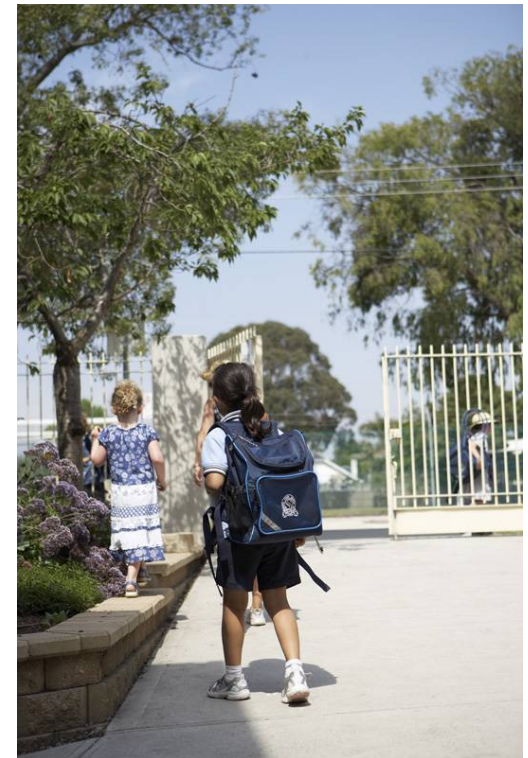
Community participation in road safety is essential for:

- 'Providing government and other decision makers with a clear and accurate understanding of the public's priorities and needs, especially at the local level
- Maintaining strong public support for road safety initiatives
- Disseminating information quickly at the local level
- Ensuring the effective delivery of services
- Taking road safety messages to as wide an audience as possible, especially to groups within the community that are hard to reach
- Encouraging people to act as advocates for road safety.'

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A brief history

- Government announcement - October 2006
- \$4 million over 4 years
- Managed by TAC
- Grants up to \$20,000
- Developed on good practice models and principles
- Overseen by Reference Group – TAC, VicRoads, Police, Department of Justice, Municipal Association of Victoria, LGPro and the RACV
- Assessment Panel from Reference Group



Getting the community on board

- Materials
 - Guidelines that 'make sense'
 - Easy to read
 - Simple application process
- Communications strategy
 - RoadSafe involved
 - Information sessions
 - Distribution of materials to networks and others
 - Local Government/MAV & LGPro
 - Web site



Support = quality

- Project officer – time
 - To discuss ideas
 - Provide advice
 - Review draft applications
- Assessment panel
 - Expert and experienced
 - Feedback to all applicants



‘Improving road safety requires a community effort - and all Victorian road users share a responsibility to help make our roads safer.’

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Funding Rounds

- **Round 1** – 14 March 2008
 - 28 applications
 - 20 approved grants
- **Round 2** – 2 May 2008
 - 28 applications
 - 21 approved grants
- **Round 3** – 12 September 2008
 - 30 applications
 - Assessment process underway
- **Round 4** – 13 February 2009



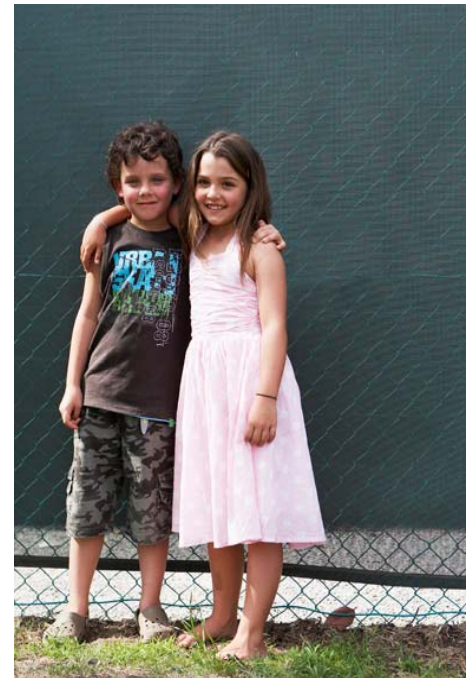
Rounds 1 & 2

- 56 applications received
- 41 projects approved - \$704,000
- Diverse range of community groups
 - Local Councils, RoadSafe Groups, Sporting Clubs, Schools, MRC, Service Clubs, Youth and Health Services
- 28 LGA's received grants
- Local councils
 - 23 applications received
 - 16 projects approved totalling \$264,432



Project themes

- Reducing drink driving
- BAC level awareness
- Reducing speed
- Pedestrian safety
- Bicyclist safety
- Youth, particularly addressing hoon behaviour
- Supporting new arrivals and refugees
- Safety around schools
- Fatigue



Good practice approaches

- Know the issue
 - Data
 - Consultation
 - Surveys
- Understand good practice
 - What works, what doesn't and why
- Partnerships
 - Road safety
 - Community-based



Good practice approaches

- Develop project plan
 - Goals
 - Objectives
 - Activities
 - Timeline
 - Evaluation
- Clear budget
- Realistic timeframes
- Focused and targeted – not trying to do everything
- Sustainable



Questions



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ACCIDENT
COMMISSION**

