



Community Road Safety Group Guidelines

This document sets out the guidelines for the Motor Accident Commission's 2008-09 Community Road Safety Group Administration and Project Grants.

It provides information about MAC, how to apply for an Administration or Project Grant and tips for developing your Project Grant application.

Note: These guidelines are for the State's Community Road Safety Groups only. Other organisations seeking MAC sponsorship funding will need to apply through MAC's 2008-09 Sponsorship Call.

IMPORTANT: Changes to the 2008-09 Process

1. Community Road Safety Groups are treated independently of Sponsorship Call applicants. Please do not apply for funds through MAC's annual Sponsorship Call.
2. Project Grant application forms can be completed and submitted for MAC consideration **any time** between 1 July 2008 and 30 June 2009.
3. Successful applicants should be aware that, depending on availability of budget, the full Project Grant amount requested might not be awarded.
4. Marketing promotional materials produced by MAC will be available to Groups for distribution upon request.
5. A maximum of two Project Grant applications per Group is permitted each year.

Dates

Applications close: You can submit a Project Grant application any time between July 2008 and 30 June 2009.

Announcements (by mail): The Motor Accident Commission will make every attempt to advise the Group of its success (or otherwise) within four weeks of receipt of the application.

Further information

For further information please email macsponsorship@saugov.sa.gov.au or phone (08) 8221 6377.

About the Motor Accident Commission (MAC)

The Motor Accident Commission (MAC) is South Australia's Compulsory Third Party (CTP) insurer. As the name suggests, CTP insurance is compulsory – all motor vehicle owners using public roads must have it and there are good reasons for doing so.

CTP insurance provides compensation to victims injured in a road crash where the owner or driver of a South Australian vehicle is at fault. It also covers crash victims where a passenger is at fault. These compensation claims are generally in the many thousands of dollars and cover items such as hospital costs, treatment expenses, economic loss and pain and suffering.

MAC operates to the following Mission Statement:

“To provide a financially secure, affordable and equitable system of motor vehicle bodily injury insurance to serve the interests of South Australians; and

To contribute to a reduction in the frequency and impact of road injury, trauma and deaths in South Australia.”

MAC supports the South Australian Government's road safety targets set out in the SA Strategic Plan:

- **T2.9 Road safety – fatalities: by 2010, reduce road fatalities to less than 90 persons per year.**
- **T2.10 Road safety – serious injuries: by 2010, reduce serious injuries to less than 1000 per year.**

An important part of MAC's contribution is managing South Australian Government's road safety communications program. This includes the road safety messages you see on TV, hear on the radio or read about in the paper. MAC funding is also directed towards crash prevention, post crash rehabilitation, research and infrastructure projects.

About Community Road Safety Group Funding

Each financial year MAC supports the Community Road Safety Groups in South Australia by providing an annual \$500 Administration Grant and Project Grants. Project Grant funds are available for projects that aim to reduce the frequency and impact of road injury, trauma and deaths in South Australia.

Definitions

Administration Grants are funds provided to Community Road Safety Groups for operational and administrative expenses incurred by the Community Road Safety Group during the 2008-09 Financial Year. The amount allocated to each group is \$500 (no GST).

Project Grants are initiatives that aim to reduce the number of crashes that occur on our roads or that reduce the severity of road crashes and associated injuries. These initiatives do not have the creation of physical assets related to road use and road safety as their primary outcome.

How to apply – Administration Grants

MAC will send a letter and tax invoice to each Community Road Safety Group in July 2008 (Attention: Chairperson). Groups will be required to complete the contact and banking details information on the tax invoice and return to MAC. A cheque for \$500 will be sent to your Group on receipt of the tax invoice.

How to apply – Project Grants

An “Application Template” has been developed in Microsoft Word for Groups to use when preparing submissions. Groups are urged to use the template. The application template can be downloaded from Mac’s website: http://www.mac.sa.gov.au/sponsorship/community_road_safety_groups

Simply download the application template and insert your responses under each heading. A maximum of two Project Grant applications per Group is permitted each year.

Application Checklist

- All questions answered
- Budget completed
- Application signed (by Chair of the Group or delegate).

Where to send your application

Please address your application to:

Communications Manager
Motor Accident Commission
GPO Box 1045
Adelaide SA 5001

Please do not bind applications

Or by email: macsponsorship@saugov.sa.gov.au

Project Grants – what are we looking for?

Applications that have received favourable appraisals in the past have generally provided:

- clear and realistic road safety objectives that can be measured
- clearly identified target audiences
- evidence to support the impact of the project on crash prevention (and/or severity)
- a project plan containing milestones and timeframes
- a communications strategy
- a detailed income and expenditure budget

Funding is available to develop:

- new initiatives or activities that meet the Project Grant definition (see page 2)
- strategies aimed at expanding the scope of an existing initiative or engage a wider range of participants.

It should also be noted that preference for funding might be given to projects:

- that have a focus on the South Australian Government road safety priorities (speeding, drink driving, drug driving, seatbelts, vehicle safety, inattention, fatigue, cycling and pedestrians)
- that allow MAC to exclusively sponsor the project (or defined aspects of the project) to allow for evaluation of its sponsorship investment

Project Grant funds are generally available for projects taking place for up to a 12-month period. MAC will consider projects that continue beyond 12 months provided they could be broken down into 12-month stages with milestones. Details of these stages must be provided as part of the application.

Project Grants – what won't be sponsored?

Project Grant funding will generally not be provided for:

- projects related to 'advanced' driver-training courses (please refer to the MAC website for a definition and MAC's positioning statement)
- projects that have the creation of physical assets as their primary outcome
- promotional marketing items (Note: to coincide with each road safety advertising campaign, materials will be available to Groups for distribution in the local community. Please phone MAC to request quantities).
- projects that do not provide opportunities for the promotion of road safety messages or MAC
- interstate or international travel costs
- projects that discriminate against any persons, organisations or groups

How are Project Grant applications assessed?

Each application submitted to MAC is evaluated against criteria to determine the value of the project to road safety in South Australia. An application form to demonstrate the road safety benefits will be required.

A panel comprising professionals with relevant knowledge and experience will be responsible for evaluating applications on a case-by-case basis.

The panel comprises:

- MAC Corporate Affairs Manager
- DTEI Coordinator, Community Road Safety
- MAC Communications Manager
- MAC Road Safety Marketing Officer
- MAC Road Safety Adviser

Applications will be assessed on their ability to demonstrate that:

- The project contributes to the SA Road Safety Targets 2.9 and 2.10 of the SA Government's Strategic Plan (to have less than 90 fatalities and less than 1,000 people seriously injured on our roads)
- There is demonstrated need for the project
- The project has capacity to supplement and complement MAC's Road Safety Communications Program through reaching specific target demographic or geographic audiences
- Opportunities exist to leverage the road safety message through publicity and promotion
- They provide value for money for MAC

MAC will decide the support of any project that is appropriate. Approval of MAC Chief Executive Officer will be sought prior to committing to any activity. All decisions will be final.

Notification of success (or otherwise) will be made in writing to the Community Road Safety Group within four weeks of MAC's receipt of the application.

What happens if the Project is successful?

Sponsorship agreements

In return for Project Grant funding, successful applicants will be required to enter into an agreement with MAC outlining their obligations.

A Letter of Agreement sets out conditions relating to:

- Commencement and completion dates
- Marketing requirements
- Evaluation and reporting requirements
- Payment terms

Evaluation

Successful Community Road Safety Groups will need to complete an evaluation form at the conclusion of the project, which outlines aims, provides a summary of the project and details the outcomes.

A copy of the evaluation form is available from MAC's website:

http://www.mac.sa.gov.au/sponsorship/community_road_safety_groups