



WE'RE LOOKING FOR NEW IDEAS TO IMPROVE ROAD SAFETY

**Motor Accident Commission -
2008-09 Sponsorship Guidelines**



**Government
of South Australia**



**MOTOR ACCIDENT
COMMISSION**

Quick Summary of these Sponsorship Guidelines

This document sets out the guidelines for the Motor Accident Commission's 2008-09 Sponsorship Call. It provides information about MAC's Sponsorship Program, how to apply and tips for developing your application.

Sponsorship funds are available for projects that aim to reduce the frequency and impact of road injury, trauma and deaths in South Australia.

MAC's sponsorship funds are focused on preventing crashes from occurring, minimising crash severity, and reducing the long-term consequences of injuries.

Sponsorship is 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.

There is no limit to the amount of sponsorship allocated to each project. However, successful applicants should be aware that, depending on availability of budget, the full sponsorship amount requested might not be awarded.

Applications close 5pm Friday 16 May 2008.

Application forms can be downloaded from MAC's website at <http://www.mac.sa.gov.au/sponsorship/application> or phone MAC on (08) 8221 6377.

Application Checklist

Application form

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

Supporting material attached

- Letters of support indicating community support and commitment of any partners
- Proof of incorporation, private or registered company status (as required for the relevant category)

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

Dates

Applications close: 5pm, Friday 16 May 2008.

Announcements (by mail): The Motor Accident Commission will make every attempt to advise the applicant/organisation of its success (or otherwise) by the end of June 2008.

Further information

For further information about MAC's 2008-09 Sponsorship Call please email macsponsorship@saugov.sa.gov.au or phone (08) 8221 6377.

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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 MAC's 2008-09 Sponsorship Program

Each financial year the Motor Accident Commission allocates sponsorship funding to suitable projects that focus on reducing the number and severity of crashes on South Australian roads through its annual and highly competitive "Sponsorship Call".

The Motor Accident Commission's 2008-09 Sponsorship Program supports efforts to reduce the incidence and impact of road crashes (and the resultant injuries) on South Australian roads. In addition, sponsorship funding is also directed to rehabilitation and research initiatives to accelerate recovery for road crash victims and improve their quality of life.

Categories

Sponsorship Call funding is allocated across two categories: (1) Crash prevention and injury minimization, (2) Grants, donations and in-kind support

Funding requests for these two sponsorship categories are subject to MAC's Sponsorship Call Application Process. This process has been established to align funding requests to MAC's sponsorship objectives and to facilitate fair and equitable assessment of sponsorship applications.

Definitions

A **crash prevention and injury minimisation** initiative aims to reduce the number of crashes that occur on our roads or reduce the severity of road crashes and associated injuries. They provide MAC with direct road safety and marketing recognition benefits and do not have the creation of physical assets related to road use and road safety as their primary outcome.

Grants and donations are initiatives that aim to:

- (a) reduce the number of crashes that occur on our roads or that reduce the severity of road crashes and associated injuries.
- (b) enhance the treatment of injuries sustained as a result of motor vehicle crashes
- (c) accelerate road trauma victims' recovery and thereby enhance their quality of life.

These initiatives do not have the creation of physical assets related to road use and road safety as their primary outcome.

In kind support refers to non-financial support provided by MAC (such as volunteer time).

Community Road Safety Groups

MAC supports the Community Road Safety Groups in South Australia by providing an annual \$500 administration grant and project grants. **Community Road Safety Groups are treated independently of Sponsorship Call applicants and do not form part of this Sponsorship Call.**

Community Road Safety Groups should note that they can submit applications to MAC at anytime during the year and they will be notified within four weeks if they are successful.

Information about the Project Grant process, including guidelines and separate forms are available from the MAC website: http://www.mac.sa.gov.au/sponsorship/community_road_safety_groups.

Medical research

In previous years, MAC had in place Sponsorship Call categories for Post-Crash Rehabilitation and Medical Research. MAC's sponsorship model now utilises a contracting or commissioning methodology for post crash rehabilitation and research, rather than an open-ended submission based approach. Funds for the 2008-09 year have been committed through the TRACsa Research Program. For further information, please refer to the MAC website: <http://www.mac.sa.gov.au/research> or contact TRACsa.

Who can apply?

As MAC is a South Australian Government organisation, it is preferable that the projects or organisations sponsored by the Compulsory Third Party (CTP) Fund are South Australian based and benefit South Australians.

Crash Prevention and injury minimisation category:

Incorporated organisations and private or registered companies can apply. Applicants are required to complete an application form specific to this category.

Grants, donations and in-kind support category:

Not-for-profit, incorporated organisations only can apply. Applicants are required to complete an application form specific to this category.

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

- that allow MAC to exclusively sponsor the project (or defined aspects of the project) to allow for evaluation of its sponsorship investment
- that have a focus on the South Australian Government road safety priorities

Sponsorship from MAC is available to develop:

- New initiatives or activities that fall into one of the two categories of sponsorship
or
- Strategies aimed at expanding the scope of an existing initiative or engage a wider range of participants.

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) or treatment/rehabilitation of road crash victims
- a project plan containing milestones and timeframes
- a comprehensive communications strategy that offers opportunities for MAC to gain recognition for sponsoring the project
- a detailed income and expenditure budget

What won't be sponsored?

Sponsorship 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 do not provide opportunities for the promotion of road safety messages or MAC
- interstate or international travel costs
- activities that commence before MAC's announcement of application outcomes (unless funding is being sought to extend or reorient an existing initiative in line with MAC's sponsorship objectives)
- organisations that have not fulfilled previous sponsorship obligations
- individual sporting athletes and individual recreational clubs/associations
- projects that discriminate against any persons, organisations or groups

How are applications assessed?

Each sponsorship application submitted to MAC is rigorously evaluated against a comprehensive set of criteria by an assessment panel to determine the value of the project to road safety and the CTP Scheme in South Australia. An assessment panel comprising professionals with relevant knowledge and experience will be responsible for evaluating applications. An independent third party may assess applications as required.

Crash prevention and injury minimisation Category

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 Strategic Plan (to have less than 90 fatalities and less than 1,000 people seriously injured on our roads each year)
- The project contributes to a reduction in Compulsory Third Party Insurance claims costs
- The Applicant has sound financial and management controls in place to implement the project and deliver promised outcomes
- 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 positively promote MAC
- The project aligns to MAC's road safety objectives
- The project provides value for money for MAC

Grants, donations and in-kind support Category

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 Strategic Plan (to have less than 90 fatalities and less than 1,000 people seriously injured on our roads each year)

OR

- The project contributes to improving the treatment and quality of life for road crash victims

AND

- The project contributes to a reduction in Compulsory Third Party Insurance claims costs
- There is demonstrated need for the project
- There is a lack of equivalent projects or services available through other sources
- The Applicant has sound financial and management controls in place to implement the project and deliver promised outcomes (includes organisational history and stability)
- The project aligns to MAC's road safety objectives
- The project provides value for money for MAC

The Motor Accident Commission will decide the support of any project or organisation that is appropriate. All decisions will be final. It should be noted that funding is limited and suitable proposals may be declined for this reason.

Sponsorship conditions

Sponsorship agreements

In return for sponsorship, successful applicants will be required to enter into a sponsorship agreement with MAC outlining their obligations.

The agreement sets out conditions relating to:

- Commencement and completion dates
- Marketing requirements (including acknowledgment of MAC)
- Evaluation and reporting requirements
- Payment terms
- Intellectual property rights (where applicable)

How to apply

“Application Templates” have been developed in Microsoft Word for applicants to use when preparing sponsorship submissions. Applicants are urged to use these templates.

Separate templates have been designed for each sponsorship category:

- Crash prevention and injury minimisation Application Template
- Grant, donation and in-kind support Application Template

The application templates can be downloaded from the Motor Accident Commission website at:

<http://www.mac.sa.gov.au/sponsorship/application>. Simply download the application template that relates to your project and insert your responses under each heading.

Submission of applications

Four copies of the application should be submitted to the Motor Accident Commission's Office by 5pm, Friday 16 May 2008 at the following address:

By Mail

Attention: Communications Manager

Motor Accident Commission

GPO Box 1045

ADELAIDE SA 5001

(Post-marked no later than 16 May 2008).

OR

In person to the MAC Reception Desk

Attention: Communications Manager

Motor Accident Commission

Level 12, 50 Pirie Street

Adelaide SA 5000

OR

Electronically via email to macsponsorship@saugov.sa.gov.au

By 5pm, Friday 16 May 2008

It is the responsibility of the applicant to ensure that the submission is received at MAC by the above time and date.

The Motor Accident Commission may contact the applicant to clarify or supply any further details necessary to the proposal. Applicants may be required to make a presentation to the assessment panel.