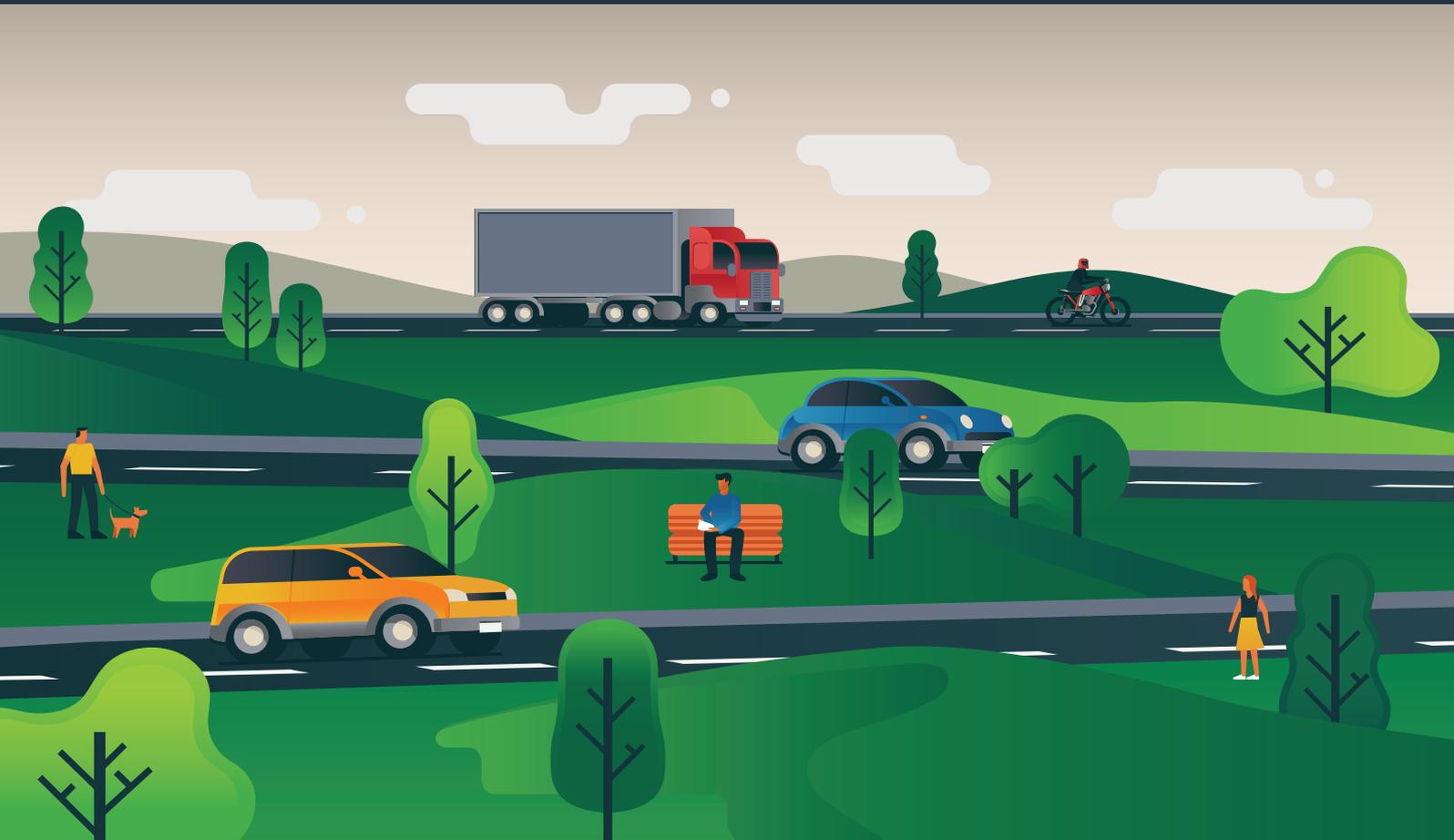


# Towards Safer Speeds Challenge

Program Guidelines 2018-19



**Our aim is to reduce  
road trauma on  
Victoria's roads.**



**Is there a problem in your community with vehicles travelling too fast along our roads; speeding through local shopping strips; or not driving to the conditions? If yes, then we would like to help you address these local road safety issues.**

The Towards Safer Speeds Challenge offers one-off grants of up to \$50,000 for road safety projects that can be delivered in a local community and address a key challenge. This year, the key challenge as identified by VicRoads is safer speeds.

Speed determines the outcome of every crash on Victoria's roads, and research shows small changes in speed can result in a significant reduction in road trauma. Speed includes travelling above the speed limit and travelling too fast for the road, weather and traffic conditions.

For our fragile bodies, even a small change in speed can mean the difference between life and death. This is especially true for vulnerable road users such as pedestrians, motorcyclists, cyclists, and particularly children and older people.

Safer speeds:

- Reduces the impact forces in the event of a crash and therefore, the crash severity
- Allows road users more time to observe and react to assess hazards and avoid a crash
- Makes it less likely that a driver will lose control.

We're also thinking about safer speed in terms of that which delivers additional health and social benefits:

- Urban environments that support the development of active travel cultures
- Reduced road congestion
- Greater community liveability
- Reduced greenhouse gas emissions, air and noise pollution
- Enhanced fuel economy
- Increased opportunities for social interaction and increased health and wellbeing.

We know that local community action is pivotal in addressing road safety, so we are keen to receive applications that develop and deliver new, creative and innovative approaches to address safer speeds in your local community.

## **Making change at a community level**

As the eyes and ears of your community, you have valuable insight into the expectations your community has about road safety. You also have the ability to influence and lead a positive community conversation about safer speeds and its connection to reducing road trauma and creating vibrant communities.

We are inviting you to develop and deliver a project to improve road safety in your community, whilst at the same time making your community more liveable, more environmentally friendly and more socially cohesive. We are asking you to implement a behaviour change intervention that addresses the issue of speed in a local traffic precinct (or precincts) or on a high speed rural road (or roads).

What is a local traffic precinct? Local traffic precincts are areas that are typically very busy, especially with vulnerable road users. It is one of three things:

- Major trip generators: routes to and from hospitals, universities, schools, shops, sporting grounds and precincts
- Local shopping strips
- Local roads.

Local traffic precincts are an important element of community life and play an important role in keeping community members socially connected to their community. They are often more 'places' than 'locations', so it is important that they remain safe and accessible for all road users.

What is a high speed rural road? Narrow, lower quality, high speed roads across rural Victoria that provide local connections and help rural economies thrive. Nearly half the lives lost in Victoria happen on 100 and 110km/hr rural roads, killing a disproportionate number of country people.

We want you to:

- Identify a local traffic precinct (or precincts) or high speed rural road (or roads) that you feel is worthy of having its speed reduced
- Lead a project to drive a positive community conversation about safer speeds (i.e. why safe speed is important, what is safer speeds)
- Influence local opinion to reduce speeds and support a speed reduction exercise in an identified local traffic precinct or high speed rural road.

In order to do this, community perceptions and acceptance of lower speed will be needed. This may include busting the myth that lower speeds result in longer travel time. It is widely noted that a significant reduction in speed limits is predicted to have only a minor impact on average travel times. It has been shown that reducing the speed limit from 60km/h to 40 or 50, results in a trip that is only 7 to 9 seconds longer.

At the conclusion of this program, we want to see communities that are more liveable, socially cohesive, environmentally friendly and understanding of the impact of speed, with a view to an area being traffic calmed and a proposal to reduce speed getting underway.

## What are we looking for?

We're not expecting you to build a rocket ship or develop a 'fix all cure' for this complex issue. It's about thinking outside the box to make things better for your community, and daring to do things differently.

The goal is to trial and evaluate a new approach towards safer speeds in your chosen areas—because we know that we can't do it alone.

The focus would be to nominate a speed change area, then engage with the local community to prepare them and build their support for the speed reduction envisaged. This might take the form of a temporary infrastructure change treatment with community engagement incorporated, an interactive campaign, or a community oriented program to communicate the benefits of safer speeds.

## What support will I receive?

Successful applicants will receive ongoing support from a VicRoads Community Road Safety Coordinator, and a leading behavioural change academic.

We believe this support, combined with your passion, local knowledge and links within your community will be a winning formula to design, test and evaluate inspiring projects that can drive a positive community shift towards safer speeds.

## Who can apply?

Organisations must be:

- Incorporated under the *Corporations Act 2001* (Cth) or the *Associations Incorporations Reform Act 2012* (Vic) and have a current Australian Business Number (ABN) (or have proof you have applied for one) that is not for a commercial entity or individuals

- A local government authority
- A school or university.

If your organisation does not meet the eligibility criteria you must nominate an eligible auspice organisation to apply for the grant. Auspice organisations must meet the above criteria, and can include local councils.

You will be required to submit a financial report as part of your application. If you are a local government authority your most recent annual report will suffice.

## Who is not eligible to apply?

- Individuals
- Organisations that are primarily commercial organisations or bodies established for profit-making purposes
- Victorian State government departments or agencies
- Federal government departments or agencies.

## What won't be funded

- Any project that relates to the building of permanent infrastructure
- Projects where the objectives are already delivered by an existing program
- Projects which are primarily research based
- Projects that are primarily involved with fundraising, prizes, competitions, awards or holding conferences and events
- Overseas and interstate travel, accommodation and other expenses
- Attendance at conferences and trade exhibitions
- Purchase of equipment and vehicles
- Projects that have already started
- Costs of products or activities which are the core business of the organisation
- Development of an App.

## Delivery timeframe

Projects funded under this program must be delivered between **1 July 2018 and 30 December 2019**.

## Briefing session

Interested applicants are invited to participate in the following briefing session:

**10am–12pm on Tuesday 27 February 2018 at QT Melbourne, 133 Russell Street, Melbourne**

Video or voice call via Skype will also be available.

You are strongly encouraged to participate in the briefing session, as more information regarding the focus of this program will be provided. The session will include discussions on the following:

- Scope of project (what's in/what's out)
- How to evaluate your project
- More detailed information on safer speeds from road safety experts.

Those who participate will walk away with a greater understanding of 'safer speeds' and the challenge this program is hoping to address. Organisations who participate will be able to network and meet experts in the area, with the view to creating a stronger application, and a greater chance of success.

Please RSVP for the session via the following link: [www.eventbrite.com.au/e/vicroads-towards-safer-speeds-challenge-briefing-session-tickets-40770456533](http://www.eventbrite.com.au/e/vicroads-towards-safer-speeds-challenge-briefing-session-tickets-40770456533).

## Application process

**Applications open 9am Monday 5 February and close noon Tuesday 27 March 2018.**

Applications must be submitted online via SmartyGrants, our online grants management system. You can access the application form at [vicroads.smartygrants.com.au/SaferSpeedsChallenge](http://vicroads.smartygrants.com.au/SaferSpeedsChallenge).

### Late applications will not be accepted.

For any technical difficulties with SmartyGrants, please contact the helpline on (03) 9320 6888 or email [service@smartygrants.com.au](mailto:service@smartygrants.com.au). This helpline is available from 9am to 5pm Monday to Friday. All queries will be answered by a member of the SmartyGrants team within 60 minutes.

We recommend you use Chrome or Firefox web browsers to complete your application. SmartyGrants technology runs faster with this software and it also has spell check functionality.

When creating a password you'll need to include numbers as well as letters. It is highly recommended that you save your application on a regular basis. After a period of inactivity, SmartyGrants may time out and your work could be lost.

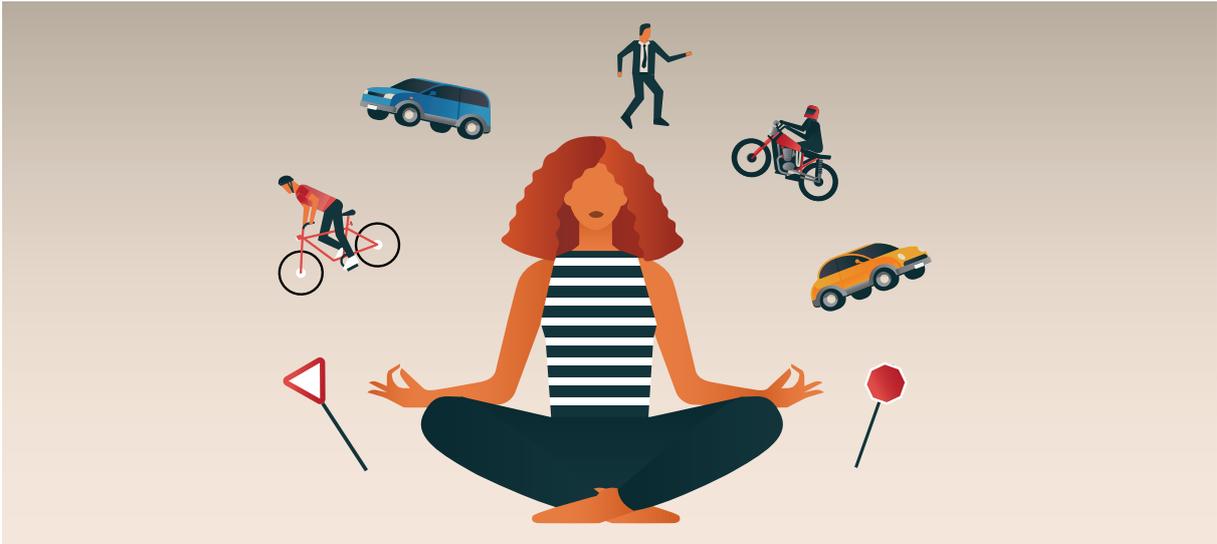
You don't have to complete your application in one sitting. You can save it and return to it at a later date.

## Key Dates

Application Stage	Timeline
Applications open	9am Monday 5 February 2018
Briefing session	10am–12pm Tuesday 27 February 2018
Applications close	Noon Tuesday 27 March 2018

## Application Checklist

Task	Completed
Review guidelines	
Attend the Briefing Session	
Speak to your VicRoads Community Road Safety Coordinator	
Have a person unfamiliar with your idea read your application	
You, and a person with authority to commit your organisation to the project, has reviewed the application form	
Submit application	



## Assessment Criteria

Applications will be assessed against the following criteria:

Criteria	Description	Weight
1. Contribution to improving local community road safety	Your application should clearly show how the initiative contributes to improving road safety knowledge, attitudes and behaviour.	15%
2. Evidence of need	Your application should identify the problem you are seeking to address and clearly demonstrate why the project is needed.	15%
3. New way of thinking	Your application will be assessed against the extent it demonstrates: <ul style="list-style-type: none"> <li>• Trialling of a new approach</li> <li>• A new way of communicating the safer speeds message</li> <li>• Reaching new audiences in a new way.</li> </ul>	20%
4. Value for money	Your application should represent value for money by matching a realistic budget with potential road safety benefits. Population reach, efficiency and effectiveness will be considered.	10%
5. Evidence of community engagement/partnerships to support program delivery	Your application should clearly identify: <ul style="list-style-type: none"> <li>• Ways in which the community and target participants will be engaged</li> <li>• All partner organisations and details the roles and responsibilities of all participating parties.</li> </ul>	15%
6. Capacity to evaluate the project	The application should demonstrate the provision of a methodology that will: <ul style="list-style-type: none"> <li>• Determine whether the intended outcomes have been achieved</li> <li>• Collect data and evidence to measure whether the activities have met the project objectives.</li> </ul>	10%
7. Supports Towards Zero Strategy	Your project should align with the Towards Zero strategy and support the outcomes this grant program is seeking (addressing safer speeds).	15%

An assessment panel of representatives from VicRoads and our Victorian Road Safety Partners (Transport Accident Commission, Royal Automotive Club Victoria, Department of Health and Human Services, Department of Justice and Regulation and Victoria Police) will assess applications against the above criteria. Other government agencies and statutory bodies may also be involved.

The assessment panel will meet in late April 2018.

## Notification

Applicants will be notified of their application outcome **no later than 21 May 2018**. If you don't hear from a VicRoads representative by this date, please get in touch with your VicRoads Community Road Safety Coordinator.

## Grant Management Responsibilities

### Funding agreement

Successful applicants will be required to enter into a Standard Funding Agreement which consists of:

- A set of standard terms and conditions which are fixed and non-negotiable
- Reporting requirements
- Payment schedule
- Delivery schedule.

A VicRoads Community Road Safety Coordinator will work with successful applicants to execute the funding agreement.

### Reporting and Payments

Successful applicants are required to submit the following documentation via SmartyGrants:

- **Project Plan:** 31 July 2018
- **Progress Report 1:** 21 December 2018
- **Progress Report 2:** 31 July 2019
- **Final Report:** 30 January 2020.

Acceptance of these reports by your VicRoads Community Road Safety Coordinator will trigger payment of funds. Payment is pre-determined at the following amounts:

- Upon execution of the Standard Funding Agreement: 50% of total funding
- Upon acceptance of progress report 2: 25% of total funding
- Upon acceptance of final report: 25% of total funding.

### Project monitoring

Your VicRoads Community Road Safety Coordinator will monitor your project throughout the year. This will include monthly meetings and attending events and sessions as needed. As mentioned earlier, you will also have support from a leading behavioural change academic who will meet with you periodically to support you in respects to project evaluation.

## Publicity

Successful applications will be required to cooperate with VicRoads on matters such as joint publicity. VicRoads and the Victorian Government will need appropriate acknowledgement on any program materials, publications, speeches, websites and communications. Your VicRoads Community Road Safety Coordinator will be able to provide support in this area.

## Contact information

You are encouraged to seek advice and support from your local VicRoads Community Road Safety Coordinator prior to submitting your application. This will make sure you are on the right track and your idea aligns with these guidelines.

Region	Contact	Phone Number	Office location
State-wide	Bonnie Swan	9935 4110	Melbourne CBD
Metro South East	Margaret Walpole	9881 8972	Burwood East
Metro North West	Emily Yuille	9313 1290	Sunshine
Northern	Cheryl Driscoll	5434 5037	Bendigo
Western	Di Nevett	0418 364 013	Ballarat
South Western	Ron Hinkley	0418 368 046	Geelong
Eastern	Alana Reiss	5172 2651	Traralgon
North Eastern	Sally Swankie	5761 1882	Benalla

