

# Community Road Safety Grants Program

## Tips to apply



### Tip#1

#### Read and understand the guidelines

- Whilst reading the VicRoads Community Road Safety Grants Guidelines, ask yourself the following questions:
  - Does the aim of the grant program align with what your organisation is trying to achieve?
  - Does your project align with the grant programs objectives?
  - Can you deliver it within the timeline and funding restrictions?
- Know what you're getting yourself into before you spend time preparing an application. Understand the reporting expectations and ask yourself if you can commit to this. Can you stick to the timelines? Do you have enough resources to complete the project to the required level?



### Tip#2

#### Contact your local VicRoads Community Road Safety Advisor

- We don't view grant making as a single transaction, rather an ongoing partnership, so we encourage you to make contact with your Community Road Safety Advisor early and often to build this partnership.
- Your Community Road Safety Advisor can support you during all stages of the grant process, particularly during the application process. They will provide advice regarding:
  - Towards Zero;
  - Regional road safety priorities; and
  - Type and level of information required in your application.



### Tip#3

#### Be prepared!

- Consider if you can answer these questions about the project you are seeking funding for, if not do you really need the funding? If yes, get prepared:
  - What do you want to do?
  - Why does it need to be done?
  - How are you going to do it?
  - Who will benefit from the project?
  - What are the expected outcomes of the project?
  - How will you know if these outcomes have been achieved?
- Start early – don't leave your application to the last minute. Get in touch with your Community Road Safety Advisor early to start planning and get your application ready.
- Understand the assessment criteria and answer it. This is what you will be assessed against, so make sure you know exactly what the assessment criteria is, and means, and what assessors are looking for.



### Tip#4

#### Know the costs of your project

- What is the total cost of your project worth? What can you receive from your partners or offer in-kind? These types of contributions are always looked on favourably by assessors.
- Be as accurate and realistic as you can with your costs – this is a competitive grants program, so you may lose out to others who offer greater value for money for the same outcomes.
- Have you considered other funding avenues? There are other organisations who may be able to support the type of project you are seeking.



## Tip #5

### Good looking applications

- It's worth knowing what a good application looks like before you start preparing your application. Take a look at **our sample** application form to get a better idea of what we're looking for.
- You will be asked for a short description of your project, for example:
  - 'teach women how to ride a bike' vs 'in partnership with a community health centre and local bike education instructors, we will equip women who are not regular bike riders with the skills and knowledge to become confident and frequent bike riders.'
- You will be asked why the project is needed in your community:
  - 'we don't have a program like this and need one' vs 'evidence highlights that only 8% of women in Moonee Valley City Council are frequent bike riders and the reasons for this are mainly due to lack of confidence riding on road.'
- When asked to list your project activities – think through every step you will take to achieve your outcomes – and list them! This will help flesh out your project description and provide a true picture of what you will be doing.
- Think SMART when preparing your goals – Specific, Measureable, Attainable, Relevant and Timely. This reduces the risks that your goals are vague and difficult to achieve.
- Use clear English:
  - be concise;
  - use everyday English;
  - short words;
  - keep your sentence length short; and imagine you are talking to your reader.
- When it comes to your outcomes, think about what behavioural change you want to see in your target population in the short/medium/long term. Then think about how you will be able to measure and report on these changes.



## Tip #6

### Before you submit

- Ask someone who doesn't know what your project is to review your application – make sure it makes sense to them and they can tell you exactly what you are doing.
- Don't assume assessors know what you're talking about – include as much detail as necessary to paint a clear picture of your project.



## Tip #7

### Not winning the grant

- Don't take it personally – our grant program is oversubscribed so we can't fund every project.
- No this time, may not mean NO forever – make sure you get feedback, improve for next year and contact your Community Road Safety Advisor.