

Estimating the value of contributions to community-level action for road safety



Report in brief

BACKGROUND

The road safety network in WA is made up of a wide range of individuals and organisations, all with an interest in working together in a partnership approach to make their communities safer. It is thanks to the resources of this network that so many road safety activities take place every year across the state. The time contributed by individuals to plan and implement road safety actions; facilities and equipment provided by Local Governments or State Government agencies; and sponsorship by local businesses are all examples of resources contributed by the network. The extent of these contributions reflects the collaborative nature of the network in working together for a common goal.

WALGA's RoadWise Program recently completed a project which sought to explore and quantify the level of financial and in-kind contributions made by the road safety network, supported by RoadWise, to enable local road safety activities to be planned and implemented. Data was collected for a three month time frame (February – April 2015) which included the number of paid and unpaid hours contributed by individuals, resources provided to support road safety activities, financial support for committees, and the provision of hosting and storage. Values were allocated to each element using either a market value or direct costs method.

KEY POINTS

1. This study has sought to explore and quantify the in-kind and financial contributions made by the community road safety network, supported by the RoadWise Program, to enable local road safety activities to be planned and implemented.
2. The findings of the study reinforce the strength of the RoadWise Program's well established partnership approach, which continues to play a significant role in the Program's ability to generate additional value using funding received through the State Government.
3. This study has shown that the community road safety network, supported by the WALGA RoadWise Program, contributes more than \$1.6 million per year (based on 2015 estimated values) in in-kind and financial contributions to road safety. This is leveraged from the \$1.8 million support provided through the Road Trauma Trust Account and State Road Funds to Local Government Agreement funding allocations to the RoadWise Program in 2015.
4. By working in a collaborative, community partnership approach, the road safety network has enabled significant resources to deliver local road safety activities, aligned to the WA road safety strategy. The RoadWise Program plays an important role in this process by fostering partnerships, providing support for road safety committees, and building the capacity of the network.

CONTACT

RESULTS AT A GLANCE

- The total value of in-kind and financial contributions generated by the community road safety network across WA in the three month period 1 February – 30 April 2015 was \$404,321. On an annual basis, this represents a contribution of around \$1.62 million.
- It is estimated that individuals in the network contributed more than 4000 hours to road safety during the reporting period. Extrapolating this represents over 16,000 hours on an annual basis. This commitment enabled the delivery of 983 road safety activities¹.
- Local Government staff and Elected Members contributed 61% of all hours, and the sector contributed 49% of the value of contributions in total. This is an indication of the level of commitment and support by Local Governments to community road safety partnerships.
- The spread of contributions from other organisation types suggests that community partnerships are effectively generating support for local road safety activity:
 - State Government agencies: 15% of hours, 15% of overall contributions
 - Non-Government organisations: 5% of hours, 3% of overall contributions
 - Community groups: 14% of hours, 6% of overall contributions
 - Private sector: 4% of hours, 25% of overall contributions
 - Other: 2% of overall contributions
- The contributions have come from metropolitan, regional and remote areas of WA, with differences between regions reflecting the varying levels of activity and capacity within each region.

SUPPORTING INFORMATION

- WALGA's RoadWise Program works in a capacity building approach with Local Governments, community groups, private businesses and individuals to support the implementation of *Towards Zero*, the road safety strategy for WA 2008-2020.
- The RoadWise Program was established in 1993. Over the 20 year period 1993-2013, there has been a significant decrease in the number of people killed and injured in road crashes in WA² (see table). While there has been no evaluation to measure the effect of individual components of the overall road safety effort, the RoadWise Program - together with the other regulatory, educational, engineering, enforcement, policy and advocacy countermeasures – has contributed to this reduction.

Year	Number of casualties ³	Rate of casualties, per 100,000 population	Rate of casualties, per 10,000 registered motor vehicles	Rate of casualties, per 100 million estimated kms travelled
1993	11,120	663	100	66
2013	8,505	338	42	30

¹ The WALGA RoadWise Program recorded 983 road safety activities generated by the network as part of the RTTA quarterly reporting process 2014/15

² Reported Road Crashes in Western Australia 2013, <http://rsc.wa.gov.au/Stats/Annual/annual-crash-statistics-2013.aspx>

³ Casualties include persons killed, persons admitted to hospital, and persons requiring medical attention.

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