



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



Western Australian Local Government Association (WALGA), *Estimating the value of contributions to community-level action for road safety*, WALGA, September 2015.

General Information

The WA Local Government Association's RoadWise Program is the Local Government and Community Road Safety Program.

WALGA's RoadWise Program works to build the capacity of Local Governments, the community and other agencies to effectively deliver road safety initiatives aligned to *Towards Zero*, WA's Road Safety Strategy 2008 - 2020.

WALGA's RoadWise Program

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1.0 Executive summary

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 receives State Government funding from the Road Trauma Trust Account and the State Road Funds to Local Government Agreement.

This study sought to explore and quantify the financial and in-kind contributions made by the community road safety network (the network), supported by the RoadWise Program, 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; the support provided for road safety activities undertaken by the network (meetings, events, presentations, displays and media); financial support provided to road safety committees; and the level of in-kind hosting arrangements provided, including office space for regionally-based Road Safety Advisors and garaging for road safety display trailers. Values were assigned to each element using either a market value or direct costs method.

The key findings of the study are:

1. The total value of in-kind and financial contributions to the 191 activities generated by the community road safety network 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.
2. Individuals in the network contributed over 4000 hours to road safety during the reporting period. Extrapolating this represents over 16,000 hours on an annual basis. This indicates the commitment of the network to achieving positive road safety outcomes in their communities.
3. 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.
4. 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
5. Variations between regions provide an insight into the challenges and opportunities presented by differences in the level of resourcing and commitment within organisations and communities.
6. By working in a collaborative, community partnership approach, the road safety network has enabled a significant amount of resources to be generated and allocated to local road safety activities. The RoadWise Program plays an important role in this process by fostering those local level partnerships, providing support for road safety committees, and building the capacity of the network.

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 2014-15 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.

2.0 Introduction

2.1 Background

WALGA's RoadWise Program works 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 receives funding through the Road Trauma Trust Account and the State Road Funds to Local Government Agreement.

The Program supports local road safety committees; provides access to resources and training; and increases road safety skills and knowledge, which all contribute to building the capacity of the network to make an effective contribution to improving road safety in Western Australia. Working in a capacity building approach benefits the community by improving the reach of programs, and increasing the level of local participation, engagement and commitment to action (Liberato, Brimblecombe, Ritchie, Ferguson, & Coveney, 2011).

The community road safety network extends across eleven regions, which align to Regional Road Groups (with the addition of the metropolitan area divided into two regions). These regions encompass metropolitan, regional and remote areas of Western Australia. The RoadWise Program services and supports these regions through a team of Regional Road Safety Advisors. These staff are based in each area, with the exception of the Pilbara and Gascoyne regions which are serviced, in addition to the Metropolitan South region, by a Senior Road Safety Consultant based in Perth.

The Austroads Guide to Road Safety Part 4 (Cairney, 2009) recognises community road safety programs such as RoadWise as playing an important role in generating the community support, partnerships and engagement in road safety that is integral to achieving a safe road transport system. However it is difficult to assess the effectiveness of such programs due to the challenges associated with small population sizes, relatively low numbers of crashes in individual communities, and the difficulty in separating the effects of local activities from broader campaigns or projects (Cairney, 2009).

Traditional evaluation efforts, which have focused primarily on delivery and processes, do not provide a complete picture of the contribution of community road safety programs in a safe system. Evaluations of other broad scale community based injury prevention programs have found that a narrow view of success (for example, using only the criteria of reduction in hospitalised injuries) did not account for other broader measures of success, such as developing partnerships or increased community capacity to address safety issues (Nilson, Ekman, Ekman, Ryen, & Lindqvist, 2007).

The WALGA RoadWise Program has sought to expand the ways in which the program is evaluated, over and above the reporting regime that is undertaken to meet the requirements of the funding received from the State Government. This has included research undertaken in 2013 which assessed the level of capacity within the network, facilitated through the RoadWise Program. This study seeks to build on that work by

exploring the financial and in-kind contributions to road safety through the network, as an essential element in enabling community level road safety activities to occur around the state.

2.2 Purpose

The RoadWise Program supports local road safety committees and the state-wide network of groups and individuals with an interest in road safety. More than 3800 individuals are part of the network, consisting of representatives from Local Government, Government agencies, local businesses, community groups and individuals. It is through this network that a wide range of local road safety activities are planned and delivered, extending from events such as the Blessing of the Roads; to developing workplace road safety policies; to the regular deployment of speed display trailers.

These activities require the resources of the network, for example the time contributed by individuals to plan and implement road safety events; the provision of venues for meetings or workshops; or printed material and merchandise to distribute to target groups. This study has sought to explore and quantify these contributions, in order to provide a broader picture of the level of support that is afforded to enable effective local road safety activities to be planned and implemented.

The purposes of this study are:

1. To gauge and report on the in-kind and financial contributions made by Local Government and others to the activities of the Local Government and community road safety network, and
2. To demonstrate the additional value leveraged from the funding received by the RoadWise Program from the Road Trauma Trust Account and State Road Funds to Local Government Agreement.

3.0 Methodology

3.1 Determining the methodology

A major challenge for this project was to develop a means of capturing the relevant information across 11 individual regions, each operating with their own unique mix of road safety network members and available resources. Work undertaken by ARRB for the Department of Infrastructure, Energy and Resources to value a Community Local Government Road Safety Partnership in Tasmania provided valuable background for this study and a basis with which to start developing a suitable process (ARRB Group Ltd, 2014).

The initial steps involved identifying the elements of the network to be included in the evaluation. Broadly, the criteria for inclusion was that the input must be assessed to be in support of the community road safety network, rather than as the core business of the individual or agency involved. It was also important not to include things that are provided by the RoadWise Program as part of the State Government funding.

A three month time frame (1 February – 30 April 2015) for the data was set to ensure that the information was as recent and accurate as possible. Data was collected by RoadWise Program staff in liaison with members of the network.

The data included fell into four core categories:

- The number of paid and unpaid hours contributed by individuals within the network to:
 - Attending road safety meetings
 - Planning road safety activities
 - Implementing road safety activities
 - Evaluating road safety activities
- The support provided for the following road safety activities in the network:
 - Meetings;
 - Events;
 - Presentations/workshops/seminars;
 - Displays/trailers; and
 - Media print articles.
- The level of financial support provided to road safety committees via direct budget allocations, local sponsorships, and/or grants;
- The level of hosting arrangements including:
 - Provision of office space for Regional Road Safety Advisors; and
 - Provision of storage space and maintenance for road safety display trailers.

3.2 Assigning values

The range of inputs in to the community road safety network required extensive research in order to apply specific values to each item. The ARRB project undertaken in Tasmania outlined two broad approaches to valuing inputs:

- Market value method – which values the product or service according to the market value (when such a product or service is available commercially); and
- Direct costs method – which rely on documented costs (or estimates of costs) for items such as paid and unpaid time, kilometres travelled etc. (ARRB Group Ltd, 2014)

This study utilises both methods, as appropriate. In order to make the costs as regionally appropriate as possible, in many cases the Regional Price Index was used to estimate costs which reflected an average of each region (Department of Regional Development, 2013). A full explanation of costs and relevant references can be found in Appendix A.

3.3 Limitations

The nature of this study meant that much of the data relied on the knowledge and judgement of the individual officers involved in collecting and reporting data. Given that these officers are involved and engaged with their networks on a daily basis, it is feasible to expect that the data entered will be reasonable and realistic. However there is the possibility that some items have been under or over estimated.

Using a relatively short time period (3 months) for the data reporting, while allowing for greater accuracy, means that there is the potential for a high level of variation between regions. The level of activity in each region is determined by a range of factors, including other major regional events and local industry/agricultural activity (e.g. grain harvest). There are always fluctuations between committees depending on the level of support from agencies, and their cycle of planning and implementing. However, this three month snapshot will provide a solid indication of how the figures may look on an annual basis.

4.0 Results

4.1 Overall summary

The overall value of financial and in-kind contributions to road safety through the community road safety network in the 3 month period from February – April 2015 was **\$404,321**. Table 1 (below) shows that the most significant inputs were in the form of individual hours (both paid and unpaid), and road safety activities.

Table 1: Total value of inputs, by activity type (Feb-Apr 2015)

Item	Value (\$)	% of total
Individual hours	233,489	58%
Activities (events, meetings, displays, presentations, media)	129,998	32%
Financial contribution	26,875	7%
Hosting and storage	13,959	3%
TOTAL	404,321	100%

Of the financial and in-kind contributions made to the network, almost half can be attributed to Local Government. Table 2 (below) shows the value and percentage representation of the contribution from each organisation type. It should be noted that the private sector category includes the value of print media articles.

Table 2: Total value of inputs, by organisation type

Organisation	Value (\$)	% of total
Local Government	198,159	49%
Private sector	101,714	25%
State Government	59,420	15%
Community group	23,392	6%
Non-government agency	13,860	3%
Other/combined	7776	2%
TOTAL	404,321	100%

4.2 Hours contributed to road safety by individuals

Data was collected on the number of hours contributed by individuals within the road safety network during the period 1 February – 30 April 2015. The number of hours was recorded as either paid or unpaid (voluntary); the type of activity the hours were spent on; and the type of organisation the individual belonged to. The position title for each individual enabled coding into the major employment groups utilised by the Australian Bureau of Statistics (Australian Bureau of Statistics, 2013).

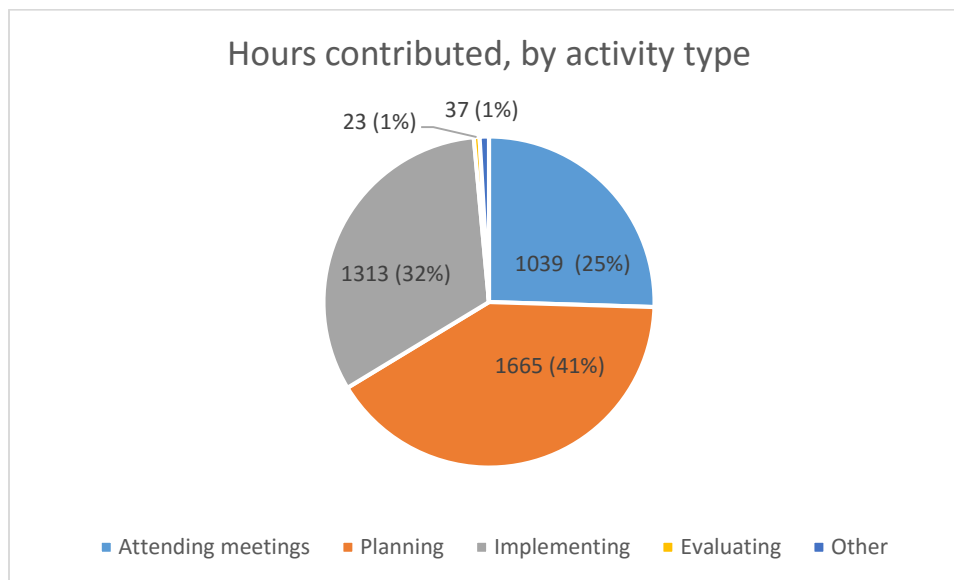
Using these groups, an average hourly rate (as calculated by the ABS) was applied, multiplied by 1.5 to estimate the additional costs such as leave, training etc (ARRB Group Ltd, 2014). For volunteers, the hourly rate of \$32.53 was used as recommended by Volunteering WA (Volunteering WA, 2015).

Using this methodology, the total number of hours contributed to road safety network activities in the period 1 February - 30 April 2015 was **4076 hours**. The value of these hours was **\$233,489**.

Key points:

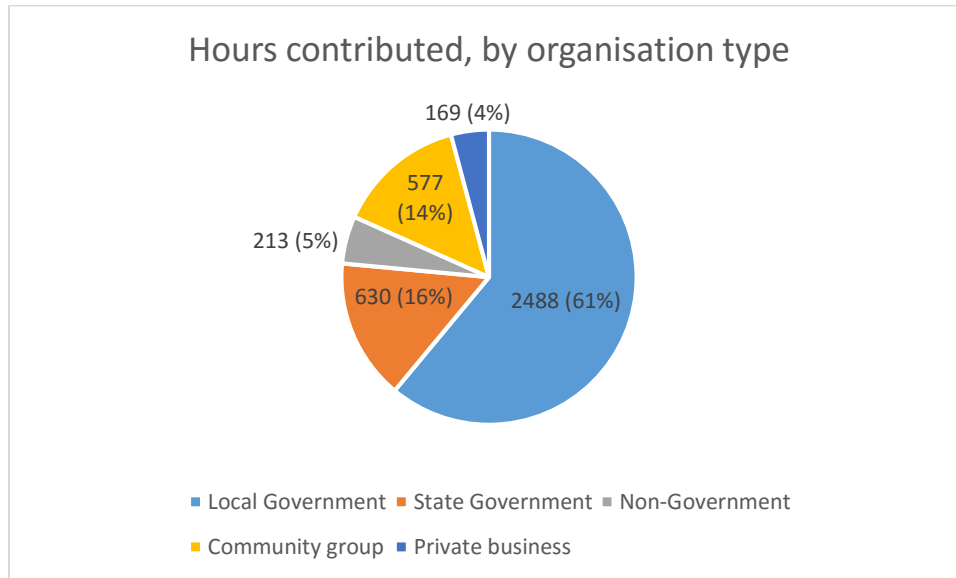
- **71%** of the hours contributed were paid hours, with **29%** unpaid or voluntary hours.
- Figure 1 (below) shows the activity with the most amount of hours contributed was **planning** road safety activities (1665 hours, 41%), followed by **implementing** road safety activities (1313 hours, 32%). Attending **road safety meetings**, which provide an avenue for collaboration and coordination, made up a quarter of all hours contributed (1039 hours, 25%).

Figure 1: Hours contributed, by activity type



- Figure 2 shows that almost two thirds of hours contributed were by **Local Government** staff and elected members (2488 hours, 61%), followed by **State Government** agency employees (630 hours, 15%), people from **community groups** (577 hours, 14%), **non-government organisations** (213 hours, 5%) and the **private sector** (169 hours, 4%).

Figure 2: Hours contributed, by organisation type



The region with the largest amount of hours contributed was Metro North, which includes a number of large, relatively well resourced Councils who in several cases employ their own specialist road safety staff. This region hosted a major event during the reporting period (Cities of Joondalup, Wanneroo and Swan combined Blessing of the Roads event), which required a significant amount of hours from the individuals involved in planning and implementation.

By contrast, some other regions have small numbers of Local Governments (for example, there are only four Local Governments in the Gascoyne, Kimberley and Pilbara regions), are vast in size and significantly smaller in population. It is no surprise that some of these regions have a lower number of hours contributed to road safety activities.

There are also noteworthy differences in the split between hours contributed as part of paid positions, or as unpaid or volunteer hours (see Table 3). The two metropolitan regions are significantly different, with more than 90% of the hours contributed in Metro North coming from paid positions, while the Metro South region was almost evenly split between paid and unpaid hours. This again reflects the contribution from several large councils in the Metro North region, several of which have staff positions assigned to road safety, which enables a substantial contribution to the activities of the road safety network. The even split in the Metro South region is in part attributable to the considerable number of volunteer members of committees in that area.

In regional areas it is noteworthy that 100% of hours contributed in the Gascoyne and Pilbara regions were paid hours, while the other regions (Great Southern, Mid West, Goldfields-Esperance, Wheatbelt North and

South) had very similar splits in hours (between 64% and 75% paid in each region). Similar to the Metro South region, the hours contributed in the South West were evenly split between paid and volunteer hours. The Kimberley region recorded 100% volunteer hours during this period, however this is considered atypical and reflects the re-establishment of relationships after the Road Safety Advisor position had been vacant for some time.

Table 3: Total hours contributed, by region

Region	Total hours	% paid	% unpaid
Gascoyne	26	100%	0%
Goldfields-Esperance	271	75%	25%
Great Southern	419	69%	31%
Kimberley	23	0%	100%
Metro North	1415	91%	9%
Metro South	298	51%	50%
Mid West	392	66%	34%
Pilbara	111	100%	0%
South West	760	45%	55%
Wheatbelt North	201	64%	35%
Wheatbelt South	161	65%	35%

4.3 Support for network activities

Data was collected on the amount of financial and in-kind support provided for the following road safety activities that were conducted in the 3 month reporting period (1 February – 30 April 2015):

- Meetings
- Events
- Presentations/workshops/seminars
- Displays (including Towards Zero trailers and speed display trailers)
- Print media

Table 4 shows that each activity was broken down into separate elements, to ensure that all contributions were captured. Values were then allocated to each item (see Appendix B for full details of values including sources).

Table 4: Elements of activities included

Activity type	Elements included
Meetings	Chairing meetings Meeting administration/minutes Venue Catering
Events Presentations Displays	Venue Catering Printed material and merchandise Event equipment and logistics Prizes Kilometres travelled Advertising and promotion Other
Media (print)	Size of article

Given the challenges in allocating a value to online media such as Facebook and Twitter, only print media was included for assessment in this study.

The economic value attributed to media generated by the WALGA RoadWise Program is based on an average cost per column centimetre. This figure is based on the actual 2015 advertising rates from regional and metropolitan newspapers in The West Australian Regional Newspapers, Fairfax Regional Media (WA) and the Community Newspaper Group. It is important to note that the average cost per column centimetre excludes advertising page/colour loadings which range from 10-100%, so the true value of the media generated by the RoadWise Program would be significantly higher than the average figure being used for this economic evaluation.

It should also be noted that the media coverage achieved by the RoadWise Program is often in very localised media outlets not covered by the WALGA media monitoring service and as such, the level of media generated by RoadWise Program activities is likely to be higher than the report indicates.

During the three month period (February – April 2015), a total of 191 activities were implemented by the road safety network, with support from the RoadWise Program (see Table 5). It should be noted that the activities recorded for this study are only those that required a financial or in-kind contribution, therefore it is not an exhaustive list.

Table 5: Road safety activities by region, Feb-Apr 2015

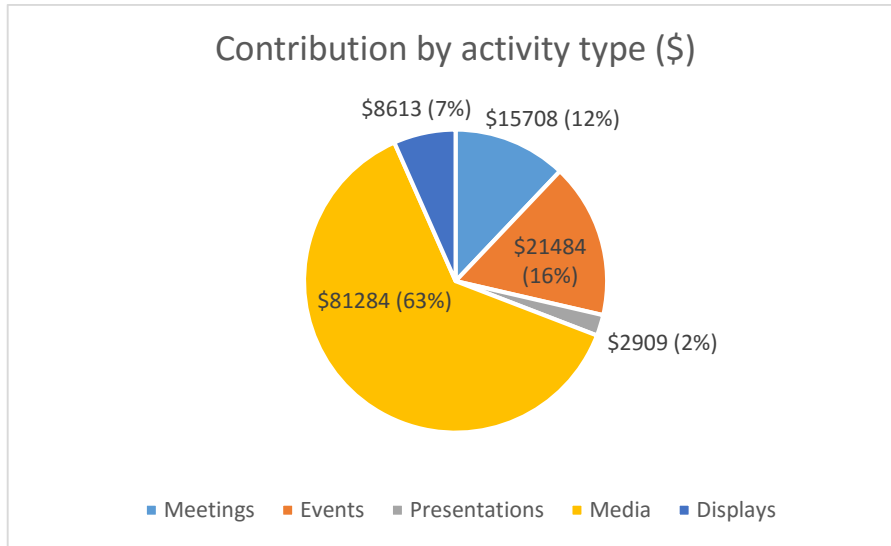
REGION	Number of road safety activities					TOTAL
	Meetings	Events	Presentations	Displays	Media articles	
Gascoyne	1			1		2
Goldfields-Esperance	8	9		2	10	29
Great Southern	11	6			11	28
Kimberley						0
Metro North	5	7	2	4	18	36
Metro South	11	6		1		18
Mid West	7	2				9
Pilbara	5	1				6
South West	17	10		12		39
Wheatbelt North	6	4	1			11
Wheatbelt South	5	2	2	1	3	13
TOTAL	76	47	5	21	42	191

Using the methodology outlined, the total value of financial and in-kind contributions to road safety network activities during the February – March 2015 period was **\$129,998**.

Key points:

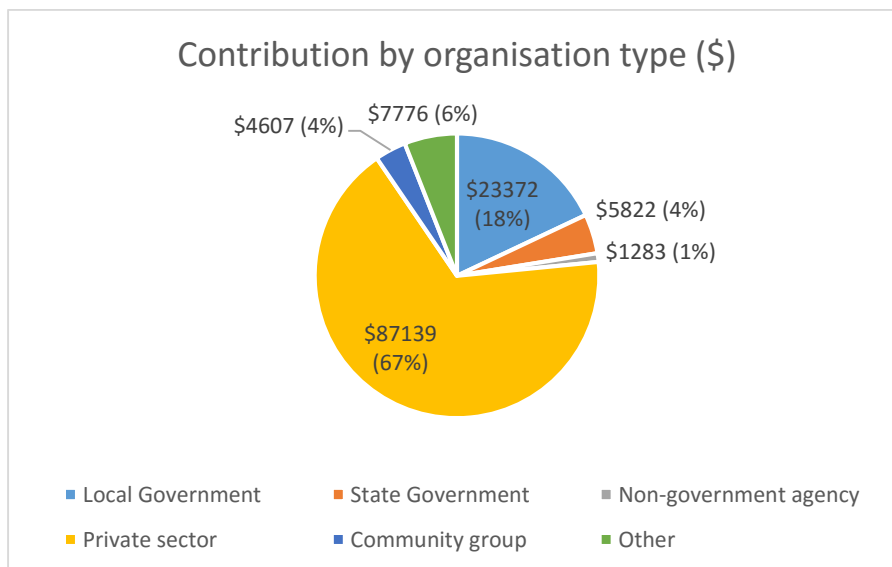
- Around two thirds (\$81,284; 63%) of the total contribution value was attributable to **media** activity, followed by **road safety events** (\$21,484; 16%) and **meetings** to enable collaboration and coordination (\$15,708; 12%) (see Figure 3).

Figure 3: Contribution to road safety activities, by activity type



- Largely due to the value of media related activities, the majority of contributions were made by the **private sector** (\$87,139; 67%), followed by **Local Government** (\$23,372; 18%) (see Figure 4).

Figure 4: Contribution to road safety activities, by organisation type



4.4 Financial contributions, hosting and storage

In addition to the in-kind support provided for road safety activities in the network, there are a number of important financial contributions made to support road safety committees. For this study, data was collected on the financial contributions made in the three month reporting period (1 February – 30 April 2015) in terms of:

- Budget allocations to road safety committees, and
- Grant funding awarded for road safety activity.

The value of these contributions for this period was **\$26,875**. Just over half of this total (\$13,600; 51%) was in the form of road safety grants awarded by the State Government, with the remainder made up from Local Government budget allocations to support road safety committees (\$8375; 31%), and an RAC grant to fund road safety activities in the Goldfields-Esperance region (\$4900; 19%).

Another important contribution to the road safety network is the support provided in the form of hosting arrangements for RoadWise Road Safety Advisors (RSA). In five regions (Goldfields-Esperance, Great Southern, Mid-West, South West and Wheatbelt North), RSAs are hosted within regional Local Government offices. In six regions (Goldfields-Esperance, Great Southern, Metro North, Pilbara, South West and Wheatbelt South), Local Governments also provide storage space for road safety display trailers, which are a RoadWise resource.

For this study, data was collected on the level of support provided for:

- RSA office space and storage, and
- Display trailer storage and maintenance.

The values allocated were based on current market rates. Office space rates and overheads were calculated based on the rate paid for the Kimberley office, adjusted for each region using the Regional Price Index. The full list of values, including sources, can be found in the Appendix.

Using this methodology, the value of the support provided for hosting and storage was **\$13,958**.

5.0 Conclusion

This study sought to quantify the in-kind and financial contributions made by Local Government and others to the community road safety network, over a three month period (1 February – 30 April 2015). This is the first time a study of this kind has been undertaken for the RoadWise Program, and has quantified the additional value that is added to the State Government investment in the Program. The resulting data has provided insight into the range of inputs that are made to the network across the state, all of which facilitate the local level road safety activities that are integral to achieving positive road safety outcomes.

The key findings are:

1. The total value of in-kind and financial contributions generated by the community road safety network 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.
2. Individuals in the network contributed over 4000 hours to road safety during the reporting period. Extrapolating this represents over 16,000 hours on an annual basis. This indicates the commitment of the network to achieving positive road safety outcomes in their communities.
3. Local Governments 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.
4. 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
5. Variations between regions provide an insight into the challenges and opportunities presented by differences in the level of resourcing and commitment within organisations and communities.
6. By working in a collaborative, community partnership approach, the road safety network has enabled a significant amount of resources to be generated and allocated to local road safety activities. The RoadWise Program plays an important role in this process by fostering those local level partnerships, providing support for road safety committees, and building the capacity of the network. Figure 5 shows that it is this combined effort that enables community-level road safety action to be delivered.

Figure 5: Contributions to community-level action for road safety (annual)¹



This study has shown that the community road safety network, supported by the RoadWise Program, contributes around \$1.62 million on an annual basis in in-kind and financial contributions to road safety. This is additional value leveraged from the \$1.87 million support provided by the State Government to the RoadWise Program, through allocations from the Road Trauma Trust Account and State Road Funds to Local Government Agreement.

Towards Zero acknowledges capacity building, community support and commitment, and partnerships or alliances as some of the key foundations for a safe system. This study has demonstrated what can be achieved by working in a collaborative approach that includes these principles, and shows the level of activity that is being generated, at a community level, in support of the Towards Zero strategy.

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

6.0 Appendix

Appendix A: Source information for allocating values

ITEM	CATEGORY	VALUE	SOURCE
Paid hours	Individual hours	Managers: \$68.40/hr Professionals: \$71.40/hr Technicians/Trade Workers: \$52.50/hr Community/Personal Service Workers: \$44.10/hr Clerical/Administrative Workers: \$47.40/hr Machinery Operators/Drivers: \$51.75	Hourly rates were calculated by coding position titles according to the ABS Cat. No. 1220.0 ANZSCO – Australian and New Zealand Standard Classification of Occupations (http://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/1220.0Main+Features12013,%20Version%201.2?OpenDocument), and applying the average hourly earnings estimated in the ABS 6306.0 – Employee Earnings and Hours, Australia, May 2014 (http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/6306.0Main%20Features3May%202014?opendocument&tabname=Summary&prodno=6306.0&issue=May%202014&num=&view). Hourly rates were multiplied by 1.5 to include estimated additional costs such as annual leave, training etc.
Unpaid hours	Individual hours	Volunteers: \$32.53/hr	The volunteer hourly rate used is recommended by Volunteering WA (http://volunteeringwa.org.au/resources.aspx)
Chairing meetings	Meetings	\$80 per meeting	The Salaries and Allowances Tribunal outlines rates for Committee Meeting and Prescribed Attendance Fees (http://www.sat.wa.gov.au/LocalGovernmentElectedMembers/Pages/Determination2013June.aspx). The rates for a Council Member (including the chairman) for all regional Local Governments ranged from \$44 to \$116. A median rate of \$80 was used for this item. While not all Committee chairs are Local Government Elected Members, this rate was used to give an indication of the costs involved to an organisation or group to provide a chair person.
Meeting admin	Meetings	\$31.60 x number of meeting hours	This rate is the average hourly rate for Clerical and Administrative Workers (without loading) as per the ABS (reference as per paid hours). This rate gives an indication of the costs involved to an organisation or group to provide administrative support to committee meetings.
Venue	Meetings	\$21 per hour	Hourly costs were sourced for meeting rooms in each region at venues such as Local Government facilities or community venues (e.g. Lotteries House). The rates ranged from \$13/hr (Wanneroo Library) to \$35/hr (Pilbara Lotteries House), with an average rate of \$21/hr.
Venue	Events Presentations Displays	Estimated by RSAs	
Catering	Meetings	Morning/afternoon tea: \$11.70 per person Lunch/dinner: \$15.26 per person	Indicative costs for basic catering in Perth were obtained (http://www.missmaud.com.au/OnlineOrdering/CateringPlatters/SandwichBaguetteWrapPlatters.aspx , http://temptationscatering.com.au/page/morning-afternoon-tea/), calculated for each region using the Regional Price Index, and then averaged.
Catering	Events Presentations Displays	Estimated by RSAs (using rates above where appropriate)	

Printed material and merchandise	Events Presentations Displays	Estimated by RSAs	
Event equipment and logistics	Events Presentations Displays	Estimated by RSAs	
Prizes	Events Presentations Displays	Estimated by RSAs	
Kilometres travelled	Events Presentations Displays	Cost per km travelled: 66c per km	The rate used was the new standard rate which is applicable from 2015/16. While it is acknowledged that this rate did not apply during the reporting period, it is lower than the average of the previous rates that were in use. https://www.ato.gov.au/general/new-legislation/in-detail/direct-taxes/income-tax-for-individuals/simplify-the-car-expense-substantiation-methods/
Advertising and promotion	Events Presentations Displays	Estimated by RSAs	
Media	Events Presentations Displays	\$9.56 per column cm	http://www.westregionalsales.com.au/index.php/2012-07-19-17-38-59 - The West Regional Rate Card – p5 http://www.fairfaxregionalmedia.com.au/view.asp?show=rate&state=WA – Fairfax Regional Paper http://www.communitynews.com.au/pages/advertise.php - Community Newspaper Group (WA) – Metro Regional newspapers - average value per ccm \$7.32 (ex GST) – no page or colour loading Metro newspapers – average value per ccm \$11.43 (ex GST) – no page or colour loading Average state-wide print media value per column centimetre \$9.56 (inc GST) – no page or colour loading
Budget allocation to committee	Direct financial contribution	Quantified by RSAs	
Local sponsorship	Direct financial contribution	Quantified by RSAs	
Grants	Direct financial contribution	Quantified by RSAs, along with review of media release from Minister for Road Safety	https://www.mediastatements.wa.gov.au/Pages/Barnett/2015/03/Community-groups-receive-road-safety-grants.aspx
RSA office space	Hosting and storage	Mid West: \$1786.20 Goldfields Esperance: \$1783.37 Wheatbelt North: \$1760.55 Great Southern: \$1568.19 South West: \$1740.40	Using the rent paid for the Kimberley office as a base (\$9204 p/a), relevant regional rates were calculated using the Regional Price Index (Housing Commodity Group).

RSA storage space	Hosting and storage	Mid West: \$465.06 Goldfields Esperance: \$464.58 Great Southern: \$408.30 South West: \$453.15	Using average Perth price of \$159 per month for a 3x2m storage space, relevant regional rates were calculated using the Regional Price Index (Housing Commodity Group). http://www.spaceout.com.au/self-storage-price-survey/western-australia-self-storage-prices-data.php
Display trailer storage	Hosting and storage	Goldfields Esperance: \$464.58 Great Southern: \$408.30 Pilbara: \$666.84 Wheatbelt South: \$458.39 Metro North: \$477 South West: \$453.15	Using average Perth price of \$159 per month for a 3x2m storage space, relevant regional rates were calculated using the Regional Price Index (Housing Commodity Group). http://www.spaceout.com.au/self-storage-price-survey/western-australia-self-storage-prices-data.php
Display trailer maintenance	Hosting and storage	\$100	Estimated using experience of RSA's and discussion with Local Government staff.

Appendix B – Regional summary

Region	Total value of contribution				TOTAL
	Individual hours	Activities (meetings, events, presentations, displays, media)	Financial contribution	Hosting and storage	
Gascoyne	1,797	672	0	0	2,469
Goldfields-Esperance	15,455	36,391	5,900	2,813	60,558
Great Southern	21,910	28,483	625	2,485	53,502
Kimberley	748	0	0	0	748
Metro North	95,034	33,720	7,500	677	136,931
Metro South	14,305	4,205	2,750	0	21,259
Mid West	20,774	1,839	1,000	2,251	25,864
Pilbara	7,650	1,237	0	667	9,554
South West	35,981	6,520	0	2,747	45,248
Wheatbelt North	11,004	3,706	7,800	1,761	24,270
Wheatbelt South	8,832	13,227	1,300	559	23,917
TOTAL	233,489	129,998	26,875	13,959	404,321

7.0 References

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