

# National Road Safety Week 'Turn Your Town Yellow' Funding

## Frequently Asked Questions

Thanks for your interest in the Road Safety Commission's 'Turn Your Town Yellow' funding for regional Town Teams!

To help you complete your Expression of Interest (EOI), more information is provided below. If you have further questions, please email Town Team Movement at [hello@townteammovement.com](mailto:hello@townteammovement.com)

### **1. Who is eligible for National Road Safety Week 'Turn Your Town Yellow' Funding?**

Regional Town Teams in Western Australia are eligible for this funding. 'Regional' refers to all areas outside of the Perth Metropolitan Area.

To find out more about registering as a Town Team, visit <https://www.townteammovement.com/town-teams/>

### **2. When are Expressions of Interest (EOIs) due?**

EOIs are due 1 March 2023. This is to allow sufficient time for successful applicants to prepare their project for National Road Safety Week in May.

### **3. When will we hear about the outcome of our EOI?**

Applicants will be contacted in March 2023, within 2-3 weeks of the EOI closing date.

### **4. When does my project have to occur?**

Projects are to occur during National Road Safety Week, which is 14-21 May, 2023. There is greater impact on road safety awareness when projects around the country occur at the same time.

### **5. What is National Road Safety Week?**

National Road Safety Week is an annual initiative highlighting the impacts of road trauma and ways to reduce it.

### **6. Why is the funding only for regional Town Teams?**

The majority of deaths on our roads occur in regional WA and three in every four serious crashes on regional WA roads involve a local driver either within their own local government area or an adjacent one.

### **7. How much can we apply for?**

The funding amount is \$20,000. We are looking for something volunteer-run, non-profit, and with big impact!

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### 8. What sort of projects are eligible?

If the project visibly 'turns your town yellow', it's eligible!

It needs to have a big impact for a maximum of people. So it needs to be highly visible, located on a main street and a major road at the entrance to your town. Think media-friendly, instagrammable - this is all about raising awareness of road safety!

Messaging needs to be clearly about road safety rather than any health awareness messaging (such as not drinking and taking drugs, or riding a bike to get fit).

Ideas include::

- an event, like a yellow themed long table dinner down your main street with yellow street decorations, yellow table cloths, food, clothing, yellow entertainment, and so on. Or a big yellow street party.

- something like yellow lanterns in the trees or buildings along your main street

- painting a yellow pattern along the road or footpaths and walls (you may need to use removable paint)

- artworks such as murals or sculptures at a key location or along the main street

- street furniture like seats or picnic tables with yellow umbrellas, or planters with yellow flowers

Use your imagination and think about what is going to make an impact when seen, photographed or filmed to spread the road safety message.

You will need some sort of a launch event for the project - so your project might just be one large event, or some physical improvements with a smaller celebration for your community to create or enjoy it together.

If you want some help working through your idea, just get in touch with Town Team Movement at [hello@townteammovement.com](mailto:hello@townteammovement.com)

### 9. Why 'yellow'?

Yellow has become the colour for road safety as it was Sarah Frazer's favourite colour. In 2012, 23 year old Sarah was driving to Wagga Wagga to begin her university degree. Her car broke down and she pulled into the emergency lane and called for assistance. As the car was being hooked up to the tow-truck, a passing truck collided with Sarah and the tow truck driver, killing them instantly. Sarah's father Peter Frazer established the Sarah Group to raise awareness of road safety. Find out more [here](#).

By turning your town yellow, you can shine a light on road safety and start an important conversation about how your local community can make every journey safe. It will honour those people we have lost and represent community pledges to make roads safe for everyone, to drive so others survive.