

WA Football



Funded by
**ROAD SAFETY
COMMISSION**

COMMUNITY
INITIATIVES
PARTNER

**SPORT
WEST**

WA Football
Best On Road

2026 Best on Road Grants Program Toolkit



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BACKGROUND

WA Football in collaboration with Country Football WA and Perth Football League have partnered with SportWest and The Road Safety Commission to provide grants to football clubs and leagues targeting new innovations to reduce the instances of road trauma on Western Australian Roads.

The partnership aims to change the road safety culture and behaviours of football players and the broader community by integrating education, behaviour change initiatives and community support to build a lasting impact on road safety culture across WA's football community and broader population.

The SportWest Best on Road program, taking place over three years has four key initiatives:

Best on Road Club Rewards Program

Funding program for initiatives aimed at fostering awareness and responsible driving behaviours within the sporting community.

WA Sport Awards – Road Safety Commission Best on Road Award

Award for a club or individual who has led positive change on the culture and behaviour of road users to help make WA roads safer.

The Captain's Club

An education and training program for athletes and other club leaders in community sport to become peer educators. This includes education, resources and financial remuneration.

Best on Road Ambassador Program

Influential sport people who have the ability to inspire and lead by example are provided training and promoted as ambassadors or role models reinforcing the message of road safety among young athletes.

2026 BEST ON ROAD GRANTS PROGRAM

To ensure football clubs and leagues across the state are able to take advantage of the Best on Road Club Rewards Program, WA Football have partnered with SportWest to implement the Best on Road Grants Program. Community football clubs, including Umpire clubs, can receive up to \$1,500 and community football leagues and WAFL clubs can receive up to \$3,000 for initiatives that promote road safety.

The grants program opens on 13 March 2026 and closes on 1 October 2026

Applications will be assessed as they come in, ensuring a quick and streamlined process for approving initiatives.

FUNDING STREAMS

There are four different funding streams that clubs and leagues can apply for:

Share the Road Safety Message	Up to \$500
Educate the Road Safety Message	Up to \$1,000
Champion the Road Safety Message	Up to \$1,500
Football League Campaign	Up to \$3,000

SHARING THE ROAD SAFETY MESSAGE

Clubs can apply for up to \$500 for:

- An initiative that shares an approved road safety message
- An initiative that promotes safer driving practices
- An administration fee of up to \$500 for time spent developing and implementing the initiative
 - Researching and accessing approved road safety resources
 - Developing and sharing the road safety initiative
 - Collecting information for grant acquittal

Some examples include:

- A social media campaign
- Developing and implementing a club safe driver policy
- A road safety themed competition (design a poster)
- Displaying road safety collateral (posters, flyers, etc) around the club

EDUCATING THE ROAD SAFETY MESSAGE

Clubs can apply for up to \$1,000 for:

- An initiative that educates new drivers on road safety and safer driving practices
- An initiative that educates the wider football community on road safety and safer driving practices
- An ongoing initiative that promotes safer driving practices
- Educating Road Safety Message initiatives must include a safe driver policy and/or other Sharing the Road Safety Message initiative.
- An administration fee of up to \$500 for time spent developing and implementing the initiative
 - Researching and accessing approved road safety resources
 - Developing and sharing the road safety initiative
 - Collecting information for grant acquittal

Some examples include:

- Road safety education session (yr 10 – 12 and colts teams, new drivers, parents, senior football teams)
- Provision of rideshare vouchers, alongside safe driver policy and/or another sharing the road safety message campaign
 - Carpooling and chartered vehicles may be considered in some instances in regional WA only
- Road safety round for yr 10 – 12 and colts teams, alongside a safe driver policy and/or another sharing the road safety message campaign

CHAMPIONING THE ROAD SAFETY MESSAGE

Clubs can apply for up to \$1,500 for:

- An all of club initiative that shares the message and educates on road safety and safer driving practices
- An all of club initiative that embeds road safety and safer driving practices messaging and education
- An initiative that shares and educates the wider community outside of the football club on road safety and safer driving practices
- Championing the Road Safety Message initiatives must include a safe driver policy and / or Sharing the Road and Educating the Road safety messaging
- An administration fee of up to \$500 for time spent developing and implementing the initiative
 - Researching and accessing approved road safety resources
 - Developing and sharing the road safety initiative
 - Collecting information for grant acquittal

Some examples include:

- All of club road safety themed round inclusive of sharing and educating road safety message campaigns
- Video production of a road safety message
- Apparel / equipment with road safety messaging

FOOTBALL LEAGUE CAMPAIGN

Football leagues across regional WA, WA Masters, and WAFL Clubs can apply for up to \$3,000 for:

- All of league / WAFL club road safety campaign that shares the message and educates on road safety and safer driving practices
 - For country leagues, this is in addition to, not inclusive of Belt Up funded activities
- Supporting past or current league / WAFL Club leaders and legends to become Captain's Club peer educators

- For WAFL clubs, any Captain's Club peer educator must service a minimum of three community clubs in their district.
- An administration fee of up to \$500 for time spent developing and implementing the initiative
 - Researching and accessing approved road safety resources
 - Developing and sharing the road safety initiative
 - Collecting information for grant acquittal

Some examples include:

- All of league / WAFL club road safety themed round (in addition to Belt Up funded activities for country leagues)
- All of league / WAFL club campaign that promotes road safety and safer driving practices

GRANT CRITERIA

Who is eligible to apply?

- AFL community football club's affiliated with WA Football, Country Football WA or Perth Football League
- AFL umpire club's affiliated with WA Football, Country Football WA or Perth Football League
- AFL Football Leagues affiliated with WA Football or Country Football WA (Football League Campaign only)
- WAFL Clubs (Football League Campaign only)

What do clubs need to know

- Applications will be assessed against the criteria by representatives from WA Football, Country Football WA and Perth Football League
- Grants open on 13 March 2026 and close on 1 October 2026
- Applications will be assessed as they are received to ensure a quick turnaround
- Clubs and leagues will be limited to one application per year
- Clubs must ensure that all marketing and promotional materials meet the style guidelines which will be made available on grant approval
- On completion of the application form the club agrees to the Agreement Conditions in advance of receiving the funding, attached within the application
- Unless by individual agreement, clubs must acquit the grant, providing invoices and documentation within 60 days of being notified of successful application
- Funds will be provided to the club in arrears, on receipt of an invoice from the club which is to be provided as part of the acquittal
- If your club would like to discuss its initiative prior to applying, please contact clubdevelopment@wafootball.com.au

MARKETING AND PROMOTIONAL MATERIAL

On approval of the funding application, your club will be provided a link to the branding guidelines and digital assets that can be used to share the Best on Road, road safety message. These include:

- Best on Road social media tiles
- Best on Road signature block
- Best on Road MREC (medium rectangular ad for in newsletters)

USEFUL RESOURCES

We are continuously building our resources to support the road safety message and these are available in the Branding Guidelines. If you find great resources and facilitators, please let us know so we can share out.

Some resources include:

Fatal 5

- Speeding: [Speed Safety Resources](#)
- Distractions: [Driver Distraction Resources](#)
- Drink/Drunk Driving: [Drink or Drug Driving Resources](#)
- Seatbelts: [Seatbelt Safety Resources](#)
- Fatigue: [Driver Fatigue Resources](#)

Other Road Safety Commission Campaigns:

- [Not worth the \(beep\) risk](#)
- [Wheelmates](#)
- [Get Street-wise](#)

Other Resources:

- [Driving on your P Plates](#)
- [Red Plate One Mate](#)

APPLY HERE

Apply for a Best on Road Grant [HERE](#)



CONTACT US

If you would like to discuss your grant idea or have further questions about the Best on Road Grants Program, please contact:

clubdevelopment@wafotball.com.au