

PLAY YOUR ROLE

SHOW UP FOR YOUR TEAM.
SLOW DOWN ON THE ROAD.

CLUB REWARDS PROGRAM



INTRODUCING THE TAC CLUB REWARDS PROGRAM

It's a program for community football and netball clubs that encourages active participation in the mission to eliminate fatalities and serious injuries on our roads. It takes all of us to make this happen.

That's why we're asking AFL Victoria football and netball clubs to help us encourage everyone to play their role, by rewarding those who are as passionate about the vision as we are.

TAC Club Rewards Program for 2024 includes five key criteria, with speeding as a road safety focus this season.

Footy and netball players are often in a rush to get to training on time. However, studies show that speeding doesn't save time and significantly increases the risk of crashes.

We want players to understand that if they're running late, they should resist the urge to speed, even if it means copping a few laps as punishment from the coach.

During this Road Safety Round, we want you to join us in running these 'late-laps' – to show our support for everyone slowing down on our roads.

By hosting your own Late Lap-a-thon, members of your community can bank laps around your club's ground, sending a message that there's no need to rush, your laps have been covered. We want you to show up safely.

We invite clubs of all sizes to participate to help take community action for road safety, and share in the club funding available.

**WE'RE GIVING
ALL AFL VICTORIA
FOOTBALL AND
NETBALL CLUBS
ACCESS TO
\$600,000.
EACH CLUB CAN
EARN UP TO
\$10,000 IN THE
2024 SEASON
BY FOLLOWING
THESE STEPS.**

- 1** Register your club at: <https://aflvic.smartygrants.com.au/TacClubRewards2024>
- 2** Actively spread the below road safety messages throughout your club this season in as many ways as possible, using the assessment criteria as a guide.
- 3** Show us what you've done by uploading evidence to your Smarty Grants application:
 - Pictures
 - Videos
 - Screenshots of social media posts, content or any other digital activity
 - Copies of records, written material and collateral
 - Submit an acquittal form with a description of your club's involvement
- 4** Complete your application by midnight on Sunday 25 August, 2024.
- 5** Wait for announcement from AFL Victoria from late October 2024.

EVERY APPLICATION WILL BE ASSESSED BY MEMBERS OF A PANEL MADE UP OF KEY ROAD SAFETY AND COMMUNITY FOOTBALL EXPERTS FROM THE TAC AND AFL VICTORIA.

Applications will be marked and measured against the 5 key criteria outlined below.

For more information visit <https://www.aflvic.com.au/TACClubRewards>

1.

How well did the club put in place initiatives to raise awareness of the TAC's priority message for 2024: Speeding?

- a. Sharing campaign messages and assets provided on club channels to raise awareness of the risks and consequences of speeding, available at the [Club Rewards Hub](#).
- b. Utilising the 2024 merchandise kit materials to raise awareness of the priority road safety message this season. Note: Physical merchandise items will be delivered to local leagues for club collection in June.
- c. Getting creative by producing bespoke club videos and/or promotional activities, tailored to your club community, to increase awareness of the risks of speeding.
- d. Encourage your players to submit your club's best banter lines that encourages club and community members to slow down and drive within the limit. The top slogans will be selected to feature in Road Safety Round 2024. Submit your club's entry early in the season [here](#).

2.

How well did the club amplify and support other TAC road safety campaigns and key messages in the following five areas: Drink Driving, Drowsy Driving, Distractions, Vehicle Safety, Young Drivers?

(See key messages section for further guidance).

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- a. Using TAC campaign materials and messages to post road safety messages across the club's social media accounts, club newsletters and digital platforms. Access the digital assets and materials at afvic.com.au/tacclubrewards.
 - b. Promoting general road safety messages at functions and training facilities, amongst club personnel, online, on game day, in the football record, around the club rooms and prior to club functions.
 - c. Encouraging members and players to use the howsafeisyourcar.com.au website to check the safety rating of their current and/or next car. Communicate that there is a 5 star-rated safe car available in every budget.
 - d. Promoting the importance of logging 120 hours for Learner Drivers across a range of driving conditions.
 - e. Promoting the [TAC L2P Program](#) to your club community to help with the mentor recruitment drive. Volunteer mentors can help learners get the experience they need.
 - f. Any other initiatives that resonates with your club to promote road safety messages.

3.

What initiatives did the club have in place to discourage participants from drink / drug driving at their club matches and events?

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- a. This could be providing and promoting the use of safe transport options at club events and functions where alcohol will be served e.g. shuttle buses.
 - b. Providing free or discounted non-alcoholic drinks for designated drivers or rewarding them by other means, such as with vouchers, free meals etc.
 - c. Providing Uber or taxi vouchers.
 - d. Encouraging car-pooling with designated drivers the morning after club events.
 - e. Running alcohol free nights.
 - f. Allocating alcohol-free areas for fans around the ground.
 - g. Posting drink-driving related social or digital posts from the downloadable assets found at the [Club Rewards Hub](#).
 - h. Displaying posters, bar mats, coasters that include drink and drive separation messaging.

4.

How well did the club promote and engage their community to participate in Road Safety Round and the Late-Lap-a-thon campaign?

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- a. Actively promote and participate in the 2024 TAC AFL Victoria Road Safety Round and Late-Lap-a-thon campaign activity.
 - b. Hosting a theme round event and/or Late-Lap-a-thon campaign community event to encourage your club community to slow down and drive within the limit.
 - c. Encouraging all attendees to wear the 'Band Together' armbands.
 - d. Promoting the importance of the round and providing information to attendees and within local community.
 - e. Tag [@TACVictoria](#) in social media posts where possible, to help us share your message.
 - f. Inviting local media outlets to attend the round, provide a photo of the round activity or share a personal club story from your community (if applicable). This activity can help promote the importance of road safety in your broader community.
 - g. Sharing messages from the club's President/ Board/Coaches around the importance of the round prior to the round.
 - h. Promoting the round with on ground signage, boundary signs, placards and additional promotions.
 - i. Involving local Victoria Police, Victoria SES or your Local Council representatives in activities such as speaking to playing groups or participating in events.
 - j. Playing a Road Safety Round video at training in the lead up to the round, available at the [Club Rewards Hub](#) and [TAC Band Together](#).

5.

Did a high percentage of club members complete the TAC's 2024 road safety surveys?

Road safety surveys are critical to help the TAC understand more about road safety perceptions, behaviours and challenges across Victoria.

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- a. Encourage players, members and your club community to complete the road safety surveys during June-July, available on the [Club Rewards Hub](#).
 - b. Clubs will be rewarded in their assessment for both providing evidence of the promotion of the survey to their community, and for completions of the baseline and follow-up surveys.
 - c. 5 x **\$1,000 Sherrin vouchers** are on offer to clubs who complete both surveys. To enter in the draw, ensure your club community complete both surveys.

KEY MESSAGES TO PROMOTE AROUND YOUR CLUB THIS SEASON.

1.

SPEEDING

Speed remains one of the biggest factors in crashes on Victorian roads, contributing to more than 30% of crashes.

The faster you go, the harder you hit, the worse the damage will be. So, drive to the conditions and always drive within the speed limit.

Driving as little as 5km/h less can significantly reduce your chances of having a crash and the severity of injury if you have one. It can mean the difference between death and serious injury and avoiding a crash altogether.

Going a “few k’s over” won’t save you much time – over a 10 km trip, travelling at 65km/h instead of 60km/h only saves you 48 seconds. That’s less time than putting on your training gear.

The penalty for speeding is a minimum fine of \$240, demerit points and potential loss of licence.

Tips for staying safe when driving:

Reduce your speed if the weather or road conditions are dangerous.

Don’t feel pressured to drive above the posted speed limit if someone is driving close behind you.

The time saved from speeding makes little to no difference to your day, but significantly increases your risk of crashing and serious injury.

2.

DISTRACTIONS

Driver distraction is a critical road safety issue, and mobile phone while driving significantly increases a driver’s risk of crashing.

In Victoria, the current penalty for illegally using a mobile phone whilst driving is a fine of \$577 (subject to change on July 1, 2024) and 4 demerit points. For P-Platers that’s just one point away from losing your licence.

New automatic mobile phone and seatbelt detection cameras are now operating in Victoria, significantly increasing the likelihood of being caught if you are doing the wrong thing.

New mobile phone laws were introduced in Victoria in early 2023. Make sure you are up to date on the laws that apply to you by checking out the rules [here](#).

Tips for staying safe when driving:

Turn your phone to silent, do not disturb or turn it off completely before driving.

[Watch this video](#) to learn how to activate ‘do not disturb’ while driving on your phone.

Keep your phone out of reach when driving, such as in the glovebox or car boot.

Set your GPS or music playlist prior to starting your car and ensure the device is in an approved holder. Different laws apply for P platers, be sure to check out the [laws that apply to you](#).

As a passenger, speak up and tell a driver to get off their phone and focus on the road.

3.

DRINK DRIVING

Alcohol absorption is influenced by many factors which you can’t always control – you can never be sure whether you’re under 0.05. If you drink, don’t drive.

Separate drinking and driving altogether. Stop kidding yourself – if you drink, don’t drive.

Tips to avoid drink-driving:

If you’re going to drink, don’t drive, and plan another way home (e.g., public transport, rideshare or taxi).

Plan ahead and have a designated driver or alternative transport option organised to get home safely.

4.

DROWSY DRIVING

Driving while tired can be brought on by a lack of quality sleep, not enough rest, physical exertion and driving when you would normally be sleeping (overnight/early morning).

If you drive on less than 5 hours sleep, you are 4 times more likely to crash.

Tips to avoid drowsy driving

Driving long distances to games on regional roads can be risky - Plan a rest stop on your way to each game. Pull over for a rest and a coffee to stay on the ball.

Avoid becoming fatigued on your drive – plan regular breaks every 2 hours and swap drivers regularly if possible.

Plan your journey – make sure you've had a good night's sleep before you hit the road.

Avoid driving when you would normally be sleeping.

5.

VEHICLE SAFETY

If everyone **upgraded their car** to the safest within its class, the number of lives lost would reduce by a third.

Looking for a first car on a budget? You can find an affordable and safe new or used car by visiting [howsafeisyourcar.com.au](https://www.howsafeisyourcar.com.au).

Parents and guardians, your role as a supervisor doesn't stop when they get their P Plates. It's easy to help them choose a safe car – visit [howsafeisyourcar.com.au](https://www.howsafeisyourcar.com.au) and look for 5 stars.

If you're looking to buy a safe car, make sure it's got lane keep assist. Visit [howsafeisyourcar.com.au](https://www.howsafeisyourcar.com.au) to find out more.

6.

LEARNER DRIVERS

If you're on your L plates, make sure to get at least 120 hours of driving practice in all conditions with your supervisor! This practice will help make you safer once you're driving on your own.

The TAC L2P Program is a community-based program developed to assist eligible young Victorian learner drivers between the ages of 16 and 21 years who do not have access to a supervising driver, or an appropriate vehicle to gain driving experience required for a probationary licence.

The TAC L2P program are on the lookout for volunteers. By becoming a TAC L2P mentor, you'll help young people who don't have access to a supervising driver or vehicle gain the 120 hours of valuable driving experience they need. For more information, visit [TAC L2P Program : VicRoads](#)

FREQUENTLY ASKED QUESTIONS

1. Can I print my own posters?

Yes. If you would like more posters up around the club, you can print your own by downloading them at <https://www.aflvic.com.au/TACClubRewards>

2. Where can I get Club Rewards merchandise?

Merchandise will be distributed to local associations / leagues in June for collection by clubs. Stay tuned for information from your local league representative.

3. How will Banter submissions be distributed?

Your club can be involved in the making of the 2024 TAC and AFL Victoria campaign, by getting creative and submitting campaign slogans that encourage your club and community members to show up for your team, and slow down on the roads. Select slogans will feature on campaign materials during Road Safety Round 2024. Encourage your players to submit a slogans to feature on the big stage. Get creative, keep it positive and read the terms and conditions before entering.

4. When is Road Safety Round?

Road Safety Round is scheduled for the weekend 20-21 July, with promotional activity beginning Monday 15 July.

5. When can I collect my Road Safety Round armbands?

Armbands will be distributed to local associations and leagues in late June. Stay tuned for information from your local league representative about collection.

6. What is a Late-Lap-a-thon campaign community event? How can I get involved this year?

Speeding is often justified by the need to arrive on time, especially when being late leads to negative outcomes like penalty 'late-laps' in footy training. However, speeding is never the right choice, so let's take some of the pressure off.

In Road Safety Round, your club can help tackle speeding by hosting an event in which members of the community run 'late-laps' on behalf of players. By running their 'late-laps', we can reduce the pressure that players can feel to speed in order to arrive on time. We can all show up for the team, to slow down on the road. Better late than never.

7. We have a bye or away game for Road Safety Round, can I pick another round?

Yes. Your club can promote Road Safety Round on another weekend – ideally the weekend immediately following. Be sure to create awareness with your members and take photos to share afterwards.

8. How will I find out if my club has been successful in receiving Club Rewards funding?

AFL Victoria will release communications via email to successful club recipients after the review period has taken place with the panel. It is anticipated that successful clubs will be contacted in late October 2024.

**THANK YOU FOR PLAYING
YOUR ROLE IN OUR MISSION TO
CREATE SAFER ROADS IN EVERY
VICTORIAN COMMUNITY.**

