



# BE THE DIFFERENCE

SHOW UP FOR YOUR TEAM

SLOW DOWN ON THE ROAD

## CLUB REWARDS PROGRAM 2025



**BE THE  
DIFFERENCE  
WITH THE  
TAC CLUB  
REWARDS  
PROGRAM.**

## **When it comes to road safety – we're all on the same team.**

TAC Club Rewards is a program for all AFL Victoria affiliated clubs to actively participate in the mission to eliminate fatalities and serious injuries on our roads.

We need players, coaches and volunteers of football and netball clubs, to help build a culture of road safety amongst Victorian communities.

We will reward those who not only show up but step up, with actions that support our vision.

**One death on our roads is too many and your club  
can BE THE DIFFERENCE.**

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## **2025 FOCUS**

**This year, the priority road safety  
focus for the season is speeding.**

Each year in Victoria, speeding contributes to at least 30% of fatal crashes and 25% of serious injury crashes.

Going “a little bit over” the speed limit, by as little as 5 km/h, increases crash risk by 44%.

From 2025, playing your role is no longer enough. The TAC encourage all members of your club, no matter the size, to lead from the front when it comes to slowing down on the road.

Because individual actions don't just protect you. They protect your team. They protect Victorians.

**BE THE DIFFERENCE.**

Show up for your team.  
Slow down on the road.

## QUICK STEPS

We're giving all AFL Victoria aligned clubs access to a pool of **\$700,000 to help promote road safety in the Victorian community.**

Each club can earn up to \$10,000 in the 2025 season by following these steps.



Sign up to TAC Club Rewards Program

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Champion road safety in your club

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Get your community involved

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Show us how your club helped promote road safety

1. Register your club at <https://aflvic.smartygrants.com.au/TACClubRewards2025>
2. Actively spread road safety messages throughout your club this season
3. Follow the assessment criteria below as a guide for ideas on how to engage your club
4. Show us how your club educated members on road safety by uploading evidence to your Smarty Grants application:
  - Photos
  - Videos
  - Screenshots of social media posts, content or any other digital activity
  - Copies of promotions, written material and collateral
5. Submit an acquittal form with a description of your club's involvement
6. Complete your application by midnight on Monday 25 August, 2025.
7. Wait for announcement from AFL Victoria in late October 2025.

## HOW YOUR CLUB CAN BE THE DIFFERENCE.

Every club 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.

Application will be marked and measured against the **4 key criteria** outlined below.

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## ONE

# CHAMPION ROAD SAFETY WITHIN YOUR CLUB

**Sign up, create a culture of advocates and start promoting.**

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- Register your club via Smarty Grants to start your application and to receive updates throughout the season: <https://aflvic.smartygrants.com.au/TACClubRewards2025>.
- Discuss your plans to champion road safety at a Club Committee meeting.
- Encourage a few club members to be road safety champions, to help boost club participation.
- Use the TAC digital pack to share road safety messages with your club – Download the digital assets and materials at <https://play.afl/victoria/tacclubrewards>.
- Utilise the 2025 merchandise kit materials to raise awareness of the risks and consequences of speeding a few kms over the limit.
- Post on your club social media to announce your club's involvement in TAC Club Rewards program.

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## TWO

# GET YOUR CLUB COMMUNITY INVOLVED

This year, there is more engagement opportunities for broader community participation than ever before. We have developed additional assets that encourage clubs and players to tailor promotions of 'Be The Difference' and road safety, to form deeper connection to the messaging.

**For season 2025, empower action and fun shareability through the TAC 'Slo-Mo' initiative, framed in important road safety messaging.**

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- Print the 'Slo-Mo How To' poster from the TAC digital pack ([Click here](#)) and share around your club.
- Encourage slow-motion video capture of training drills, game day moments, trick shots or other football/netball action.
- Then, members are to add the provided TAC frame over the footage and share on socials tagging your club and [@TACVictoria #TACSloMo](#)

**Get creative by producing other bespoke initiatives or content.**  
**For example:**

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- Print and display 'Be The Difference' posters using your own club colours and imagery ([Click here](#)).
  1. Change the two blue elements to your team colours
  2. Upload and select own image.

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## TWO (CONTINUED)

Right click on image and select *Layer*, then *Send to back*

**3.** Once complete, click *Share* to download file

- Share peer shout outs on social, adding related image and club colours, that champion club individuals who embody 'Be The Difference' (**Click here**). Same instructions as above.
- Capture peer-to-peer videos delivered by players for social media
- Set up a player of the week, team motto or photo wall for your club to contribute to
- Interview club members about their experiences
- Host a themed event, information session or guest speaker at the club
- Create signage at your grounds to encourage drivers to slow down.
- Ask coaches to deliver messages to playing groups

### **Educate players on other road safety issues to add to criteria two submission.**

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(Key messages for each topic are provided in the Message Guide on page 10)

### **Example initiatives include:**

#### **Vehicle Safety**

- Invite club members to check the safety rating of their current or future car at **[howsafeisyourcar.com.au](https://www.how-safe-is-your-car.com.au)**

#### **Tired Driving**

- Promote the TAC's Pause Stop (**<https://www.tac.vic.gov.au/road-safety/pausestop>**) messages to your club for long drives to away games/training.
- Encourage members to get a good

night's rest before their drive to games/training, and to take regular breaks from the road when traveling.

#### **Distractions**

- Promote the importance of driving without mobile phone and device distractions.
- Encourage members to use Do Not Disturb function when driving.

#### **Learner Drivers**

- Promoting the importance of logging 120 hours for Learner Drivers across a range of driving conditions.

#### **Drink Driving**

The TAC has teamed up with Good Sports Game Ready Round (**<https://goodsports.com.au/safe-transport/>**) to share these suggested initiatives to discourage drink driving.

- Provide a safe transport option for club events where alcohol will be served, for example shuttle buses or designated driver programs.
- Displaying posters, bar mats, coasters at your bar to remind members that 'if you're drinking, don't drive'.
- For functions, provide reminders to organise alternative transport ahead of time, if they will be drinking alcohol
- Encourage members to be designated drivers by providing free or discounted non-alcoholic drinks or rewards for helping get their mates home safely.
- Providing Taxi or rideshare vouchers as prizes for raffles, games and awards.
- Encouraging car-pooling with designated drivers to training, games, and the morning after club events.
- Running alcohol-free nights or alcohol-free areas for fans around the ground.

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### THREE

# BAND TOGETHER BY PARTICIPATING IN ROAD SAFETY ROUND

TAC Road Safety Round is an annual AFL Victoria community football themed round that will take place between taking place 21-27 July 2025. It's a great opportunity to align with key community values and can also help fulfill several criteria within your application.

Road Safety Round aims for grassroots and elite football and netball clubs to 'Band Together' to raise awareness of road safety throughout Victoria. By getting involved, your club will be a part of a community movement to encourage Victorian to be safer on our roads.

The TAC provides armbands for all clubs to utilise and digital content to help spread the word to your club and broader community.

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#### **Actively promote and participate in the 2025 TAC AFL Victoria Road Safety Round campaign activity, including the following:**

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- Host a themed Road Safety Round over the weekend of 21 – 27 July 2025.
- Encourage all attendees to wear the provided armbands to encourage your community to 'Band Together' for road safety.
- Join the community by sharing content on social media using the tags #tacbandtogether and @TACVictoria & @AFLVictoria.
- Utilise Road Safety Round resources and assets in the lead up to the round, available at the Club Rewards Hub ([click here](#)) and TAC Band Together website ([click here](#)).
- Promote Road Safety Round in the football record, club newsletters, website and digital platforms.
- Share the hero campaign video with your club.
- Create event promotions to engage your broader community and parents on game days.
- Invite local media to feature the club's Road Safety Round activity. This could



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### THREE (CONTINUED)

a photo moment, interviewing a club community member who has a lived experience with road trauma (if appropriate).

- Share information within local community about the importance of the round.
- Create ground signage, boundary signs, placards and additional promotions to promote Road Safety Round.
- Invite the club President/Board/Coach to speak on the importance of the club participating in round at a club dinner/event.
- Involve local Victoria Police, Victoria SES or your Local Council representatives in activities, such as speaking to playing groups or participating in events.

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### FOUR

## SHARE THE ROAD SAFETY SURVEY

Help us learn more about road safety attitudes, behaviours and challenges across Victoria.

Getting club members involved helps us improve our campaigns year on year.

**Share the road safety survey via your club communication channels: social media, group chats, website, QR code at club dinners.**

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- Encourage your club community to complete the survey during July. Survey links to be made available on the <https://play.afl/victoria/tacclubrewards>.
- Capture evidence of your club promoting the survey.
- Clubs who complete at least 10 entries to the survey will go in the running to win a Sherrin football pack for their club. Terms and conditions apply.

# **KEY MESSAGES TO PROMOTE AROUND YOUR CLUB THIS SEASON.**

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# SPEEDING

## Road Safety Insights

Speed remains one of the biggest factors in crashes on Victorian roads, contributing to at least 30% of fatal crashes on our roads.

While all levels of speeding are dangerous, it has been estimated that the majority of speeding related trauma is due to drivers who drive at less than 10 km/h over the speed limit.

Driving “a little bit over the limit” matters. Exceeding the speed limit by as little as 5 km/h increases crash risk by 44%.

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

Drive to the conditions and always drive within the speed limit.

## Key Messages

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- **Speeding? Quickest way to let the team down.**
- **A tackle hits hard. A crash hits harder.**
- **Speed and it could be game over.**
- **The faster you go, the harder you hit.**
- **Show up for your team. Slow down on the road.**

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# DISTRACTIONS

## Road Safety Insights

Mobile phone use 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 \$593 and 4 demerit points.

Automatic mobile phone and seatbelt detection cameras are now operating in Victoria.

Make sure you are up to date on the mobile phone use laws that apply to your license type by checking out the rules at [\(https://transport.vic.gov.au/road-rules-and-safety/mobile-phones-and-devices\)](https://transport.vic.gov.au/road-rules-and-safety/mobile-phones-and-devices).

## Key Messages

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- **Turn your phone to silent, do not disturb or turn it off completely before driving.**
- **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 maps or playlist prior to starting your car**
- **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.**

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# DRINK DRIVING

## Road Safety Insights

Alcohol absorption is influenced by many factors which you can't always control – you can never be sure whether you're under 0.05. Separate drinking and driving altogether. Stop kidding yourself – if you drink, don't drive.

### Key Messages

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- **If you drink, don't drive. Plan another way home (e.g., public transport, rideshare or taxi).**
- **Plan ahead. Have a designated driver or alternative transport option organised to get home safely.**

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# DRIVING TIRED

## Road Safety Insights

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 when compared to 8 hours of sleep.

See campaign materials at <https://www.tac.vic.gov.au/road-safety/staying-safe/tired-driving>.

### Key Messages

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- **Long drives to games/training in regional Victoria can be tiring – make sure you're well rested before driving.**
- **Avoid driving when you would normally be sleeping.**
- **Pull over for a rest and a coffee to stay on the ball.**
- **Plan rest stops along your journey - plan regular breaks every 2 hours and swap drivers regularly if possible.**
- **Stop for a 15-minute powernap if feeling drowsy.**

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# VEHICLE SAFETY

## Road Safety Insights

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

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://howsafeisyourcar.com.au) and look for 5 stars.

## Key Messages

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- **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://howsafeisyourcar.com.au).
- **Parents and guardians, your role as a supervisor doesn't stop when they get their P Plates.** Help them choose a safe car – visit [howsafeisyourcar.com.au](https://howsafeisyourcar.com.au) and look for 5 stars.
- **Drink lemons. Don't drive them.** Check out the safety rating of your car at [howsafeisyourcar.com.au](https://howsafeisyourcar.com.au).

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# LEARNER DRIVERS

## Road Safety Insights

P plate drivers have a higher incidence of crashes than other drivers; getting experience can help to reduce the risks.

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 license.

## Key Messages

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- 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 invite volunteers to become a TAC L2P mentor. 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 (<https://transport.vic.gov.au/registration-and-licensing/licences/learner-permit/tac-l2p-learner-driver-mentor-program>).

# FREQUENTLY ASKED QUESTIONS

## Can I print my own posters?

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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>

## Where can I find materials to share?

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TAC and AFL Victoria have developed a promotional pack to use – found on the **Club Rewards Hub**. You can also share from TAC and AFL Victoria channels. You can also use information in this guide for messaging.

## Where can I get Club Rewards merchandise?

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

## When is Road Safety Round?

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Road Safety Round is scheduled for the weekend 25-27 July 2025 with promotional activity beginning Monday 21 July.

## When can I collect my Road Safety Round armbands?

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

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

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

and take photos to share afterwards. You can also encourage your opponents to get involved.

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

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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 before 31 October 2025.

## Can I use the TAC logo?

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TAC Club Rewards Program applicants are granted access to use the TAC logo upon request from the TAC. By using the TAC logo, grassroots football netball clubs can help the TAC continue promoting road safety in their club community.

When a community football netball club choses to use the TAC logo, this does not signify a partnership with the TAC. The club must not represent the TAC as a contractual club partner/sponsor and are to use the logo only for the purposes of the TAC Club Rewards Program.

The TAC must be informed of any use of the TAC logo, to ensure the brand and messages are being used appropriately and consistently. To access the correct TAC logo, and seek approval for its use, please contact [askus@tac.vic.gov.au](mailto:askus@tac.vic.gov.au). The recipient has no right, title or interest in the TAC logo and must not do anything to challenge the TAC's proprietary rights in the TAC logo. Furthermore, the recipient must immediately cease using the TAC logo as requested by the TAC.

**Thank you  
for being the  
difference in  
helping the TAC's  
mission to create  
safer roads in  
every Victorian  
community.**

