

PLAY YOUR ROLE

Phone Down. Buckle Up.

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 2023 will include five key criteria, with distracted driving and phone use while driving as a road safety focus this season. 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
2023 SEASON
BY FOLLOWING
THESE STEPS.**

- 1** Register your club at <https://aflvic.smartygrants.com.au/2023-TAC-Club-Rewards>
- 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
 - A description of your club's involvement in written form
- 4** Complete your application by midnight on Friday, 11 August, 2023.
- 5** Wait for announcement from AFL Victoria from September 2023.

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.

Access digital assets and materials at: <https://www.aflvic.com.au/TACClubRewards>

1.

How well did the club amplify and support the TAC's campaigns in the following five areas: Speeding, Drink Driving, Distractions, Vehicle Safety, TAC L2P Program?

(See key messages section for further guidance).

- a. This includes promoting key 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.
- b. Using other prepared TAC materials to post road safety messages across the club's social media accounts, club newsletters and digital platforms. Access the digital assets and materials at <https://www.aflvic.com.au/TACClubRewards>
- c. Encouraging members and players to use the [howsafeisyourcar.com.au](https://www.howsafeisyourcar.com.au) website to check that their next new or used car is 5 star safety rated before buying, and communicate that there is a safe car available in every budget.
- d. Creating and/or promoting a drink-drive prevention activity, for example Rideshare vouchers, shuttle buses, alcohol-free beers.
- e. Promoting the TAC L2P Program, encouraging club members to become driver mentors in the community, and share campaign activity on the club social pages.
- f. Any other way your club feels will help the cause.

2.

What measures did the club have in place to discourage participants from distracted driving among your club community?

- a. This includes promoting messages and videos about distracted driving and phone use when driving available at the Club Rewards Hub.
- b. Encouraging your players to think of distracted driving slogans to be used in TAC's campaign this season. The top slogans will be selected for use in TAC promotional assets and as the 'Best Banter Banners' to feature in Road Safety Round 2023. Share the entry page with your players early in the season [here](#). T&C's apply.
- c. Communicating the new safety cameras, and infringement details (\$555+ fine & 4 demerit points) to your community via social media.
- d. Displaying posters, collateral with distracted driving messages. Physical merchandise items to be delivered to local leagues for club collection in May.

3.

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

- 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 anti-drink drive messaging.

4.

How well did the club engage the community in Road Safety Round?

- a. Participating in the 2023 TAC AFL Victoria Road Safety Round and helping amplify and engage with the message and activity.
- b. Promoting the round and providing information to attendees.
- c. Hosting a club function or information booth.
- d. Promoting content placed on social media and in your club record, and in local media outlets.
- e. Sharing messages from the club's President/ Board/Coaches around the importance of the round prior to the round.
- f. Promoting the round with on ground signage, boundary signs, placards and additional promotions.
- g. Involving local Victoria Police or your Local Council / Government representatives in activities such as speaking to playing groups or functions in the week.
- h. Playing a Road Safety Round video at training in the lead up to the round, available at the [Club Rewards Hub](#).

5.

Did a high percentage of club members complete the TAC's 2023 road safety surveys?

- Road safety surveys are critical to help the TAC understand more about road safety perceptions, behaviours and challenges across Victoria.**
- a. Encourage players, members and your club community to complete the road safety surveys between mid-May and 28 July. Promotional assets will be made 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.

DISTRACTIONS

Driver distraction is recognised as a critical road safety issue, with **mobile phone use whilst driving** being one of the major contributors to driver distraction related road trauma.

Drivers are **10 times more at risk of crashing** if they are texting, browsing or emailing on their mobile phone.

In Victoria, the current penalty for using a mobile phone whilst driving is **a fine of \$555 and 4 demerit points** (with fines to increase 1 July 2023). For a P-Plater that's 4 of 5 demerit points gone instantly.

New **automatic mobile phone and seatbelt detection cameras** are now operating in Victoria, significantly increasing the likelihood of offenders being caught.

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

Tips to avoid distracted driving

Install the 'do not disturb while driving' function on your phone, see instructional video [here](#).

Always put 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.

Turn your phone to silent or turn it off completely when driving. As a passenger, speak up and tell a driver to get off their phone and focus on the road.

2.

DRINK DRIVING

We don't want to see any more people killed or hurt because of drink-driving.

Why risk being near a 0.05 BAC level and having an impaired driving ability? **Impairment actually starts at a BAC of 0.02.**

Don't risk it. Separate drinking and driving altogether – **if you plan on drinking, don't drive.**

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

3.

SPEEDING

Speed is one of the major factors contributing to accidents on Victoria's roads and research shows small changes in speed can result in a significant reduction in road trauma.

The risk of being involved in a casualty doubles with each 5km/hr increase in travelling speed above 60km/hr.

A **5km/hr reduction** in the average speed on Victoria's roads can lead to a 15% decrease in crashes.

The faster you go, the harder you hit, the worse the damage will be. So, always **stick to the speed limit.**

4.

VEHICLE SAFETY

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

No matter what your budget is, you can find an affordable and safe new or used car.

Visit howsafeisyourcar.com.au before you buy to make sure your car is 5-star and fitted with all the latest safety features.

5.

LEARNER DRIVERS

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.

The TAC L2P Program is in need of **local volunteer mentors** to help young people within their community become safer road users and provide them with access to education and employment opportunities. Your club can promote this to your audience and help with the mentor recruitment drive. 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.afvic.com.au/tacclubrewards>

2. Where can I get Club Rewards merchandise?

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

3. How will Banter submissions be distributed?

Our goal in requesting your banter phone down take down's is to create a distractions campaign developed by the AFL community, for the AFL community, and to change the behaviour of young people when driving. Select slogans will be created into tailored social media assets and posters for sharing on the AFL Victoria Hub for community clubs to share. A handful of submissions may appear on ALF club banners during TAC's Road Safety Round which coincides with Round 19 of the AFL. Get creative, keep it positive and please read the terms and conditions.

4. When is Road Safety Round?

Road Safety Round is scheduled for the weekend 22-23 July, with promotional activity beginning Monday 17 July.

When can I collect my Road Safety Round armbands?

Armbands will be distributed to local associations / leagues in late June or early July. Stay tuned for information from your local league representative.

5. 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.

6. 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. Mid-September is the anticipated time that successful clubs will be contacted.

