



Club Rewards Program

It takes all of us.





INTRODUCTION

INTRODUCING TAC CLUB REWARDS PROGRAM.

It's a program for community football and netball clubs that encourages active participation in the mission to eliminate deaths 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 do their bit, by rewarding those who are as passionate about the vision as we are.

**WE'RE
GIVING ALL
AFL VICTORIA
FOOTBALL
AND NETBALL
CLUBS ACCESS
TO \$500,000.
EACH CLUB
CAN EARN UP
TO \$10,000
IN THE 2022
SEASON BY
FOLLOWING
THESE STEPS.**

1 Sign your club up at aflvic.smartygrants.com.au/2022TACRewardsProgram

2 Actively spread road safety messages around your club in as many ways as possible using the assessment criteria below as a guide.

3 Show us how you've done so by uploading evidence:

- / Pictures
- / Videos
- / Screenshots of social media posts, content or anything else in the digital space
- / Copies of records, written material and collateral
- / A description of your club's involvement in written form

4 Complete your application by by midnight on Friday, August 12th 2022.

5 Wait for announcements from September 2022.

**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 6 key criteria outlined on pages 7 to 9. For more information visit aflvic.com.au/tacclubrewards



1

How well did the club amplify & support the TAC's campaigns in the following areas: Speed, Drink/Drug Driving, Fatigue, Distractions, Vehicle Safety, Young Drivers/TAC L2P Program? (See key campaign messaging details on page 8).

- 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** Posting road safety messages across the club's social media accounts. There are social media assets that have been already created, which you can access at aflvic.com.au/tacclubrewards
- C** Promoting road safety messages through your club's newsletter.
- D** Encouraging members and players to use the 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.
- E** Sharing and promoting TAC or TAC L2P Facebook activity and advertising campaigns from the club Facebook and 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 drink/drug driving at their club 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** Encourage car-pooling the morning after club events.
- E** Promoting the importance of the TAC L2P Program, encouraging club members to become TAC L2P volunteer mentors, or supporting the TAC L2P Program in other ways.
- F** Run alcohol free nights.
- F** Allocate alcohol free areas.

3

How did the club support key messages to Learner drivers and P-Platers?

- A** This could be communicating the importance of Learner drivers gaining 120 hours of practice in all conditions by coordinating and promoting a 'drive to the game or drive to training' event for Learner drivers in the club. Or by running and promoting a 120 hours club competition.
- B** Promoting the importance of Learner drivers gaining 20 hours of night driving practice at parents' education nights.
- C** Handing out or awarding driving lesson vouchers as a reward for Best on ground.
- D** Encouraging parents to complete the 'Safer P-Platers' online e-learning module and recording details of those who have completed it for a reward.
- E** Promoting the importance of the TAC L2P Program, encouraging club members to become TAC L2P volunteer mentors, or supporting the TAC L2P Program in other ways.

4

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

- A** Participating in the TAC Road Safety Round and helping amplify and engage with the message and activity.
- B** Promoting the round and providing information to attendees around the round.
- C** Hosting an event or information booth.
- D** Content placed on social media and in your club record, in local media outlets.
- E** Messages from the club's President/Board/Coaches etc around the importance of the round prior to the round.

5

Did the club watch the TAC AFL Victoria Road Safety Presentation?

Head to aflvic.com.au/tacclubrewards to view and download presentation.

6

Did club members complete the road safety survey?

Encourage players, members and community to complete the road safety survey located on the AFL Victoria Hub: aflvic.com.au/tacclubrewards

NB: Clubs will be advised when the survey is open in June/July.



KEY MESSAGES TO PROMOTE AROUND YOUR CLUB.

1

DRINK DRIVING

We don't want to see any more people killed or hurt because of drink driving, so we're asking people to separate the two altogether, by keeping drinking and driving apart. Why risk being near a 0.05 BAC level and having an impaired driving ability? Impairment actually starts at a BAC of 0.02.

Key message

**Drinking. Driving.
They're better apart.**

2

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 gain driving experience required for a probationary license.

Operating all over Victoria, the TAC L2P Program relies on volunteer mentors to help young people within their community become safer road users and provide them with access to education and employment opportunities. The TAC L2P Program is free for learner drivers who meet the eligibility criteria.

Key message

**Make sure your L plater
gets 120 hours across all
driving conditions.**

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. In average conditions, a car travelling at 60km/hr will take 45m to stop in an emergency braking situation. A car braking from 65km/hr will still be moving at close to 32km/hr after 45m travelled.

Research from the Road Accident Research Unit of the University of Adelaide has shown the risk of involvement in a casualty doubles with each 5km/hr increase in free travelling speed above 60km/hr and a 5km/hr reduction in speed can lead to at least 15% decrease in crashes.

This is why it is imperative that drivers not only stick to the speed limit, but where necessary, like on unfamiliar roads, slow down and drive to the conditions.

Key message

Drive to the conditions.

4

DISTRACTIONS

Keeping your eyes on the road is essential for safe driving. But when you look at your phone, you're oblivious to what's around you. In fact, at 50km per hour, even a 2 second glance at your phone means you'll travel up to 28 metres blind.

Mobile phones can be a physical distraction, by causing you to remove your hand from the steering wheel or a cognitive distraction, caused by lapses in attention and judgement.

What you can do to avoid distracted driving?

- / Install the 'do not disturb while driving' function on your phone, see instructional video [here](#).
- / Put your phone out of reach such as in the glovebox or car boot.
- / Turn your phone on silent or turn it off completely when driving.
- / As a passenger, speak up and encourage others to be safe.

Key message

Turn on do not disturb while driving before getting behind the wheel.

5

DRUG TESTING

Drug driving is a serious road safety issue. In the last five years approximately 41% of all drivers and motorcyclists killed who were tested, had drugs in their system, with cannabis and stimulants the most common substances detected. One in four Victorians who use drugs admit to driving under the influence of recreational drugs.

The number of drug tests conducted by Victoria Police has increased from 40,000 tests in 2014 to 150,000 tests in 2019. Tests are not only conducted via booze/drug buses but from marked and unmarked patrol cars, police motorcycles and mobile intercepts.

Key message

Drug testing all across Victoria.

6

FATIGUE

Drowsy driving is dangerous and potentially deadly. If you're already behind the wheel when you start to feel drowsy, the best remedy is to pull over and have a 15 minute powernap.

Fatigue is a contributing factor in between 16-20% of all road crashes in Victoria, and with P platers being 7 times more at risk of an accident it's paramount that we teach young drivers how to avoid drowsy driving.

What you can do to avoid fatigue while driving?

- / Plan a break at least every two hours of driving.
- / Consider swapping drivers on long drives.
- / Pull over for a 15 minute powernap if needed.
- / Avoid driving at times when you would usually be sleeping.
- / Aim to get enough quality sleep before driving – regardless of whether the trip is a long or short one.

Key message

You can't fight sleep. A 15 minute powernap could save your life.

7

VEHICLE SAFETY

A car isn't just about getting you from a to b. It facilitates so many life experiences for everyone; complete freedom, a quiet moment alone, an easier work commute, just to name a few. But some moments in the car can be dangerous. Especially if you're not driving a 5-star vehicle. People make mistakes and conditions are impossible to predict. If everyone upgraded their car to the safest within their price range, the number of lives lost would reduce by a third.

The good news is, 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.

Key message

Visit howsafeisyourcar.com.au to make sure your next new or used car is 5-star safety rated.



THANKS FOR JOINING US ON OUR MISSION TO CREATE SAFER ROADS IN EVERY COMMUNITY.

If you need more information
or have any questions regarding
the program, please visit
aflvic.com.au/tacclubrewards

Good luck! We look forward
to seeing your entry.



