

# Media Release

**The Hon Melissa Horne MP**

Minister for Casino, Gaming and Liquor Regulation

Minister for Local Government

Minister for Ports and Freight

Minister for Roads and Road Safety



Tuesday, 31 October 2023

## VICTORIAN CLUBS REWARDED FOR ROAD SAFETY COMMITMENT

Victorian football and netball clubs will share in more than \$600,000 for their efforts in campaigning to eliminate road trauma in their communities.

The Allan Labor Government and Transport Accident Commission have announced this year's recipients of the TAC Club Rewards program, incentivising grassroots clubs across the state for showing a commitment to promoting road safety during the 2023 season.

Delivered in partnership with AFL Victoria, 251 clubs will receive rewards of up to \$10,000 through the program, the highest number of recipients in the program's five years.

The program encourages clubs to engage with players, members and their communities on key road safety issues and promote safe behaviours, with the dangers of distracted driving a key focus of this year's campaign.

Successful clubs are able to use the money for a range of initiatives including education programs, club transport initiatives, new equipment and uniforms and facility upgrades and improvements.

So far this year, 236 people have died on Victoria's roads and more than half of those deaths have happened on in regional areas, where tens of thousands of local footballers and netballers travel for games and training.

Distracted driving is one of the major causes of fatal and serious injury crashes on Victoria's roads and is particularly concerning on regional roads where people are travelling at higher speeds.

AFL Victoria-affiliated clubs from across the state were able to apply for the program by showing how they supported road safety throughout the year, including taking part in the TAC's Road Safety Round 'Band Together' campaign.

The TAC Club Rewards Program is part of the TAC's 31-year partnership with AFL Victoria, which aims to empower clubs to develop a culture where all players and members are expected to be safe on the roads.

More information and a full list of 2023 TAC Club Rewards program recipients can be found at [tac.vic.gov.au/about-the-tac/community/grants/tac-club-rewards-program](https://tac.vic.gov.au/about-the-tac/community/grants/tac-club-rewards-program)

### Quotes attributable to Minister for Roads and Road Safety, Melissa Horne

*"Victoria's grassroots football and netball clubs are influential in their communities, so it is wonderful to be able to incentivise them to roll out critical initiatives that promote safer driving."*

### Quotes attributable to Transport Accident Commission CEO, Tracey Slatter

*"Road trauma has a significant ripple effect and there's no denying the power of peer-to-peer support and education at sporting club level – these clubs should be proud of their efforts to create a culture that prioritises road safety."*

### Quotes attributable to AFL VIC Community Football Manager, John O'Donohue:

*"The TAC Club Rewards Program is one of the biggest and most important programs impacting community football, promoting the importance of road safety and supporting local clubs and their communities."*

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