

# Media Release

**The Hon Melissa Horne MP**  
Minister for Ports and Freight  
Minister for Roads and Road Safety  
Minister for Health Infrastructure



Tuesday, 3 June 2025

## CALLING ON LOCAL CLUBS TO TACKLE ROAD SAFETY

The Allan Labor Government is calling on grassroots football and netball clubs to promote road safety in their communities for a share of \$700,000 thanks to the Transport Accident Commission's (TAC) Club Rewards Program.

This year's program aims to empower clubs to develop a culture where all players and members consider road safety before getting behind the wheel.

Now in its sixth year, the TAC Club Rewards Program allows AFL Victoria-affiliated football and netball clubs to apply for rewards of up to \$10,000 to spend on club initiatives like club transport, new equipment and uniforms or facility upgrades.

A further \$100,000 has been added to this year's funding pool to support more clubs in spreading the message.

More than 230 clubs earned a share of last year's pool, with many motivated to take part after being affected by road tragedy.

As part of this year's program, clubs will be asked to start conversations and be part of the campaign to raise awareness of the dangers of speeding, with the tagline – *"Be the difference"*.

Gippsland's Lucknow Football Netball Club and Barwon's Western Eagles Football Netball Club were last year's top recipients, and were rewarded for their impressive social media campaigns and road safety themed initiatives like 'Deso Discounts' and peer-to-peer videos.

Today's launch comes as 133 people have lost their lives on Victorian roads, with more than 60 per cent of deaths happening on the same regional roads that footballers and netballers travel on for games every week.

More information on the Club Rewards Program can be found at [play.afl/victoria/tacclubrewards](https://play.afl/victoria/tacclubrewards)

### **Quote attributable to Minister for Roads and Road Safety Melissa Horne**

*"Last year we supported more than 230 grassroots clubs for shining a light on road safety. We want more clubs to get involved this year to ensure every journey on Victoria's roads is a safe one."*

### **Quote attributable to TAC CEO Tracey Slatter**

*"Footballers and netballers often drive hundreds of kilometres every year, travelling to and from training and matches, so road safety is something that needs to be front of mind."*

### **Quote attributable to Head of AFL Victoria Greg Madigan**

*"Grassroots football clubs are full of leaders. Now is the chance for everyone to Be The Difference by becoming road safety ambassadors, making safe decisions and acting as role models to their fellow members."*