

# PLAY YOUR ROLE

Phone Down. Buckle Up.

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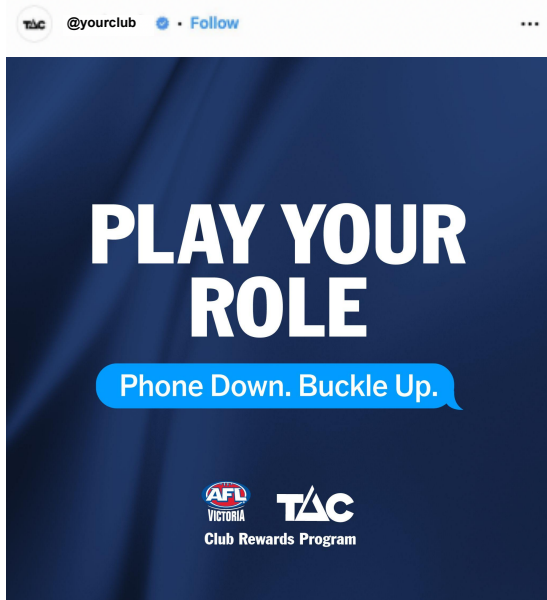


## About the TAC Club Rewards Program

The TAC Club Rewards Program is back and this year, we're encouraging clubs to start conversations about the dangers of distracted driving, and the importance of remaining focused on the road.

Driving while distracted, particularly looking at a mobile phone, is one of the leading causes of trauma on Victoria's roads, and research shows a driver's risk of crashing doubles when they take their eyes off the road for just two seconds.

Through this document, you will find links to social media content files as well caption ideas to support you in taking community action by actively spreading messages of road safety.



**@yourclub** We all have a role to play when it comes to road safety. Whether you're on your way to training or carpooling to your next game, put your phone down and buckle up.  
[#playyourrole](#)

- Click [HERE](#) to access the Play Your Role **Facebook post** asset
- Click [HERE](#) to access the Play Your Role **Instagram post** asset
- Click [HERE](#) to access the Play Your Role **Instagram story** asset



- Click [HERE](#) to access the Speeding **Facebook post** asset
- Click [HERE](#) to access the Speeding **Instagram post** asset
- Click [HERE](#) to access the Speeding **Instagram story** asset

**@yourclub** Pumped for the match this weekend? That's no excuse for speeding. Staying within the limit driving to and from the game is always a winning move. [#playyourrole](#)



- Click [HERE](#) to access the Drink Driving **Facebook post** asset
- Click [HERE](#) to access the Drink Driving **Instagram post** asset
- Click [HERE](#) to access the Drink Driving **Instagram story** asset

**@yourclub** Planning a post match drink? Arrange a post match designated driver. With drinking and driving, there's too much to lose. [#playyourrole](#)

TAC @yourclub • Follow

# SAVE THE ONE-HANDED GRAB FOR THE FIELD

PLAY YOUR ROLE

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@yourclub Drivers are 10 times more at risk of crashing if they are texting, browsing or emailing on their mobile phone. Save your multitasking skills for the field

[#playyourrole](#)

- Click [HERE](#) to access the Distracted Driving **Facebook post** assets
- Click [HERE](#) to access the Distracted Driving **Instagram post** assets
- Click [HERE](#) to access the Distracted Driving **Instagram story** assets



**@yourclub** Driving to or from the match this weekend? Keep your 🧑🏻👁️ on the road when behind the wheel. It could save lives.  
[#playyourrole](#)

- Click [HERE](#) to access the Distracted Driving **Facebook post** assets
- Click [HERE](#) to access the Distracted Driving **Instagram post** assets
- Click [HERE](#) to access the Distracted Driving **Instagram story** assets



**@yourclub** Powerful new phone detection cameras are now operating across Victorian roads. The penalty for checking your phone while driving is 4 demerit points and a \$555+ fine. Don't risk it.[#playyourrole](#)

- Click [HERE](#) to access the Phone Camera **Facebook post** assets
- Click [HERE](#) to access the Phone Camera **Instagram post** assets
- Click [HERE](#) to access the Phone Camera **Instagram story** assets





**@yourclub** Powerful new phone detection cameras are now operating across Victorian roads. The penalty for checking your phone while driving is 4 demerit points and a \$555+ fine. Don't risk it. [#playyourrole](#)

- Click [HERE](#) to access the Phone Camera netballers **Facebook post** assets
- Click [HERE](#) to access the Phone Camera netballers **Instagram post** assets
- Click [HERE](#) to access the Phone Camera netballers **Instagram story** assets

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# DON'T GET REPORTED

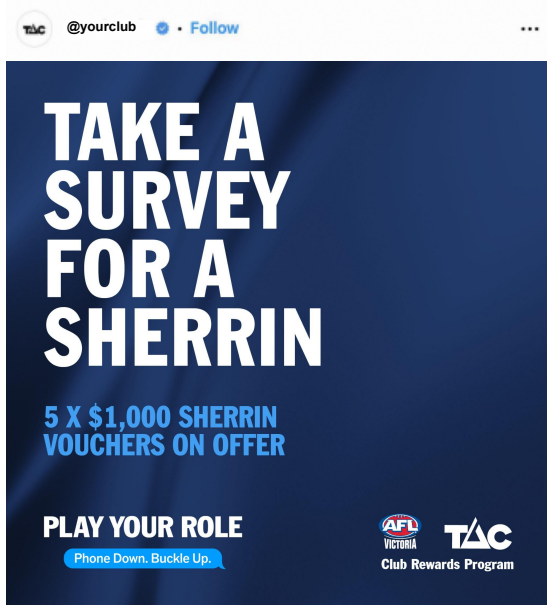
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- Click [HERE](#) to access the Phone Camera **Facebook post** assets
- Click [HERE](#) to access the Phone Camera **Instagram post** assets
- Click [HERE](#) to access the Phone Camera **Instagram story** assets

**@yourclub** Powerful new phone detection cameras are now operating across Victorian roads. The penalty for checking your phone while driving is 4 demerit points and a \$555+ fine. Don't risk it. [#playyourrole](#)



- Click [HERE](#) to access the Survey **Facebook post** asset
- Click [HERE](#) to access the Survey **Instagram post** asset
- Click [HERE](#) to access the Survey **Instagram story** asset

@yourclub Road safety surveys are critical to help the @tacvictoria understand more about Victoria's roads. Help us earn up to \$10,000 for our club by completing the survey today [#playyourrole](#)



@yourclub • Follow

# IS YOUR BANTER BETTER THAN YOUR BLOCK?

HELP OUR CLUB  
WIN A \$10K REWARD.

PLAY YOUR ROLE

Phone Down. Buckle Up.



- Click [HERE](#) to access the \$10K Reward netballers **Facebook post** asset
- Click [HERE](#) to access the \$10K Reward netballers **Instagram post** asset
- Click [HERE](#) to access the \$10K Reward netballers **Instagram story** asset

@yourclub Sporting clubs are all about teamwork. Play your role by helping us win a \$10K reward through @tacvictoria and @aflvictoria by submitting your best on field banter through the link in our bio! [#playyourrole](#)

TAC @yourclub • Follow

# IS YOUR BANTER BETTER THAN YOUR BALL USE?

HELP OUR CLUB  
WIN A \$10K REWARD.

PLAY YOUR ROLE

Phone Down. Buckle Up.



- Click [HERE](#) to access the \$10K Reward footballers **Facebook post** asset
- Click [HERE](#) to access the \$10K Reward footballers **Instagram post** asset
- Click [HERE](#) to access the \$10K Reward footballers **Instagram story** asset

@yourclub Sporting clubs are all about teamwork. Play your role by helping us win a \$10K reward through @tacvictoria and @aflvictoria by submitting your best on court banter through the link in our bio! [#playyourrole](#)

## Thank You!

Thank you for your support. Please get in touch for more information.

**Riley Brattell**

Partnerships Account Manager

E: [tacclubrewards@afl.com.au](mailto:tacclubrewards@afl.com.au)

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Club Rewards Program