

Partnership & Project Guidelines 2016-2020

Purpose of these Guidelines

The purpose of these Partnership and Project Guidelines is to clearly define the intent, parameters and desired outcomes of Road Safety Prevention, *Lives Back on Track* partnerships and Geelong Liveability and Our People projects.

The guidelines do not include the TAC's various grant programs or one-off events.

Introduction

The TAC is a Victorian Government-owned organisation, established in 1986 to reduce the social and financial cost of transport accident injuries to the Victorian community.

The TAC's key functions are:

- Paying for treatment and support services for people injured in transport accidents, and
- Promoting road safety.

The funds, the TAC needs to perform these functions comes from payments made by Victorian motorists when they register their vehicles each year with VicRoads.

Vision and Mission

The TAC's vision is for zero deaths and serious injuries on Victoria's roads. The TAC's mission is to be the world's leading social insurer.

Strategic priorities

- **Road Safety Prevention:** Zero road trauma by 2050
- **Lives Back on Track:** Ensure TAC clients can get their lives back on track as quickly as possible, and feel supported and empowered at every step.

The TAC's values

- We value life
- We make every conversation count
- We will find a better way today
- We make the complicated simple

Definition of Partnerships

The TAC's partnerships are about working collaboratively to deliver targeted activities that engage the Victorian community and help achieve Road Safety or *Lives Back on Track* goals.

At the foundation of every TAC partnership is a belief in shared responsibility, that is, we are all part of the solution of achieving zero deaths and serious injuries on Victoria's roads.

Partnerships are underpinned by a multi-faceted and enduring relationship, and go way beyond branding opportunities.

Working with Partners

The organisations that the TAC partners with are as important as the activities and programs they deliver. They lead by example as 'champions of change' and have the capacity and desire to influence and impact specific audiences through their activities. They demonstrate a depth of commitment to working with the TAC through active, not passive involvement.

- In considering a partnership the TAC asks itself: What will this Victorian based organisation help us achieve, that we could not do on our own or could not achieve through advertising?
- The TAC gives preference to partnering with organisations, that offer the opportunity for *change* through sustainable policies and programs and TAC tools, rather than those that simply offer message exposure.
- The TAC's partners demonstrate a depth of commitment to helping the TAC achieve its goals. They know how to deliver the messages and tools in way that resonate with their significant audiences.
- A risk assessment is completed on organisations and their initiatives prior to any formal partnership agreement.
- The TAC's partners have a proven track record: partner organisations are of significant size; they have sufficient marketing capacity; and, they are financially viable and reputable.