

A black and white photograph of a car in motion, blurred to convey speed. The car is the central focus, with its headlights and front grille visible. The background shows a road with lane markings and a sidewalk with trees.

TAC Future Road Competition Stakeholder Asset Pack.



TAC Future Road Competition

Welcome to the 2026 Future Road Competition – the Safe System design challenge for tertiary engineering students.

Now in its fourth year, the Future Road Competition is an opportunity for students to apply **Safe System principles** to real-world challenges aimed at reducing serious injuries and saving lives on our roads.

With a \$10,000 prize pool, the competition also offers students **valuable hands-on experience, exposure to the industry, and the chance to build professional networks**, all of which enhance their employability and help them stand out in a competitive job market.

We encourage you to share this opportunity with your students and support their participation in shaping the future of road safety.

Getting Involved.



Key Timings.

	Activity	Timing
Stage 1	Competition launch	20 April
	Registrations open	20 April
	Submissions open & competition guide available to download	13 July
	Q&A period	13 July - 12 August
	Submissions close	17 August, 12pm
	Shortlist period	17 August - 31 August
	Shortlist teams informed	3 September
Stage 2	Masterclass	22 September



Promotional Assets.

We have created a suite of promotional assets to help you share the TAC Future Road competition with your students.

We want to **increase the uptake from students and demonstrate the benefits** of being involved in the competition and real-world project.

The suite includes eDM content, website banners and social posts.

Please see [HERE](#) for assets.

Website Banner

Asset Name: TAC_FRC_website banner_partner landing_page_1300px x 960px_FA

Suggested copy:

Welcome to the 2026 Future Road Competition – the Safe System design challenge for tertiary engineering students.

Now in its fourth year, the competition is a platform for showcasing the application of Safe System principles to help prevent serious injury or lives lost on our roads. Alongside a share in a \$10,000 prize pool, the competition offers invaluable real world professional experience and the chance to make vital industry connections that will set you apart in the job market.

Please see [HERE](#) for assets.

Use this asset between 20 April - 16 August



TAC

ROAD SAFETY BY DESIGN

**FUTURE
ROAD
COMPETITION**

2026

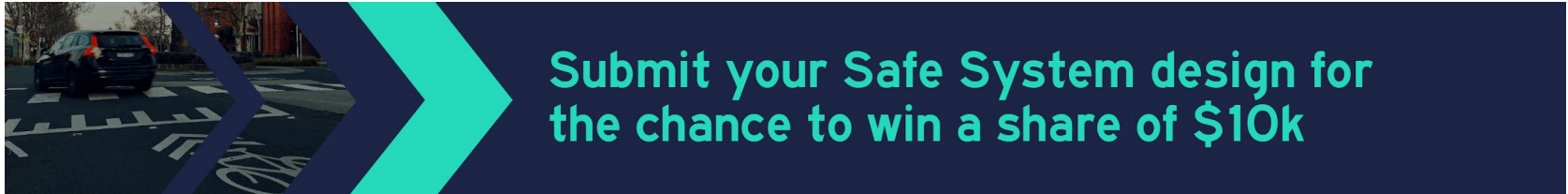
**Enter your Safe System
design for the chance to
win a share of \$10k**

Digital Banners

Asset Name: TAC_FRC_digital-banner_website_728px-x-90px

Please see [HERE](#) for assets.

Use this asset between 20 April - 16 August



A4 Poster

Asset Name: TAC_FRC_A4 promo poster_FA_CMYK_print

Print or display digitally.

Please see [HERE](#) for assets.

Use this asset between 20 April - 16 August

TAC
FUTURE
ROAD
COMPETITION
2026

Ready to build a safer future?

Submit your Safe System design for the chance to win a share of \$10k

First 20 teams to register win a \$50 voucher*

*Terms and Conditions apply.

ROAD SAFETY BY DESIGN | Register your interest here and enter today 

eDM Tile

Asset Name: TAC_FRC_eDM tile_unis_600px x 330px_FA

Suggested eDM copy:

The 2026 **TAC Future Road Competition** is now open. This is your chance to work on a real-world project applying your knowledge and skills in **Safe System design**.

This challenge gives you the opportunity to:

- Apply your skills to real-world safety solutions
- Gain career-shaping experience
- Connect with industry leaders
- Win a share of the \$10,000 prize pool

Help shape the future of road safety, register your interest now! Click through to the TAC website to enter.

Please see [HERE](#) for assets.

Use this asset between 20 April - 16 August



ROAD SAFETY BY DESIGN

TAC

FUTURE
ROAD
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2026

Enter your Safe System
design for the chance to
win a share of \$10k

Find out more 



Social Content

Instagram & Facebook

On the following pages you will find 5-frame carousels for IG and FB:

- W1350mm x H1080mm (Insta)
- W1080mm x H1080mm (FB)

Suggested post copy:

The 2026 **TAC Future Road Competition** is now open. This is your chance to work on a real-world project applying your knowledge and skills in **Safe System design**.

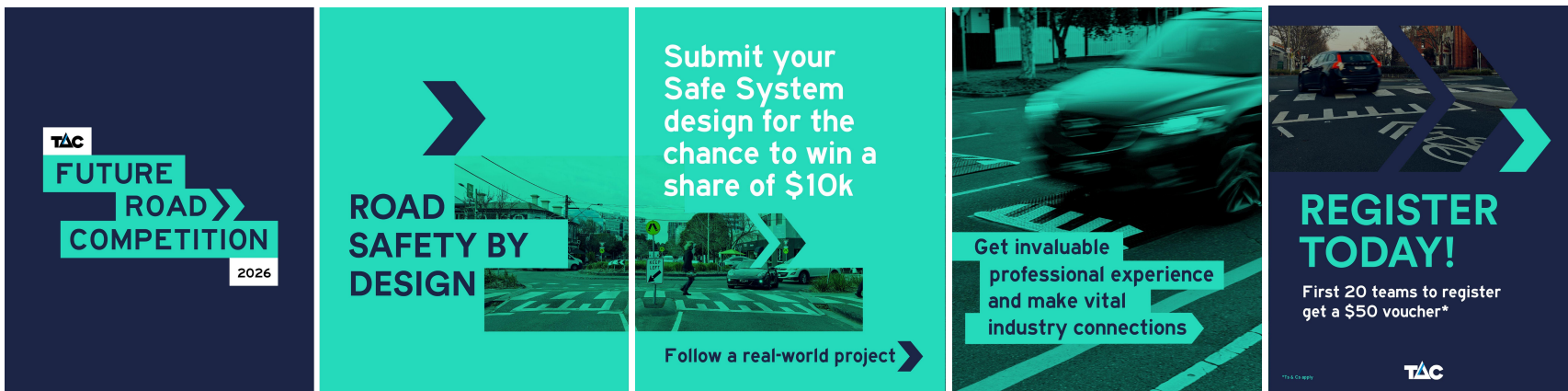
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Help shape the future of road safety, register your interest now! Head to the TAC website to enter.

Instagram Carousel

Asset Name: TAC_FRC_Insta carousel_1350px x 1080px



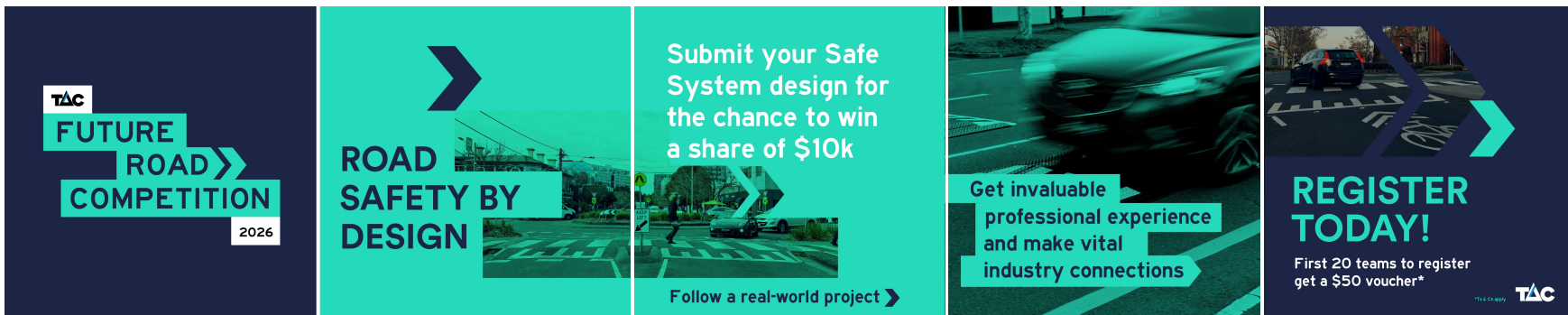
Please see [HERE](#) for assets.

Use this asset between 20 April - 16 August



Facebook Carousel

Asset Name: TAC_FRC_FB carousel_1080px x 1080px



Please see [HERE](#) for assets.

Use this asset between 20 April - 16 August

Instagram Stories

Asset Name: TAC_FRC_Insta stories_1920px x 1080px

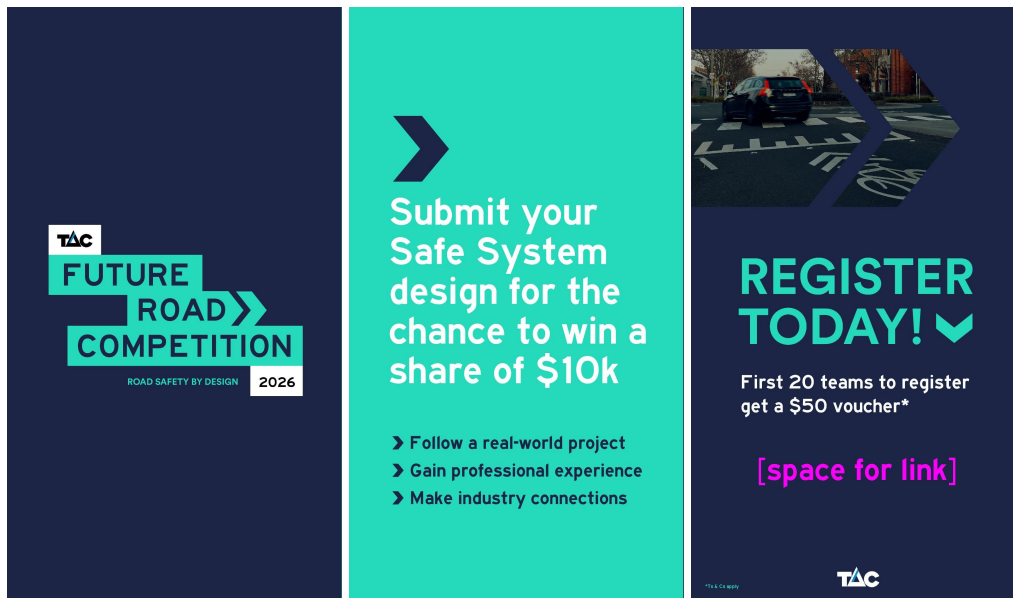
Partner to add link sticker to final frame.

Link:

www.tac.vic.gov.au/road-safety/campaigns/future-road-competition

Please see [HERE](#) for assets.

Use this asset between 20 April - 16 August





Video Content In lectures and on socials

On the following pages you will find 3 x different hype reel variations:

- Registrations opening soon
- Registrations now open
- Submissions now open

The reel can be played at the beginning of your lectures or posted on social media to encourage entries.

It's designed to be a short, sharp overview of the competition, easily digestible for students! And, saves *you* the hassle of explaining the competition without support.

Hype Reel - Registrations Now Open

Asset Notes:

- Now Open Hype Reel
- 4x5 and 16x9 formats provided

Suggested post copy:

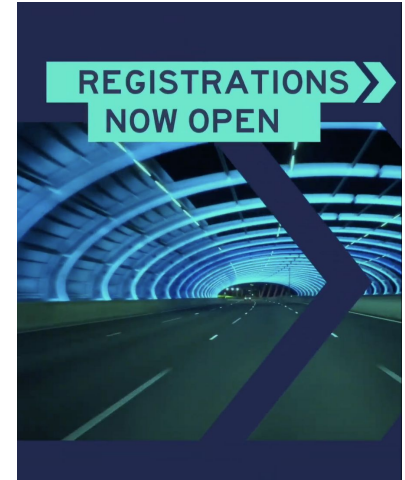
Our 2026 Future Road competition is now open. If you're studying engineering at Uni, this is your chance to work on a real-world project to help shape the future of road safety. The competition gives entrants the chance to:

- apply skills to real-world safety solutions
- gain career shaping experience
- connect with industry leaders
- win a share of the \$10,000 prize pool

The Future Road competition could help kickstart your career too. Register your interest here.

Please see [HERE](#) for assets.

Use this asset between 20 April - 13 July



Hype Reel - Submissions Now Open

Asset Notes:

- Now Open Hype Reel
- 4x5 and 16x9 formats provided

Suggested post copy:

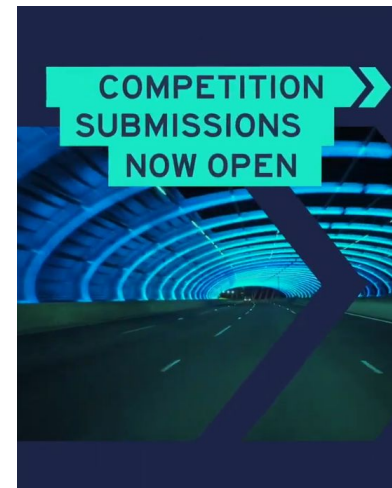
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Please see [HERE](#) for assets.

Use this asset between 13 July - 16 August



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Thank you.