

Partnerships

Social Investment
by the TAC



Social Investment by the TAC

The TAC believes social investment contributes to the achievement of the TAC's strategic priorities and helps to build a stronger Victorian community in which to live and work.

The TAC's social investment is directed through **four key themes:**

- > **Road Safety Prevention**
- > **Lives Back on Track**
- > **Geelong Livability and Our People**
- > **Industry Leadership**

The scope of social investment includes partnerships, grants, projects and events.

The TAC's major partnerships focus on the goals of Road Safety Prevention and Lives Back on Track.



Partnership & Project 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.

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

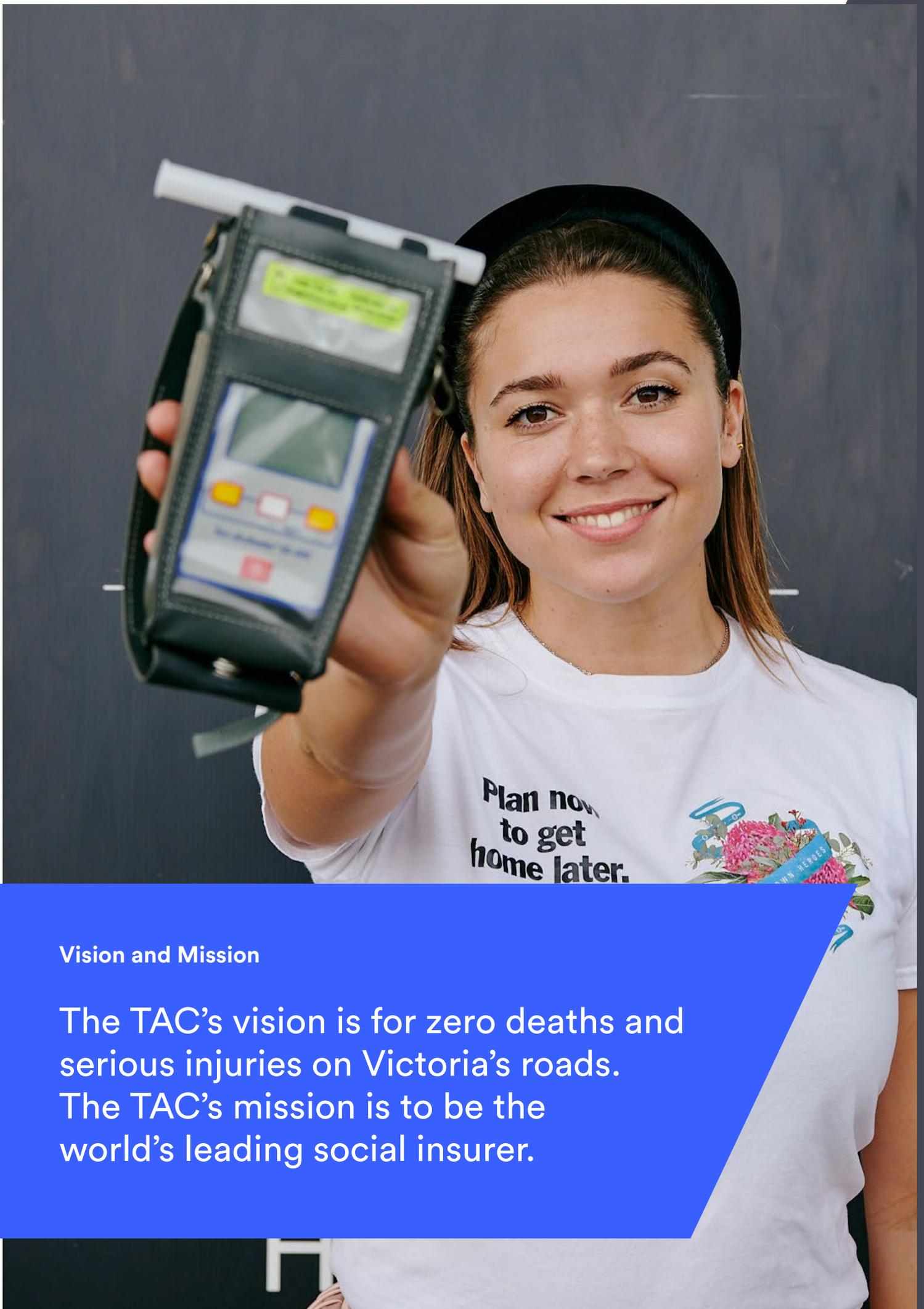
- We value life
- We make every conversation count
- We will find a better way today
- We make the complicated simple

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.



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.

Road Safety Partnerships

Every Road Safety partnership helps to achieve the goal of reducing road deaths to zero by 2050.

Within our Road Safety Partnerships, there are four important areas of focus.

Every partnership will link to one or more of these areas.

Towards Zero impact area	Shared responsibility	Country Victorians	Unprotected road users	Young people
	Victorian Community	Regional and Rural Victorians	Cyclists, Motorcyclists or Pedestrians	Aged 16 to 25
Aim	To help Victorians recognise that they have a role in keeping themselves and others safe on the roads.	To educate Victorians outside the metro area about road safety issues that affect them most in regional and rural areas and how a Safe System approach will help to save lives and reduce injuries.	To give the least protected Victorians the information that can help them, stay safe and avoid injury.	To give young people the information and tools to help themselves and their friends stay safe.
Measure of success	Influential leaders and organisations are champions of change	Influential leaders and organisations are champions of change	Influential leaders and organisations are champions of change	Influential leaders and organisations are champions of change
	Victorians have new insights and improved attitudes to actions that will move the state towards zero road trauma	Behaviour change locally	The TAC has been able to influence individuals to take specific actions e.g. wear protective clothing, utilise ABS, reduce phone and music use while using the road network	Behaviour change within the age group of 16 to 25 years

Shared Responsibility

It is only by working together that the Victorian community will be able to reduce road trauma.

The TAC and its government partners can only do so much to help move Victoria towards achieving the goal of zero deaths and serious injuries on the roads. They can provide infrastructure, legislation and enforcement, but alone, they will never achieve zero. Industry must also contribute by providing the safest possible vehicles, while every road user needs to take responsibility for their own safety and that of others.

Country Victorians

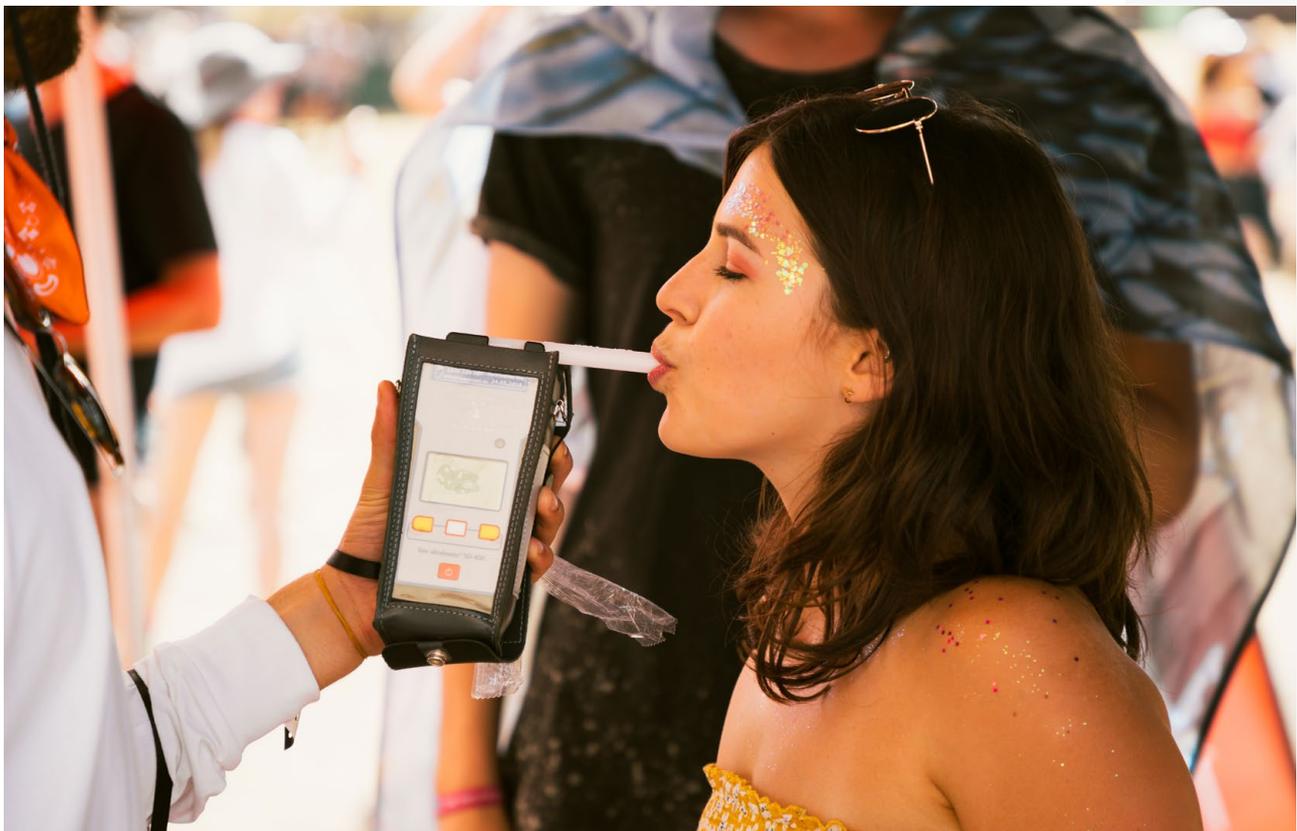
Death rates on country roads are four times higher than on metropolitan roads and nearly half of all road fatalities in Victoria happen on 100 and 110 km/h rural roads. Two out of three people killed or seriously injured on country roads are country people.

Unprotected Road Users

Pedestrians, cyclists and motorcyclists are the most vulnerable road users. They suffer the most severe consequences in collisions because they cannot protect themselves against the speed and mass of vehicles.

Young People

Young drivers are one of the highest risk groups on our roads and night time is when half their crashes happen. A quarter of fatalities on Victoria's roads involve young drivers. That's around 55 people killed and another 1245 seriously injured each year in crashes where the driver of the vehicle is under 25. Inexperience, lifestyle factors, risk-taking and the use of older cars with fewer safety features make young people far more vulnerable to crashes and injury.



Lives Back on Track Partnerships

Goal	To ensure TAC clients can get their lives back on track as quickly as possible, and feel supported and empowered at every step
Strategy	Develop partnerships which maximize the independence and improve the lives of people with road trauma injuries
Measures of success	<ul style="list-style-type: none">> To be the world's leading social insurer> Client health and independence outcomes> Client experience and service

Application Criteria

When assessing a partnership application, the TAC will consider the overall benefits as well as how closely its business objectives can be met.

The following should be provided to ensure applications are considered:

- Objectives and key values of the organisation requesting partnership.
- Details about the length of time the organisation has been in operation, history and long-term goals.
- A clearly defined target audience and expected numbers of participants or people who will be reached through the proposed partnership program.
- Details of expected outcomes of the partnership.
- Details of how the partnership will add value to the TAC's objectives.
- Details of how the organisation plans to launch, advertise and promote the partnership.
- Duration of the proposed partnership (start and finish dates).
- Implementation timelines and locations of activities.
- Evaluation method for measuring the impact and success of the partnership.
- Value of support required for the partnership including leverage funds (and what the funds will predominantly be used for).
- A full list of the organisation's current or previous partners (if any).
- Details of how the organisation will manage the partnership.
- The organisation's contact details.

Exclusions

The TAC's partnerships exclude:

- Individuals or unincorporated organisations.
- Direct services to TAC's clients.
- Seed funding, or commissioning of third party commercial activity.
- Infrastructure costs e.g. staffing or equipment, capital works or building projects, aid and equipment, travel and transport and on-going administrative costs.
- Political and religious organisations, direct gambling, gaming or betting events, organisations linked to tobacco, illegal drugs or alcohol.

When the TAC works with our partners, it does so collaboratively. This is achieved through a dedicated partnership team, which works closely with its partners.

How to submit your application

If you believe your proposal fits within the strategic priority of our Towards Zero partnerships or our Lives Back on Track partnerships, please forward it to:

Partnership Manager
Transport Accident Commission
60 Brougham Street
GEELONG VIC 3220

or email info@tac.vic.gov.au and attention it to the Partnership Manager.

If you would like to discuss partnership opportunities please call 1300 654 329 or Toll free 1800 332 556 and ask for the Partnership Manager.

The TAC will endeavour to advise you within twelve weeks of receipt of your proposal on the status of your application.

Please note that the TAC reviews these guidelines on a regular basis and may undertake amendments after these reviews.



Geelong Liveability and our People

Application & Guidelines

Background

‘Our People’ is one of the TAC’s Strategic Plan pillars:

Support projects and activities that help our people feel enabled, capable and energised to deliver our strategy and vision.

TAC is based in Geelong. Our people include our employees, and those who live in the Geelong and Barwon region.

The aim of TAC’s Geelong liveability and our people projects and events is to enhance the Geelong Region as a better place to live and work.

Our priority areas for action within this theme are:

- Employee volunteering and fundraising
- Health and Wellbeing (G21 Pillar)
- Education and Training (G21 Pillar)
- Arts, Heritage and Culture (G21 Pillar)

How to apply

If you require a paper based application form you can download one here or email communitypartnerships@tac.vic.gov.au and we will send you one.

Who is eligible?

- Applicant organisations must have an ABN.
- The activity or event must be based in Geelong or the Barwon region.
- Projects must be for the greater good of the Geelong and Barwon community.
- No individuals can apply.
- Projects or events up to the value of \$20,000 maximum.

How we assess applications

Each year we receive many applications worthy of funding, and more than we are able to fund.

We use a comprehensive assessment process to select the projects/events that we believe are cost effective, engaging and will be most impactful in:

- ✓ Enhancing the Geelong region and its characteristics as a great place to live and work.
- ✓ Engaging our people; TAC employees, in projects and activities that build pride and contribute to them feeling enabled, capable and energised to deliver our vision of zero deaths and serious injuries on the roads.
- ✓ Health and Wellbeing (G21 Pillar) - Improving the opportunities for increased access and uptake of physical activity and increasing community connectedness and social inclusion.
- ✓ Education and Training (G21 Pillar) - increasing educational attainment and participation rates, increasing access to education and training, and or improving the quality of educational outcomes.

- ✓ Arts, Heritage and Culture (G21 Pillar) - fostering artistic creativity, cultural leadership and involvement, as well as recognition and utilisation of our heritage assets.
- ✓ Offering an opportunity to engage community members in recognising the role they can play to keep themselves and others safe on our roads.

Feedback on applications

We will contact applicants by phone or email within 12 weeks of receiving the application.

Our decisions are final

With so many great applications, and limited funding available, decision making is challenging. We do ask, however, that you respect our final decision.



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