

A photograph of three cricket players in white uniforms and green hats celebrating on a field. One player is in the foreground, seen from the back, with his arms around two other players who are facing him and smiling. The background shows trees and a clear sky.

BE THE DIFFERENCE

MAKE THE RIGHT CHOICE. SLOW DOWN ON THE ROAD.

**CLUB
PARTICIPATION
PROGRAM
2025/26**



BE THE DIFFERENCE WITH THE TAC CLUB PARTICIPATION PROGRAM.

DECEMBER 2025 – MARCH 2026

ABOUT THE PROGRAM

When it comes to road safety – we're all on the same team.

The TAC Club Participation Program is for Cricket Victoria affiliated clubs to actively participate in the mission to promote safe travel on our roads.

One death on our roads is too many, and we need you to **BE THE DIFFERENCE**.

We're asking clubs of all sizes to encourage their members to help build a culture of road safety.

The TAC Club Participation Program includes three key criteria to get involved, and we will reward clubs who show their efforts to promote road safety.



Scan the QR code for more information.

ROAD SAFETY FOCUS

The priority road safety focus for this cricket season is speeding.

Each year in Victoria, speeding contributes to at least 30% of fatal crashes and 25% of serious injury crashes.

Going “a little bit over” the speed limit, by as little as 5 km/h, increases the risk of a serious crash by 44%.

BE THE DIFFERENCE

Make the right choice.

Slow down on the road.

Because individual actions don't just protect you. They protect your team. They protect Victorians.

QUICK STEPS

By getting involved via these quick steps, we are rewarding clubs with a share in a total prize pool of **over \$40,000***.



Sign up to the TAC Club Participation Program



Get your club and community involved



Participate in Road Safety Round (8 – 21 December 2025)



Share the Road Safety Survey



Show us how your club helped promote road safety

HOW IT WORKS

1.

Scan to register your club via SmartyGrants



2.

Actively spread road safety messages throughout your club this season

3.

Follow the assessment criteria below as a guide for ideas on how to engage your club

4.

Show us how your club promoted safe travel on the road throughout the cricket season, by uploading evidence to your online application:

- Photos
- Videos files or links
- Screenshots or links of social media posts, content or any other digital activity
- Copies of promotions, written material and collateral

5.

Submit your final application by midnight on Tuesday 31 March 2026

6.

Wait for announcement from Cricket Victoria in April 2026 to find out if your club was successful

ASSESSMENT CRITERIA

HOW YOUR CLUB CAN BE THE DIFFERENCE.

Every application will be assessed by members of a panel made up of key road safety and community experts from the TAC and Cricket Victoria.

Applications will be marked and measured against the **three key criteria** outlined on pages 6-8.

GET YOUR CLUB AND COMMUNITY INVOLVED

BE THE DIFFERENCE by signing up, spreading the word, and promoting road safety.

- Register your club via SmartyGrants (QR code on page 5) and start your application, to receive updates throughout the season.
- Start the conversation and discuss plans to champion road safety at a Club Committee meeting.
- Encourage a few club members to be road safety champions, to help boost participation.
- Post on your club social media to announce your involvement in the program and tag us at **@TACVictoria #TACBeTheDifference**.
- Use TAC resources and merchandise to raise awareness of road safety messages, and the risks of *speeding a few kms/h over the limit*, around your club.

Scan to download the available digital assets and materials.



- Get creative by developing other tailored content and initiatives that involve your players and members, including:

Encourage action and shareability through the 'TAC Slo-Mo' Cam initiative.

- Print the 'Slo-Mo How To' guide from the TAC digital assets and share around your club.
- Encourage slow-motion video capture of training drills, game day actions, trick shots or other cricket moments.
- Members can then add the provided TAC frame over the footage and share on socials tagging your club and **@TACVictoria #TACSloMo**

Create 'Be The Difference' posters or social content using your own club colours and imagery.

- Scan the below QR code to create your custom poster, or a social post, and follow the instructions below.



1. Change the two blue elements to your team colours.
2. Upload and select own image. Right click on image and select *Layer*, then *Send to back*.
3. Once complete, click *Share* to download file.

PARTICIPATE IN ROAD SAFETY ROUND

TAC Road Safety Round is the inaugural Victoria community cricket themed round that will take place 8 – 21 December 2025.

Road Safety Round aims for grassroots and elite clubs to 'Band Together' to raise awareness of road safety throughout Victoria. By getting involved, your club will join a community movement to encourage Victorians to be safer on our roads.

During the Road Safety Round, we ask your club to show us how you banded together, to help support your TAC Club Participation Program application.

Here are some ways that you can actively promote and participate in the 2025 TAC Cricket Victoria Road Safety Round:

- Encourage all players and staff (including volunteers) to wear the provided armbands to encourage your community to 'Band Together' for road safety.
- Host a themed Road Safety Round between **8 – 21 December 2025**.
- Join the community by sharing content on social media using the tags **#TACBandTogether** and **@TACVictoria** and **@cricketvictoria**.
- Use other Road Safety Round assets across the round (**Scan the QR code on page 6 to download**).
- Promote Road Safety Round in club newsletters, website and digital platforms.
- Invite local media to feature the club's Road Safety Round activity. This could be a photo moment or interviewing a club community member who has a lived experience with road trauma (if appropriate).
- Create boundary signage, ground signs, placards and additional collateral to promote Road Safety Round.
- Invite a member of club committee to speak on the importance of the club participating in round at a club dinner/event.
- Involve local Victoria Police, Victoria SES or your Local Council representatives in activities, such as speaking to playing groups or participating in events.

THREE

SHARE THE ROAD SAFETY SURVEY

Help us learn more about road safety attitudes, behaviours and challenges across Victoria. Getting club members involved helps us improve our campaigns year on year.

Share the road safety survey via your club communication channels: social media, group chats, website, QR code at club dinners.

- Encourage your community to complete the survey during **March 2026**.
Survey links will be made available at a later date.
- Capture evidence of your club promoting the survey to further support your application.

ADDITIONAL TIPS

IMPROVE YOUR APPLICATION

There are plenty of other ways to showcase engagement and your teams commitment to safe travel on our roads.

Examples include:

- Capture peer-to-peer videos delivered by players for social media.
- Set up a 'Be the Difference' player of the week, team motto or photo wall for your club to contribute to.
- Interview club members about their experiences.
- Host a themed event, information session or guest speaker at the club.
- Create signage at your ground to encourage drivers to slow down.
- Include a road safety tip of the week in club newsletters, match programs or social media posts.
- Launch club initiatives such as designated driver buses for events or offer discounted soft drinks for designated drivers.

And finally...

We encourage your club to promote additional road safety messages that are also relevant to your community — whether that's around drink driving, distractions, seatbelt use, or looking out for others on the road.

For more information and key messages on a range of road safety behaviours, visit our website by **scanning the QR code** on page 3.

DON'T FORGET TO SHOW US HOW YOUR CLUB **PROMOTED** **ROAD SAFETY**

- 1.** Log into your application on SmartyGrants and show us how your club has actively participated in the program and Road Safety Round

- 2.** Complete your application by midnight on Tuesday 31 March 2026

- 3.** Wait for announcement from Cricket Victoria in April 2026 to find out if your club was successful

For Frequently Asked Questions and Terms and Conditions please search the TAC Sports Program online.

**Exact pricing details can be found in the T&Cs.*

**Thank you for being
the **difference** in
helping the TAC's
mission to create
safer roads in
every Victorian
community.**

