Introducing the Towards Zero Club Grants program. It’s a program for community football and netball clubs just like yours, that encourages active participation in the journey Towards Zero on our roads.

We believe that zero deaths and serious injuries on our roads is possible, and the AFL Victoria community can help us get there.

So, we’re rewarding clubs who are as passionate about our goal as we are. We’ll promote your stories, and in turn, together we’ll encourage others to play their part in the journey Towards Zero.
We’re giving clubs from AFL Barwon, AFL Goldfields and Metro leagues, access to $300,000 worth of funding.

Each club can be awarded up to $10,000 for the 2019 season. Simply apply for the grant online at aflvic.com.au by addressing the criteria below, and prove your club’s demonstrated commitment to the Towards Zero vision.

Our team of road safety experts and personnel from AFL Victoria and TAC will review your application in August of this year and decide the successful clubs to receive the grant. We’re judging on your ability to meet and report on the below criteria.
Demonstrate your club’s commitment to promoting the Towards Zero vision. This includes promoting our message at function and training facilities, amongst club personnel, online or on social media.

- This could include showing photos of your club displaying the (TAC endorsed) Towards Zero posters, bar mats, coasters, and other road safety messages provided to you by the TAC and your league or Region Commission at the start of the 2019 season.

- This could also include a short explanation, accompanied by photos or videos of your club’s endeavour to promote safe driving behaviour as explained in the Towards Zero pack provided to you by your league or Region Commission at the start of the 2019 season.

- Sharing and promoting TAC Facebook activity and advertising campaigns from the club Facebook and social pages.

CRITERIA

To apply for a grant, you must upload and submit an application by 19 August 2019 and fulfil the following:

1. Demonstrate your club’s commitment to promoting the Towards Zero vision. This includes promoting our message at function and training facilities, amongst club personnel, online or on social media.

   - This could include showing photos of your club displaying the (TAC endorsed) Towards Zero posters, bar mats, coasters, and other road safety messages provided to you by the TAC and your league or Region Commission at the start of the 2019 season.

   - This could also include a short explanation, accompanied by photos or videos of your club’s endeavour to promote safe driving behaviour as explained in the Towards Zero pack provided to you by your league or Region Commission at the start of the 2019 season.

   - Sharing and promoting TAC Facebook activity and advertising campaigns from the club Facebook and social pages.
It’s been a tragic start to the year on our roads with 32 people already losing their lives, a 45% increase on last year. Sadly 10 of these deaths have been people on motorcycles.

If you ride take your time and take extra care, check that your bike is safe and avoid riding alone if possible.
Demonstrate your club’s commitment to promoting the importance of Learner drivers gaining 120 hours of practice in all conditions, as well as 20 hours of night driving practice, across the football/netball season. This commitment could come in the form of:

- Coordinating a ‘drive to the game or drive to training’ event for learner drivers in the club and promoting that event.
- Encouraging parents to complete the ‘safer p-platers’ online e-learning module and recording details of those who have completed it.

Demonstrate your club’s effort to provide and promote safe transport options at club events and functions where alcohol will be served and consumed. This effort could include:

- Providing and promoting the use of shuttle buses during club events located outside main regional/suburban centres.
- Providing free or discounted non-alcoholic drinks for designated drivers or rewarding them by other means, such as with vouchers, free meals etc.
- Promoting the ‘drinking and driving, they’re better apart’ message across social media assets, on tickets or in the football record prior to club functions and events.
Actively participating in and promoting the Towards Zero Round. Towards Zero Round is a new, fixtured round on the weekend of 3rd to 4th August. This participation could include but is not limited to:

- Getting captains of your club teams to wear a 0 on their jersey for the match in Towards Zero Round.
- Getting your Senior netballers to wear Towards Zero socks for the match in Towards Zero Round.
- Demonstrating promotion of your involvement in Towards Zero Round (i.e. content placed on social media and in your club record, in local media outlets if possible etc).
- Messages from the club’s President/Board/Coaches etc of why Towards Zero is important prior to the Round.
- Displaying Towards Zero messaging in and around your club where possible (be creative! Use assets you have i.e. score boards etc.)
HOW TO APPLY

Your application must exhibit at least 2 of the 4 criteria listed if you want to be considered for a grant. Try your best to include as much evidence of your contribution as possible. Photos, videos, copies of records and other written materials will only help your cause.

Entries open on 1st April 2019 and close at midnight on 19 August 2019.

Applications can be uploaded and submitted online before the deadline at aflvic.com.au.

For more information or any questions regarding the program, please contact: towardszero@grants.afl.com.au
WHAT IS TOWARDS ZERO?
Towards Zero is Victoria’s plan to ensure no one is seriously injured on our roads. It acknowledges that we all face risks on our roads, but that our choice to use the road shouldn’t cost us our lives. That’s why we need to ensure we have a safe transport system in place. Together we can build a system that protects us from our own mistakes and those of others.

WHO’S BEHIND TOWARDS ZERO?
Towards Zero is a partnership between the Transport Accident Commission, VicRoads, Victoria Police, the Department of Justice and Regulation and the Department of Health and Human Services. Working together with the community, it is our belief that zero deaths and serious injuries on our roads is possible.

For more information, visit towardszero.vic.gov.au
TOWARDS ZERO
KEY MESSAGES TO PROMOTE AROUND YOUR CLUB

DRINKING AND DRIVING, THEY'RE BETTER APART

We don’t want to see any more people killed or hurt because of drink driving, so we’re asking people to separate the two altogether, keeping drinking and driving apart. Why risk being near a 0.05 BAC level and having an impaired driving ability? Impairment actually starts at a BAC of 0.02.

Help keep drinking and driving separate at your club by encouraging people to:

- Leave their car at home and organise a designated driver amongst their friends,
- Book a taxi to get home,
- Find out about any public transport options,
- Organise transport for your club members to get home safely, such as a shuttle bus.
TOWARDS ZERO ROUND
Towards Zero Round will be held on 3 – 4 August 2019 and is an initiative that promotes the Towards Zero message to all football and netball fans across Victoria, that zero deaths and serious injuries on our roads is possible. Partnering with AFL Victoria, the Towards Zero Round will see club captains across the state wearing 0 on the back of their guernsey and netballers wearing our Towards Zero socks. It’s an opportunity to send a strong message about the importance of road safety as they run onto the field that weekend.

LEARNER DRIVERS
A driver’s licence is a key to independence and freedom. It allows young people to get to work, study, sport, shopping and go out with ease, yet it is also putting them in the face of real and potential danger on our roads.

Inexperienced drivers are at high risk of injury and death on the roads and it’s vital that they get as much experience as possible. Practice is paramount when it comes to driving safely on the road as a learner driver. The more practice they have driving in all conditions, the less risk they have of an accident on their P plates. With the required 120 hours of driving on your L plates (when aged under 21 years), it is important they drive in a range of conditions, ensuring they get experience dealing with the range of situations they’ll experience when they drive in heavy traffic, on open country roads, in bad weather or at night time. For more information visit saferpplaters.com.au.