



# BE THE DIFFERENCE

SHOW UP FOR YOUR TEAM

SLOW DOWN ON THE ROAD

## CLUB REWARDS PROGRAM 2025

**STAKEHOLDER PACK**



# ABOUT THE 2025 TAC CLUB REWARDS PROGRAM

The TAC Club Rewards Program is back, and this year we're encouraging the AFL Victoria community to **Be The Difference** when it comes to road safety.

Research has shown that going as little as 5 km/h over the limit increases crash risk by 44%, so in 2025 our focus is to get members of Victorian football and netball clubs to slow down on the road.

Through this document, you will find links to social media content files, caption ideas and other digital assets to support you in further spreading our key road safety messages.

Whether you're driving to training, the game or otherwise; **Show up for your team. Slow down on the road.**

# GENERAL ASSETS & SOCIAL ELEMENTS



## NEW CORE CAMPAIGN MESSAGING

# BE THE DIFFERENCE

### Suggested caption copy

When it comes to road safety – we're all on the same team. Be the difference and slow down on the road to protect yourself, your mates and the broader Victorian community.

[@tacvictoria](#) [#TACBeTheDifference](#)

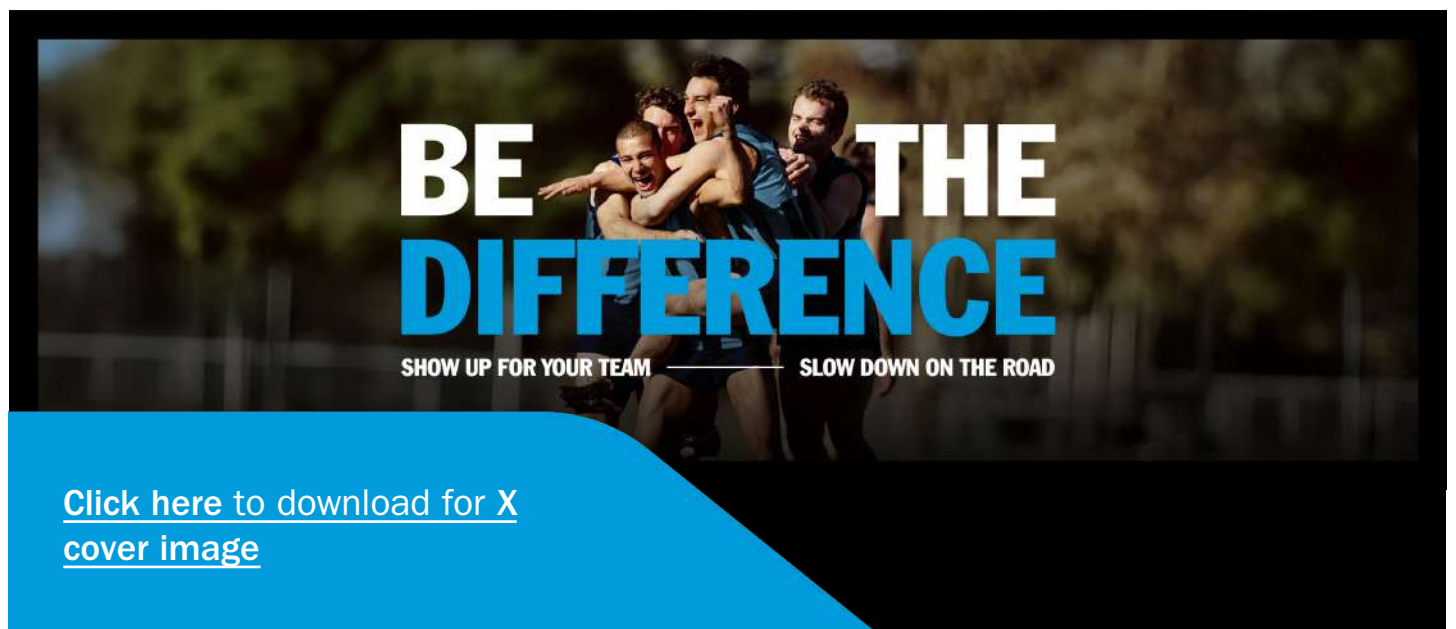
**NEW CORE CAMPAIGN MESSAGING**

# **BE THE DIFFERENCE**

## **SOCIAL MEDIA HEADERS**



[Click here to download for Facebook cover image](#)



[Click here to download for X cover image](#)

# **SPEEDING** **MESSAGES** **AND** **ARTWORK**



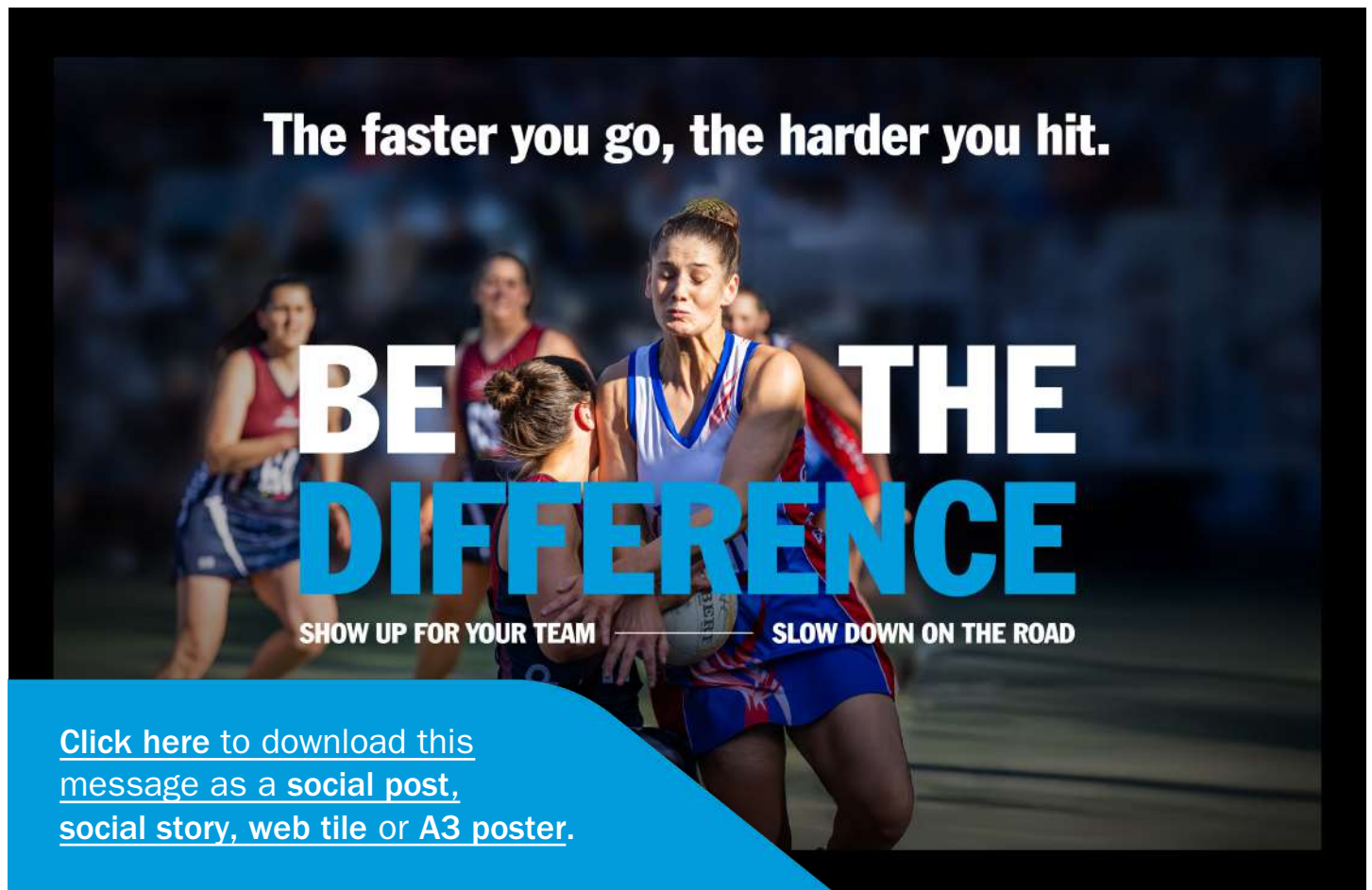


### SPEEDING MESSAGE 1

# Speed and it could be game over.

### Suggested caption copy

Lead from the front in the mission to make Victorian roads safer, because no one wins when you don't slow down. [@tacvictoria](#) [#TACBeTheDifference](#)



## **SPEEDING MESSAGE 2**

# **The faster you go, the harder you hit.**

### **Suggested caption copy**

Even going a few k's over the limit increases your risk of a serious crash. Slow down on the road.

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An A3 poster featuring a photograph of three football players in action on a grass field. Two players in black and yellow jerseys are tackling a player in a red and white jersey. The text 'A tackle hits hard. A crash hits harder.' is at the top. The words 'BE THE DIFFERENCE' are in large, bold letters, with 'BE' and 'THE' in white and 'DIFFERENCE' in blue. Below this, 'SHOW UP FOR YOUR TEAM' and 'SLOW DOWN ON THE ROAD' are separated by a line. A blue banner at the bottom contains a link to download the message as a social post, social story, web tile, or A3 poster.

**A tackle hits hard. A crash hits harder.**

**BE THE DIFFERENCE**

SHOW UP FOR YOUR TEAM — SLOW DOWN ON THE ROAD

[Click here to download this message as a social post, social story, web tile or A3 poster.](#)

### SPEEDING MESSAGE 3

**A tackle hits hard.  
A crash hits  
harder.**

#### Suggested caption copy

You think a tackle hurts? It's nothing compared to a crash. Slow down on the road.

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#### SPEEDING MESSAGE 4

**Speeding?  
Quickest way to let  
the team down.**

#### Suggested caption copy

Drop your speed and the excuses. The team would rather you be late, than not there at all.

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# **DRINK DRIVING MESSAGE AND ARTWORK**



#### DRINK DRIVING MESSAGE

# Having a drink? Handball the keys

#### Suggested caption copy

If you're planning on having a post game beer, don't drive. Organise another way home.

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# **SLO-MO** **FRAME &** **MESSAGING**



## ABOUT TAC SLO-MO

**For season 2025, we are empowering more *player* action and social shareability by tapping into the common trend of slo-mo highlights. Because when it comes to sport, some things are better slowed down, and the road is no different.**

**TAC Slo-Mo invites club members to capture trick shots or game day moments, slow it down and post it, framed in important road safety messaging.**

### Suggested caption copy

We love a slo-mo replay, but footy isn't the only thing that's better slowed down.

Show up for your team. Slow down on the road.

[@tacvictoria](#) [#TACSloMo](#)



[Click here to download 'how to' guide and social frame](#)



# THANK YOU FOR BEING THE DIFFERENCE

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Please get in touch for more information.

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