

# TAC Sponsorship Program

## Geelong Region Sponsorships Guidelines

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### Acknowledgement of Country

The Transport Accident Commission acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of the land. We pay respect to Elders past, present and future, and all Aboriginal and Torres Strait Islander people that call Victoria home today.

We recognise and respect their culture, beliefs, and connection to Country, with traditions and customs that have existed for over 60,000 years, and are privileged to share the lands we live on and operate in. We respect this land too – and our purpose is to care for the lives of everyone who travels on Victorian roads.

# About us

We support those injured on our roads and promote road safety. We believe that a future where every journey on Victoria's roads is a safe one is not only possible, but achievable. [You can view our corporate show reel here.](#)

Over many decades, we have been working with our partners to deliver important prevention efforts designed to stop people being killed and injured on our roads. A key part of that effort has been working to positively impact the attitudes and beliefs of Victorian road users. The Victorian Road Safety Strategy 2021–2030 guides the way we and our partners work together. Our collective goal is to halve the number of lives lost on Victorian roads by 2030 and reach zero deaths and very serious injuries by 2050.

## About Geelong Region Sponsorships

Geelong Region Sponsorships empower groups and organisations to be leaders and ambassadors for road safety within the Geelong region with their respective audience and networks.

Sponsorship applications can be to a maximum \$50,000 + GST per annum and one to three years in duration, or specific to a single event.

## What does the TAC want the community to think and do

**Think:** That as a community, together, we can achieve our goal to reduce road trauma.

**Do:** Be an advocate for road safety, share stories, stay connected and look after their family, friends, colleagues and community.

## Our purpose

To care for the lives of everyone who travels on Victoria's roads.

## Our vision

To be the safest place in the world for road travel.

## Our mission

To champion road safety and help those injured get their lives back on track.



# Who can apply

Before you consider applying for a TAC community sponsorship, you must make sure your organisation is eligible to apply.

## Applicant eligibility

To be eligible, an applicant organisation must:

- Be registered for GST and hold a current ABN or ACN.
- Value the TAC's purpose.
- Deliver events, initiatives or programs that occur in the Geelong region.
- Have the rights to sell marketing assets to us via a contractual sponsorship arrangement.
- Have the resourcing and capacity to appropriately plan, execute, review and report on marketing activities relevant to the proposal.
- Be financially viable and be willing to share financial statements to that effect with the TAC.
- Be a good corporate citizen with a strong reputation.
- Be willing to distribute surveys to your audience or support other initiatives that help evaluate TAC sponsorship initiatives (TAC to fund).
- Maintain the appropriate type and level of insurance(s) for the activities that are the subject of the application, such as public liability or product liability insurance.
- Demonstrate commitment to the Victorian Child Safe Standards (2022).
- Demonstrate commitment to Occupational Health & Safety and effective risk management.



## Applicant ineligibility

An applicant will automatically be deemed ineligible for sponsorship if the applying organisation has any of the following attributes:

- Applying as an individual.
- Unincorporated organisations.
- Football or netball clubs affiliated with an AFL Victoria governed league (please visit the **TAC Club Rewards page** for further information about this program).
- Other local sporting and recreation clubs (noting that leagues, associations or large groups of local sporting and/or recreational clubs are eligible).
- Involved in activity that could be detrimental to public health and safety.
- Involved in activity that may be construed as discriminatory.
- Has been or is involved in any activity that the TAC believes will bring it into disrepute, contempt, scandal or ridicule.
- Aligned with a political or religious organisation.
- Have sponsoring arrangements with organisations that are inconsistent with the TAC's values and policies.
- Promoting or sell alcohol as their primary business.
- Promoting gambling as their primary business.
- Proposing to use sponsorship for the personal benefit of any kind for individual staff, contractors or other representatives.
- Proposing to pass on any or all of the sponsorship fee to a third party in the form of a sponsorship or grant.
- Health or service providers delivering treatment or services to a TAC client, or whose core function is related to providing treatment or services to a TAC client.

Applicants will also be deemed ineligible if they submit a proposal for an activity we believe is more closely aligned with our **community grants** or other **sponsorship types**.

# Sponsorship objectives

When submitting an application, please consider the TAC's Geelong community sponsorship objectives:

The TAC's vision is for Victoria to be the safest place in the world for road travel, however road safety is a shared responsibility that is enhanced by community engagement initiatives and influential leadership from within communities.

The TAC use sponsorships to strategically promote relevant road safety messages to our target audiences by engaging with them on their turf – in entertainment, sport, the arts, corporate, social and cultural events. This opens new opportunities to connect and engage with Victorian road users, enables influential organisations to become road safety advocates, and complements our major advertising campaigns.

When submitting an application, please consider the TAC's Geelong Region Sponsorships objective, which is to:

**Empower groups and organisations to be leaders and ambassadors for road safety within the Geelong region with their respective audience and networks.**

For supporting information regarding Victoria's road trauma statistics, visit this [website](#).

For supporting information about TAC's advertising programs, visit this [website](#).



# Assessment criteria

The application form will include a range of questions about your organisation, the objective of the sponsorship and how the proposed initiative will be resourced.

During the assessment process, we reserve the right to request further information about your proposal, or about the information supplied, if we feel we need this to adequately assess your application.

Applications will be rated using a weighted score card. The higher the percentage attached to a criteria, the more influence that criteria will have over our final decision.

Criteria	Description
<b>1. Organisation / Group</b> (30%)	<ul style="list-style-type: none"><li>• Level of influence the organisation / group would have in regard to achieving TAC's objective.</li><li>• History of successful implementation of activity as relevant to the application.</li><li>• How closely does the organisation / group and the proposed initiatives, align with the TAC's values.</li><li>• Evidence of a sustainable funding model to support the proposed initiative/s.</li></ul>
<b>2. Proposal / Initiative Assessment</b> (35%)	<ul style="list-style-type: none"><li>• An assessment of the proposed channels/touchpoints where the TAC can make a road safety impact.</li><li>• The level and quality to which the initiative provides opportunities for community engagement in terms of types, size.</li><li>• The likelihood that the partnership will have an impact on achieving TAC's community objectives.</li></ul>
<b>3. Resourcing Assessment</b> (35%)	<ul style="list-style-type: none"><li>• Demonstrated capacity of the applicant to plan and deliver on the initiatives proposed.</li><li>• Demonstrated financial viability and solvency.</li><li>• Level of risk associated with the investment.</li></ul>

# How to apply

You must submit your application online using SmartyGrants, a third-party grants management platform. This form can be accessed on the **[sponsorships page of the TAC website](#)**.

Applications for Geelong Region Sponsorships will open and close on the dates specified on the above **[website](#)**. You will not be able to submit applications outside these timeframes.

To ensure fairness, we will not grant extensions. Applicants who are unable to meet the deadline can apply for a sponsorship in the next available round.

**Note:** Your application may be deemed ineligible if it is incomplete or fails to answer all the questions.

## About SmartyGrants

SmartyGrants requires applicants to log-in before they can submit an application. If you are not already signed up to SmartyGrants, you must do so before you can apply.

Once you are logged in, you can save progress changes to your application up until you press the 'submit' button, or the closing date has passed.

## Application Process

We will open community sponsorships to eligible organisations on an as-needs basis via an expression of interest process. Current or upcoming application round dates can be found by visiting **<https://www.tac.vic.gov.au/sponsorships>**

The community sponsorship application and approvals process is as follows:



## Changing an application

If you need to make a change to your application after you have submitted it, you must email us at least two days prior to the closing date at **[askus@tac.vic.gov.au](mailto:askus@tac.vic.gov.au)**

We will not accept any changes to your application after the closing date and time.

## Supporting documents

Organisations may choose to submit supporting documents with their application, such as:

- A letter of support from the organisation's governing body (if applicable).
- Supporting data regarding your audience and the proposed activities.
- A presentation or visual description supporting the initiative/s listed within your application.

These documents will only be accepted with a fully completed sponsorship application form (all questions answered in full). They will not be accepted as an alternative to an online application.

# Application outcomes

All applicants will be notified of the outcome of their application via email.

## Possible outcomes include:

- **Shortlisted:** your application has been conditionally endorsed and is now subject to finer negotiations and the successful creation of a legally binding agreement, or;
- **Unsuccessful:** the application has not been accepted due to one or more reasons, meaning your application is unsuccessful in this intake.

## Unsuccessful applicants

Applications may have been deemed unsuccessful for one or more of the following reasons:

- Did not meet eligibility criteria, as outlined in these application guidelines.
- Application was incomplete or did not include sufficient information required to assess.
- Assessment score was not high enough against the assessment criteria.
- Was unsuccessful due to the TAC sponsorship program budget availability.

Unsuccessful applicants may apply in any future sponsorship application rounds.

Unsuccessful and ineligible applicants will be notified of the reason for which they were not selected.

Applicants who wish to seek further clarity or feedback specific to their application may do so by emailing [askus@tac.vic.gov.au](mailto:askus@tac.vic.gov.au)

## Agreements with shortlisted applicants

If you have been shortlisted, it does not mean you will automatically receive funding. Instead, it will mark the beginning of a contract negotiation period to finalise the terms of your sponsorship agreement with the TAC.

Successful applicants will be required to enter into a written legal agreement to suit the proposed fees and benefits. This process will begin as soon as possible following notification of successful applications however may take several weeks for all parties to agree to terms.

The TAC's corporate legal template will be used for all TAC sponsorships. Agreement clauses may be negotiated between the parties as necessary in the finalisation of the sponsorship agreement.



# Your responsibilities

## Child Safe Standards

We support the participation of children and young people in decisions that affect them. This includes decisions relating to services that support their recovery. We are committed to complying with the Victorian Child Safe Standards and all relevant child safeguarding regulations and legislation.

This commitment extends to third party agreements. As such, pending the specific structure and type of the applicant's proposal, we may request evidence of an applicant's compliance with the Victorian Child Safe Standards (2022) while negotiating a sponsorship agreement with them. If the applicant does not comply with this request, we may choose not to pursue a sponsorship agreement with them.

## Legislation and policies

The TAC takes its legislative requirements, guiding policies and procedures seriously. Successful applicants may need to comply with policies that guide and support safe and appropriate working environments.

Below are some of the policies and guidelines relevant to the TAC sponsorship program.

**[Transport Accident Act 1986](#)**

**[TAC 2025 Strategy](#)**

**[Victorian Government Sponsorship Policy](#)**

**[TAC Privacy Policy](#)**

**[Victorian Road Trauma Statistics](#)**

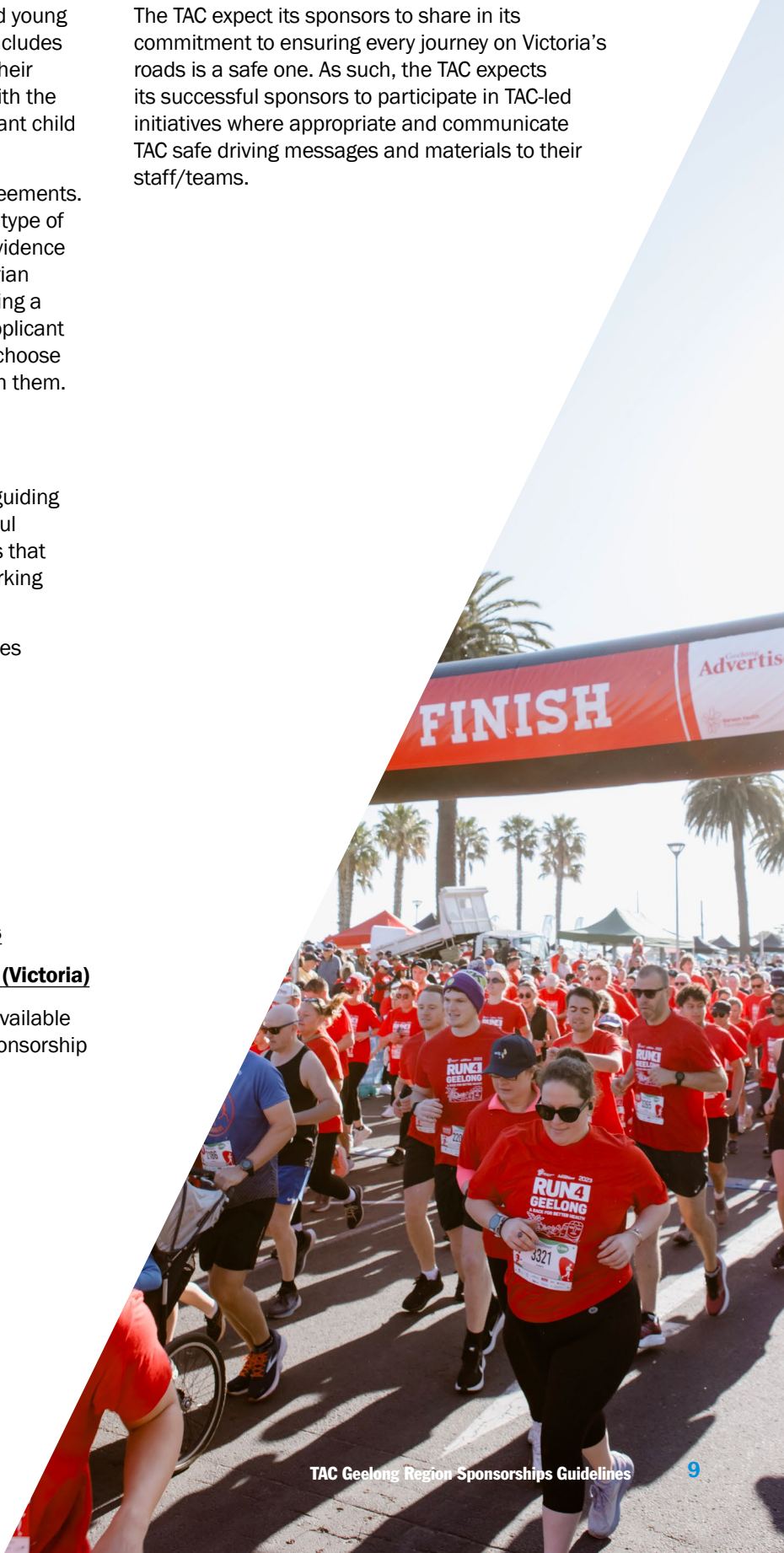
**[Victoria Government Child Safe Standards](#)**

**[Occupational Health and Safety Act 2004 \(Victoria\)](#)**

If applicable, further policies will be made available to successful applicants for review while sponsorship agreements are being formed.

## Safe Driving

The TAC expect its sponsors to share in its commitment to ensuring every journey on Victoria's roads is a safe one. As such, the TAC expects its successful sponsors to participate in TAC-led initiatives where appropriate and communicate TAC safe driving messages and materials to their staff/teams.



# Our responsibilities

## Privacy collection statement

Any personal information collected as a part of this application will be used by the TAC to decide whether to provide your organisation with a TAC sponsorship, and to communicate with you about your application and the grant assessment process.

As a part of the grant process, your information may be assessed by a panel of subject matter experts from the TAC. If you do not provide all or part of the information requested, we may not be able to progress your application.

You can gain access to the information you have provided on this form by contacting the TAC Partnerships Team at [askus@tac.vic.gov.au](mailto:askus@tac.vic.gov.au).

## Privacy policy

We are committed to protecting your privacy. Any personal information collected, handled, stored or disclosed about you through our online services will be managed in accordance with the *Transport Accident Act 1986*, *Privacy and Data Protection Act 2014* and the *Health Records Act 2001*. Visit our website for more information about **TAC Privacy Policy**.

## Transparency and accountability

We are committed to creating fair and equitable sponsorship opportunities for all eligible organisations. As such, we have designed the application and assessment process to maximise objectivity in the procurement of commercial and community sponsorships.

All organisations with an existing partnership agreement must apply for sponsorship support, according to the terms described in these guidelines, when their existing agreement expires.

Please note, these guidelines are not legally binding and are provided for information purposes only.



# Help and support

Prospective applicants may register to attend the Geelong Region Sponsorships online information session. Complete the registration form in the 'Help and Support' section on the [\*\*TAC Sponsorship Webpage\*\*](#).

For general inquiries about Geelong Region Sponsorships and eligibility, please complete the inquiries form in the 'Help and Support' section on the [\*\*TAC Sponsorship Webpage\*\*](#).

For technical questions relating to the online grants program, you should contact SmartyGrants (be ready to quote your application number).

- [\*\*SmartyGrants online help guide\*\*](#)
- [\*\*service@SmartyGrants.com.au\*\*](mailto:service@SmartyGrants.com.au)
- (03) 9320 6888

If you or someone you know needs support because of road trauma, contact Amber Community:

- [\*\*Amber Community website\*\*](#)
- 1300 367 797

## TAC grant programs

Independent of the TAC Sponsorship Program, we support initiatives and organisations that reflect our values and engage with our stakeholders in meaningful ways through our existing funding programs.

Visit the [\*\*grants page on our website\*\*](#) for further information.

We are committed to creating fair and equitable sponsorship opportunities for all eligible organisations. As such, we have designed the application and assessment process to maximise objectivity in the procurement of commercial and community sponsorships.

All organisations with an existing partnership agreement must apply for sponsorship support, according to the terms described in these guidelines, when their existing agreement expires.



