

A man with a beard and short brown hair is standing outdoors on a grassy field. He is wearing a white and navy blue horizontally striped sleeveless jersey. The jersey features the Ford logo in script, the AFL Victoria logo, and the word 'VIC' on the sleeve. He has his left hand on his hip and is looking towards the camera. The background shows a clear blue sky and some trees in the distance.

TAC and AFL Victoria have partnered together for 33 years to **raise awareness** for road safety.

The 2024 campaign focused on **speeding** - a major contributor to trauma on Victoria's roads.

Here's how we approached the **Club Rewards** and **Road Safety Round** campaigns.

**alt/shift/**

# Shifting attitudes via social norms

## From this

"My mates *don't mind* if I speed a little"

## To this

"My mates *don't approve* of low level speeding"

## From this

"I *don't want* to be late"

## To this

"It's *normal* to be a little late, if it means being safe"

We positioned speeding as a behaviour your teammates would *disapprove* of, and aimed to normalise being late if it means arriving to your destination *safely*.



# Late Laps

Running late is a common excuse for low level speeding. We launched the **Late Laps** initiative to help reduce the panic around being late.



**"Being late isn't the end of the world... but going even a little bit over the limit could be."**