

# Media Release

**Steve Dimopoulos MP**

Minister for Tourism, Sport and Major Events  
Minister for Creative Industries



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## VICTORIAN SPORTS COMMUNITY RALLIES BEHIND ROAD SAFETY ROUND

The Andrews Labor Government is coming together with the Victorian sporting community in banding together to promote road safety and honour those tragically killed on the state's roads.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today joined the TAC and AFL Victoria to launch the third annual Road Safety Round – with all AFL Victoria-affiliated clubs encouraged to take part.

Kicking off this weekend, coaches, players, and supporters from more than 1,000 Victorian football and netball clubs will don a blue armband to show their commitment to eliminating death and serious injury on our roads.

So far this year, 132 people have lost their lives on Victorian roads, with 77 of those in regional areas – a concerning rise on the 59 regional deaths at the same time last year.

There has also been a worrying rise in young people dying on Victorian roads, with the number of lives lost in the 18-25 age group currently at 24, compared to 16 this time last year.

The TAC's partnership with AFL Victoria provides the perfect platform to speak directly to thousands of Victorians who are travelling hundreds of kilometres on the state's road network for games and training every year.

Clubs can extend their support and involvement in the TAC Road Safety Round, with all AFL Victoria-affiliated clubs given the opportunity to take part and earn up to \$10,000 in funding by promoting road safety to their community as part of the TAC Club Rewards Program.

Find out more about TAC and AFL Victoria Road Safety Round [here](#).

### Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

*"Local football and netball clubs are at the heart of their communities and play a significant role in influencing attitudes and behaviours on our roads – especially when it comes to their younger players and members."*

*"Tragically, most football and netball clubs across Victoria will have felt the impact of road trauma firsthand. This Road Safety Round is an opportunity to remember those we have lost and educate the community on the importance of road safety."*

### Quote attributable to TAC Head of Road Safety Samantha Cockfield

*"The TAC is renowned for using its standing in the community to engage with Victorians on key road safety issues. Road Safety Round is a great way to share our message on a local level and remind each other that we all have a role to play in keeping the roads safe."*

### Quote attributable to AFL Victoria CEO Ben Kavenagh

*"Across the state, we know that our players, coaches, volunteers, and supporters are spending a huge amount of time driving to and from training and matches, often at night, in the wet, on country roads or after a long day at work. Road safety is something that is so acutely relevant to everyone in community football and netball."*