

Media Release

The Hon Melissa Horne MP
Minister for Casino, Gaming and Liquor Regulation
Minister for Local Government
Minister for Ports and Freight
Minister for Roads and Road Safety



Friday, 8 March 2024

DRIVERS REMINDED TO TAKE CARE OVER THE LONG WEEKEND

As Victorians gear up for the Labour Day long weekend, the Allan Labor Government and Transport Accident Commission are urging Victorians to stay safe through a new road safety campaign.

Minister for Roads and Road Safety Melissa Horne today kicked off the campaign 'Anywhere, Anytime, Anyone', which drives home the message to stay vigilant while behind the wheel.

The campaign serves as a reminder that too many road accidents are preventable, encouraging drivers to steer clear of speeding, drink and drug driving, seatbelt negligence or distractions from mobile phones.

Since the start of the year, 50 Victorians have tragically lost their lives on the road - with a concerning trend revealing almost half of these fatalities have occurred on weekends.

With the Labour Day long weekend approaching, authorities are urging drivers to exercise particular care this weekend by slowing down, planning ahead, taking breaks on road trips, and making responsible choices.

The new campaign will run across a range of platforms, reminding Victorians that police are out to keep our roads safe every day of the year - 'Anywhere, Anytime, Anyone'.

Quotes attributable to Minister for Roads and Road Safety Melissa Horne

"We want this Labour Day weekend to be one to remember for the right reasons, which is why we're urging Victorians to stay vigilant behind the wheel."

"Any life lost on our roads is too many - one way we can make sure Victorians get home safe to their families is for drivers to take extra care while driving on our roads."

Quote attributable to Minister for Police Anthony Carbines

"Too many lives have been lost due to distracted driving and those who continue to endanger others on the road will be caught and held accountable."

Quotes attributable to Transport Accident Commission CEO Tracey Slatter

"We know that police enforcement is one of the strongest deterrents when it comes to keeping our roads safe and this campaign is about reminding us that if we do the wrong thing, we will be caught."

"Too many people are losing their lives on our roads because of poor choices, so we're asking Victorians to show care for each other - slow down, don't drive on drugs or alcohol, put your phone away and buckle up."