

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



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NEW CAMPAIGN A WAKE UP CALL FOR TIRED DRIVERS

A new road safety campaign targeting drowsy drivers is backed by research showing drivers are four times more likely to crash if they've had less than five hours' sleep.

The campaign '*Driving tired? Wake up to yourself*' launched by the Allan Labor Government and Transport Accident Commission (TAC) reminds drivers that being tired behind the wheel not only makes them a danger to themselves, but a danger to everyone on the roads.

Central to the campaign is a confronting new television ad showing a fatal accident caused by a tired driver crashing into another car with a mother and her young daughter.

Tired drivers contribute around 20 per cent of fatal crashes on Victorian roads each year, while accounting for approximately 25 per cent of road trauma injuries at The Alfred and Royal Melbourne hospitals.

The campaign is backed by research by Monash University and the TAC, which found participants in an impaired driving assessment track trial were four times more likely to crash if they had only four-to-five hours' sleep.

A second study found most respondents understood the risks of driving while tired and could identify the signs and symptoms, while young men reported a greater risk of falling asleep at the wheel.

The campaign comes as this year's Victorian road toll surpasses 100 – a total of 106 people have lost their lives on Victorian roads since January.

For more information on the campaign, visit tac.vic.gov.au/fatigue.

Quote attributable to Minister for Roads and Road Safety Melissa Horne

"We know most road accidents are preventable – that's why we're urging Victorians to make sure they've had a good night's sleep before they get behind the wheel, because it could save someone's life."

Quote attributable to Transport Accident Commission CEO Tracey Slatter

"Lack of sleep can dramatically affect our ability to drive safely and this campaign will educate Victorians around the risks associated with driving tired and promote how much sleep you need before you are safe to drive."