

Media Release

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CAMPAIGN REMINDS E-SCOOTERS ARE NOT CHILD'S PLAY

The Allan Labor Government along with the Transport Accident Commission (TAC) has relaunched its powerful road safety campaign this week to remind parents that it is illegal for people under the age of 16 to ride e-scooters.

Last year, five people including one person under 16 years of age, lost their lives while riding an e-scooter on Victorian roads.

The refreshed campaign - *If you think e-scooters are a toy, think again* - uses stop-motion animation to depict toy-like riders engaging in dangerous and illegal behaviour, and has been expanded to include a new animation focused on underage riding and a video featuring emergency department doctors who share their experiences treating e-scooter injuries.

The campaign is aimed towards parents and guardians who might be considering purchasing an e-scooter as a gift this Christmas – to highlight the consequences of reckless e-scooter use and increase awareness of the permanent rules and penalties for underage riding, riding without a helmet, riding on a footpath, carrying a passenger and riding under the influence of drugs or alcohol.

The Labor Government introduced laws in October last year to regulate the use of e-scooters on Victorian roads, including tough penalties for speeding, underage riding, riding without a helmet, riding on a footpath and carrying a passenger.

The campaign will run between Monday, 17 November to Friday, 30 January 2026 across a wide range of channels.

To learn more about the e-scooter rules, visit transport.vic.gov.au/road-and-active-transport.

Quote attributable to Minister for Public and Active Transport Gabrielle Williams

"This campaign helps families make informed choices and reinforces that safety rules exist to protect everyone on our roads."

Quote attributable to Minister for Roads and Road Safety Melissa Horne

"E-scooters might look like fun, but they're not toys — they're vehicles that come with serious risks. This campaign is a wake-up call for parents: underage riding is illegal, and it can have tragic consequences."

Quote attributable to Transport Accident Commission CEO Tracey Slatter

"An increasing amount of road trauma is involving underaged riders of e-scooters, and this campaign will raise awareness of the high risk of serious injury resulting from this illegal behaviour."