

Media Release

The Hon Melissa Horne MP
Minister for Ports and Freight
Minister for Roads and Road Safety
Minister for Health Infrastructure



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NEW EDUCATION CAMPAIGN FOR FOOD DELIVERY RIDERS

The Allan Labor Government has launched a new education campaign aimed at improving road safety knowledge among food delivery riders, reinforcing essential road rules and promoting safer riding behaviours across Victoria.

The new education campaign, developed in partnership with industry and community stakeholders, provides riders with clear, practical reminders to help them stay safe on Victoria's roads.

The campaign highlights common risk areas and offers simple actions riders can take to reduce the likelihood of crashes and keep themselves and others safe.

This new campaign encourages riders to:

- Ride on the road, not the footpath – to keep pedestrians safe;
- take extra care at intersections – to make sure all road users are safe;
- pull over if you need to scroll on your mobile phone – to stay focused and keep their eyes on the road while riding;
- check their e-bike is legal to ride on Victorian roads before renting or buying.

This initiative forms part of the Government's ongoing work to improving road safety and supporting vulnerable road users, including those who rely on riding for their livelihoods.

Road safety is a shared responsibility, and whether we drive, cycle or walk, everyone has a role to play in keeping our roads safe.

The Labor Government has also produced campaign materials in Simplified Chinese, Punjabi, Vietnamese, Hindi and Spanish, so more riders can access safety information more easily.

For more information and guidance on how food delivery riders can safely navigate Victoria's road network, visit transport.vic.gov.au/food-delivery-riders.

Quotes attributable to Minister for Roads and Road Safety Melissa Horne

"For our food delivery riders, the road is their workplace, and we want to make sure they are getting home safely."

"Road safety is a shared responsibility, which is why we're working to educate everyone who is travelling on our roads about how they can follow the rules to keep everyone safe."