

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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TACKLING ROAD SAFETY ACROSS VICTORIA

The Allan Labor Government will see grassroots and elite sportspeople join in a new Transport Accident Commission (TAC) campaign to spread the road safety message across Victoria – beyond the field.

Representatives from Cricket Victoria, Basketball Victoria and Football Victoria last week launched the new campaign at the Melbourne Cricket Ground, announcing new partnerships across the three sporting codes to strengthen road safety advocacy among more than 1,700 clubs statewide.

The TAC Club Participation Program that will see Road Safety Rounds take place across the three sports, with cricket taking place last weekend, basketball in January and soccer in April – where players and officials will wear blue armbands to 'Band Together' for road safety awareness.

Community clubs will be eligible to receive merchandise and vouchers worth \$40,000 per sport by demonstrating their commitment to promoting road safety.

Across the summer, the pilot program will focus on the dangers of speed, with clubs equipped to spread the campaign messages – 'Be the Difference' and 'Make the right choice. Slow down on the road'.

This serves as a powerful reminder to our communities that road safety is a shared responsibility every time we travel.

Professional clubs including Melbourne Stars and Melbourne Renegades, basketball's Melbourne United and Bendigo Spirit, and football's Melbourne Victory and Melbourne City, will amplify the messages throughout their seasons to fans and members.

This campaign comes as 285 people have lost their lives on Victorian roads this year, with speeding a major contributing factor.

For more information on the TAC Club Participation Program, visit tac.vic.gov.au/road-safety/current-sponsorships/sports-program.

Quote attributable to Minister for Roads and Road Safety Melissa Horne

"This initiative will empower Victorian community clubs to spread critical road safety messages quickly and broadly, recognising that the influence of local sport extends far beyond the field."

Quote attributable to Transport Accident Commission CEO Tracey Slatter

"The TAC is proud to expand its involvement in grassroots sport to reach as many people as possible with the simple but lifesaving message to slow down."

Quote attributable to Cricket Victoria CEO Nick Cummins

"Local cricket clubs sit at the heart of communities across the state, and with that comes a shared responsibility for the wellbeing of our people. That's why we're proud to stand with TAC in promoting road safety and reducing lives lost on Victorian roads."

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