

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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VICTORIAN BASKETBALLERS UNITE FOR ROAD SAFETY MESSAGE

The Allan Labor Government is calling on thousands of Victorian basketballers – from grassroots juniors to elite stars to step up as road safety ambassadors this month, as Basketball Victoria partners with the Transport Accident Commission (TAC) to deliver the sport's first-ever Road Safety Round.

From now until 1 February, players, coaches and supporters across the state will don the recognisable 'Band Together' armbands to honour lives lost on Victorian roads and show their commitment to safer driving.

The campaign forms part of a new partnership between the TAC and Basketball Victoria, designed to empower Victorian teams, clubs and associations to share critical road safety messages within their communities, working together to build a stronger road safety culture.

This year's focus is on the dangers of speed, where clubs will spread the message – 'Be the Difference' and 'Make the right choice. Slow down on the road'.

The initiative is part of a new broader sports engagement program launched by the TAC, including Road Safety Rounds and a Club Participation Program with Cricket Victoria and Football Victoria, as well as Basketball Victoria.

The multi-code campaign will strengthen road safety advocacy among more than 1,700 clubs statewide and offer community clubs the opportunity to receive merchandise and vouchers worth \$40,000 per sport by demonstrating their commitment to promoting road safety.

Elite teams are also throwing their support behind Basketball Road Safety Round, with NBL's Melbourne United and Brisbane Bullets playing a Road Safety Round game in Bendigo on Wednesday, while WNBL's Bendigo Spirit will host the UC Capitals in the name of road safety on Friday.

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

"By stepping up as road safety ambassadors, players, coaches and supporters are sending a clear message that every choice on the road matters, because slowing down can be the difference between getting home safely or not at all."

Quote attributable to Transport Accident Commission CEO Tracey Slatter

"We are proud to see our new partnership with Basketball Victoria come to life with Road Safety Round, making an impact with thousands of people across the state at a critical time."

Quote attributable to Basketball Victoria CEO Nick Honey

"Road Safety Round is about using the reach of our sport to remind everyone that the choices we make behind the wheel matter, and that slowing down can save lives."

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