

Media Release

The Hon Jaala Pulford MLC
Minister for Roads
Minister for Road Safety and the TAC
Minister for Fishing and Boating



**DELIVERING
FOR ALL VICTORIANS**

Sunday, 2 December 2018

NEW CAMPAIGN URGES VICTORIANS TO DRIVE SAFELY THIS CHRISTMAS

Victorians are being urged to keep each other safe on our roads this festive season with the Andrews Labor Government and road safety authorities today launching a pre-Christmas appeal to drivers.

The devastating ‘death knock’ that police make when a person is killed on Victorian roads is at the heart of a new Transport Accident Commission campaign and road safety plea.

While the 195 lives lost so far this year is a record low for the start December, it is no comfort for the families and friends facing Christmas without their loved ones.

With almost one person killed every day between the start of December and Christmas last year, drivers are being urged to slow down, plan their trips and make safe choices when hitting the road these holidays.

Minister for Roads, Road Safety and the TAC Jaala Pulford today joined the representatives from the TAC, VicRoads and Victoria Police to launch a new Christmas road safety campaign, ‘knocking on doors’.

A television ad, premiering tonight, highlights the worst part of any police officer’s job, delivering tragic news to loved ones of people killed in road crashes.

The campaign was developed to remind people about the tragic outcomes of risk-taking behaviour on the roads and urges people to think about the ripple effect of the choices we make.

Last year, 23 people died on Victorian roads from the start of December to Christmas Day, and six people lost their lives between Christmas and the New Year.

The Police and the TAC will have a strong presence across the state these holidays, with extra police shifts and community information campaigns to curb the number of people being killed on country roads.

To view the new TAC ‘Knocking on Doors’ television ad www.tac.vic.gov.au/about-the-tac/media-room/news-and-events/2018/victorians-urged-to-spare-loved-ones-of-tragic-death-knock-this-christmas

Quote attributable to Minister for Roads, Road Safety and the TAC Jaala Pulford

“This campaign lays bare the door knock that no family member wants to receive and no police officer wants to make.”

Quote attributable to TAC Lead Director Road Safety Samantha Cockfield

“The festive period is a busy, high-risk time on Victorian roads with people taking longer trips, and attending social events, so our message is to avoid fatigued driving, drink and drug-driving, distractions, and slow down.”

Quote attributable to VicRoads Deputy Chief Executive Robyn Seymour

“We’re continuing the roll out of life-saving road infrastructure like flexible safety barriers. While we can build a more forgiving road environment, safety is everyone’s responsibility so we encourage all Victorians to pay attention and take care this Christmas.”

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