

# Media Release

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



Tuesday, 7 January 2025

## **NEW CAMPAIGN TO GET VICTORIANS HOME SAFELY FROM THE RACES**

A new campaign is set to be rolled out across regional Victoria, encouraging Victorians to get home safely from country races.

The Transport Accident Commission's "Ready" campaign with Country Racing Victoria will highlight the risks associated with driving to and from races when alcohol is involved.

The new content features "Everyday Heroes" of Ballarat, who play significant roles in making a race day happen – a horse handler, an operations manager and a designated driver.

This year's campaign follows a tragic year on Victoria's roads in 2024, with 282 lives lost compared with 295 in 2023. More than half of the fatalities in 2024 occurred in regional areas.

The campaign will be prominent on social media and in race book advertisements in the run-up to country race events across Victoria to highlight the various transport options available to those attending regional events, such as taxis, rideshares and shuttle buses.

The TAC will be present at more than 20 Country Cups, where punters will have the opportunity to enter a prize draw to win \$500 fuel vouchers and learn about the dangers of drink-driving.

For more information on the campaign, visit the TAC website: [tac.vic.gov.au/country-racing-victoria](https://tac.vic.gov.au/country-racing-victoria).

More than \$1.1 billion is being invested until 2028 in road safety initiatives by the Allan Labor Government, as part of a newly launched Road Safety Action Plan 2 to help prevent serious crashes and keep Victorians safe.

### **Quote attributable to Minister for Roads and Road Safety Melissa Horne**

*"If you plan on having a drink at the races, taking a taxi, train, bus or lift home is your best bet."*

### **Quote attributable to Acting Transport Accident Commission CEO Sam Cockfield**

*"We're working closely with Country Racing Victoria to ensure there are enough safe transport options available for racegoers across the state."*

### **Quote attributable to Country Racing Victoria Chairman Chas Armytage**

*"It is vital for all racegoers to plan ahead not only for the event itself but also for their transportation needs. CRV and country clubs remain committed to working with the TAC to promote this important educational message."*