

TAC Calls for Greater Safety from Drivers

The rise in fatalities due to road accidents across Victoria is prompting a fresh appeal from the TAC, reminding all motorists to remain vigilant when behind the wheel.

It has just gone August and already, 180 people have lost their lives on Victoria's roads. It is an 8% increase from the same time last year. Whilst the count is for those who have lost their lives in 2025, TAC Media and Corporate Affairs Manager, Nic McGay suggests that the tally won't revert back to zero at the start of the new year.

"The clock doesn't reset at December 31, there are thousands of people left behind dealing with the ripple effect of road trauma."

For regional areas, ensuring roads are kept safe is of highest priority. A Victoria Police Spokesperson said that concerningly, 100 of this year's lives lost have occurred on regional roads, an increase on 90 at the same time last year.

In response to this, the City of Greater Bendigo Council is working closely with the TAC to implement long term, targeted road safety improvements through the Road Safety Strategy. Muaid Ahmed, Senior Transport Engineer at Bendigo Council says that adjustments will include reducing speed limits on roads in and surrounding the city.

"Especially in rural areas where the speed limit is 100km/ph, they will be interested in reducing that speed to 80km/ph and also within the CBD there was support to reduce the speed limit on a number of urban roads from 60km/ph to 50km/ph."

Muaid Ahmed revealed that the Council are seeking to educate the wider community on how to remain safe on regional roads.

"We have recently started to engage with our comms team to deliver stronger messages to the community in regards to safety on roads."

For the TAC, the onus is on them to keep Victorians educated on road safety and the proper ways to behave when driving.

“Really those messages about behaviour haven’t changed, so it’s on us to keep plugging away at that message.”

Whilst the number of casualties due to road accidents may continue to increase before the end of the year, Nic McGay suggests that galvanising support for greater road safety and awareness requires individuals to think of and educate their wider community rather than just themselves.

“That’s a space we’re really trying to really push at the moment, that sense of shared responsibility and being an advocate, not just to yourself but to influence your loved ones and communities. For people not just to those behaviours themselves but be advocates, talk to their mate, talk to their dad, mum, daughter, brother. So not only take that responsibility on themselves but almost become a de-facto advocate and mouthpiece for the TAC.”

A spokesperson for Victoria Police says it is paramount that all road users remain alert, particularly when travelling on high-speed rural roads.

Drivers are urged to monitor their speed and behaviour whilst on the road and to educate themselves and others on the changing safety of motorways.