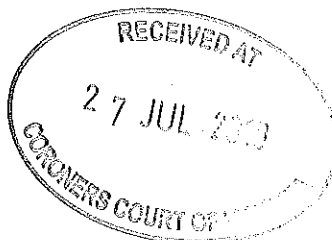




# Department of Justice

Secretary

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Our ref: CD/10/280718  
Your ref: 1473/09

23 JUL 2010

Ms Christianne Borovec  
Coroner's Registrar  
Coroners Court of Victoria  
Level 1, 436 Lonsdale Street  
MELBOURNE VIC 3000

Dear Ms Borovec

## Investigation into the death of Daryl Rolton

Thank you for your letter of 21 May 2010 addressed to the Office of Correction Services Review, Department of Justice (DOJ), regarding the above investigation and enclosing a copy of the Coroner's finding.

I refer to the Coroner's recommendation that "*State and Local Government provide funding support to life saving organisations to enable them to continue to promote public safety messages as to the danger of alcohol related drowning, specifically in country and regional areas*".

Since 2003 the Victorian Government has provided \$12.1 million to Life Saving Victoria (LSV) through the DOJ Water Safety Program. This program incorporates delivery of the Play it Safe by the Water campaign, which addresses the need for safe and responsible behaviour while enjoying Victoria's pools, beaches, rivers and lakes by increasing community awareness of water safety issues.

The DOJ, along with LSV, continually monitors all drowning related deaths in Victoria and responds to any emerging trends with specific targeted campaigns and programs. The three messages of the campaign are NEVER turn your back, NEVER swim alone, and LOOK before your leap, and the primary target audience are parents and carers of toddlers and the young male risk taker.

This summer, LSV developed a viral marketing strategy using online and social network outlets to target the young male risk taker audience. Along with Surfing Victoria, LSV used role models to promote key water safety messages such as *Don't Drink and Drown* to this audience.

As part of the Play it Safe by the Water campaign the *Don't Drink and Drown* message has also been promoted via the media on radio, in particular during Schoolies Week and the Australia Day long weekend.

LSV have representation on the Schoolies Week Inter-Agency Steering Committee, provide information on the Youth Central website and contribute to the Celebrate Safely Initiative through the Department of Education.

The DOJ will continue to work with LSV to promote water safety messages to its key audiences through the Play it Safe by the Water campaign.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Penny Armytage', with a stylized, flowing script.

**PENNY ARMYTAGE**  
Secretary