

6 June 2011

Coroner Stella Stuthridge
Coroners Court of Victoria
Level 1
436 Lonsdale Street
MELBOURNE VIC 3000



Dear Coroner Stuthridge

Re: Inquest into the Death of Jock William Brunton Rial
Court Reference: 2490/09

Thank you for providing the Transport Accident Commission (TAC) with a copy of your findings from the inquest into the death of Jock Rial (Court Ref: 2490/09).

As your recommendations make reference to the public education activities of the TAC, the CEO, Janet Dore, has asked me to respond on behalf of our organisation.

Your findings included a recommendation that:

"That the Transport Accident Commission and Work safe should include this issue in their regional road and work safety campaigns. Considerations should be given to an intensive awareness campaign aimed at farming families with young children, in this region."

The TAC's road safety public education campaigns are designed to meet obligations contained in the *Transport Accident Act 1986* (the Act) to reduce the incidence of transport accidents (S8d). The Act recognises that in meeting these obligations the TAC is to reduce the cost to the Victorian community of compensation for transport accidents (S8a). As such the TAC uses an evidence base to target its public education activities towards key areas of liability for the TAC.

In meeting the challenge to reduce trauma in circumstances such as those that existed in the tragic death of Jock Rial, the TAC has developed the TAC Community Road Safety Grants program.

The Community Road Safety Grants program is particularly effective in targeting issues within specific geographic or demographic communities such as farming communities.

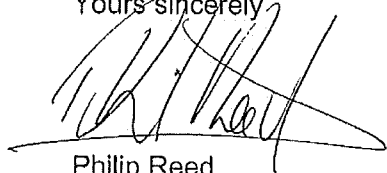
The TAC Community Road Safety Grants program provides funding for community groups to identify and respond to local road safety issues. Local group partnerships, including those with Municipal Councils and road safety groups, analyse local data and community perceptions to understand road safety issues that can be addressed at the local level.

In eight rounds of program funding to date, the TAC has approved many rural and regional road safety programs, including the development of 12 municipal/community road safety strategies. These strategies document the key issues and actions to address local road safety in specific communities. As a result of issues identified through the strategy development, communities have been able to undertake initiatives such as the development of a DVD on road safety in farming communities for distribution to land owners and the broader community. Such initiatives provide a valuable addition to our large scale public education campaigns that address the major causes of road trauma.

The TAC will continue to promote the availability of this program to local councils and community organisations.

Thank you again for providing the TAC with the details of your findings to this Inquest. The TAC will continue to work with all relevant agencies to reduce road trauma and its impact on the Victorian community.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Philip Reed', written over a horizontal line.

Philip Reed
Head of Community Relations
Transport Accident Commission