

25 February 2025

The Registrar
Coroners Court of Victoria
65 Kavanagh Street
SOUTHBANK VIC 3006
Via email: cpuresponses@coronerscourt.vic.gov.au

Dear Registrar,

Regarding Investigation into the death of Martin Kok –Weng Lui
Your reference: COR 2023 007080

I refer to your email of 16 December 2025 to the Transport Accident Commission (TAC) enclosing a copy of Coroner McGregor's findings of 12 December 2024.

I was saddened to hear of the death of Mr Martin Lui, and I extend my condolences to his family and friends. Every life lost on our roads is a tragedy and our hearts go out to those impacted by Mr Lui's death.

The TAC has considered the findings and the recommendation below made by the Coroner McGregor.

Recommendation

Pursuant to s72(2) of the Act, I make the following recommendation:

- (i) *That the TAC consult with Dept of Transport on how best to improve community education about the conditions and requirements for the safe riding of e-scooters.*

The TAC runs public education campaigns on major road safety concerns such as drink driving, fatigue and speeding through-out the year and works closely with other Victorian Government road safety partners, including the Department of Transport and Planning (DTP), in the development of their campaigns.

E-scooter safety campaign

In October 2024, in line with the Victorian Government's regulatory changes and introduction of new fines to support safe e-scooter riding, the TAC launched a simplified campaign covering the rules around mandatory helmet use, no riding on footpaths and doubling up, no riding while drinking alcohol or speeding or if you are underage.

The safety campaign was released to make riders aware of the new rules and fines.

In December 2024, the TAC launched its follow up campaign ***“If you think e-scooters are a toy, think again”*** campaign which focused on the safety of e-scooters in the community and the significant new penalties for riding without a helmet, riding on the footpath, carrying passengers and riding after drinking.

The development of this campaign involved significant collaboration between the TAC, Victoria Police, DTP and representatives from the Australian Medical Association, the Royal Melbourne Hospital, the Royal Australian College of General Practitioners, and the Royal Australasian College of Surgeons, to ensure the incidents and injuries featured in the films are realistic and representative of their experience with e-scooter patients.

The campaign was backed by research that shows that many Victorians see e-scooters as toys, not realising that failing to use them safely and following the road rules can have serious consequences. Research also found that many people don't understand the key road safety laws relating to e-scooter use.

The campaign ran through online, radio/digital audio, social media, outdoor advertising and culturally and linguistically diverse media. Central to the campaign was a series of videos using stop-motion animation to bring toy-like e-scooter riders to life riding dangerously with images of the riders sustaining serious injuries.

Evaluation

The TAC evaluates the message understanding for major campaign activity through the Public Education Evaluation Program (PEEP). PEEP is a program that is delivered to allow the TAC to monitor how the public understands and recalls our road safety public education to help assist in evaluation of these and planning of future campaigns. This is achieved through a methodology which surveys a campaign target audiences.

The PEEP activity for the e-scooter public education campaign was undertaken throughout October 2024 and January 2025 across the two phases of the campaign. It is anticipated that reporting will be delivered by the research agency in late-March 2025. The TAC in consultation with the DTP and other road safety partners will use the evaluation and feedback from this campaign and community feedback to identify key gaps in rider's knowledge and behaviours to develop future public education campaigns.

The TAC is proposing a re-run of the e-scooter campaign as part of its 2025-26 Annual Advertising plan submission to government to ensure e-scooter safety remains an important focus.

We hope this addresses your recommendation.

Yours sincerely



Jacqui Sampson
**Executive General Manager – Community
Transport Accident Commission**