

19 June 2026

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 JNL**
Your reference **COR 2025 2173**

I refer to your letter of 31 March 2026 to the Transport Accident Commission (TAC), enclosing a copy of Coroner Lawrie's findings of 25 March 2026.

Every life lost on our roads is a tragedy, and the loss of a young life is truly devastating. Our hearts go out to those impacted by JNL's death.

The Department of Transport and Planning (DTP) will provide a separate response detailing their e-rideables campaign, current reform activities and school sector educational resources. DTP will ensure all communications are consistent with complementary messaging delivered by the TAC.

Recommendation

Pursuant to section 72(2) of the Act, I make the following recommendation:

That the Victorian Department of Transport and Planning and the Transport Accident Commission conduct further safety awareness campaigns with aims to include increasing public awareness of the particular dangers and illegalities associated with high power / high speed e-scooters.

The TAC is conscious of gaps in the community's knowledge of e-scooter laws and of the ongoing risk of misuse of these high-powered devices. Continued investment in education campaigns and supporting communications is necessary to increase awareness of the rules, risks and safe riding behaviours.

E-scooter safety campaign

To support the Victorian Government's introduction of regulatory changes and fines regarding the use of e-scooters, in October 2024 the TAC launched a simplified e-scooter campaign covering the rules and penalties around mandatory helmet use, no riding on footpaths, no passengers or doubling up, and no riding while drinking alcohol.

In November 2024 a second phase of the campaign "If you think e-scooters are a toy, think again" (Not a toy) was launched and ran until 26 January 2025. This safety campaign focuses on the risks of injury associated with unsafe riding behaviours and aims to increase



e-scooter rider awareness of permanent rules and penalties, educate e-scooter riders on safe riding and improve long-term rider behaviour.

The development of the 'Not a Toy' campaign involved close collaboration between the TAC, the DTP and Victoria Police, alongside clinical expertise from the Australian Medical Association, Royal Melbourne Hospital, the Royal Australian College of General Practitioners, and the Royal Australasian College of Surgeons. This partnership ensured that the incidents and injuries depicted in the campaign films are realistic and accurately reflect the experiences of medical professionals treating e-scooter-related injuries.

On 17 November 2025, the campaign was relaunched and ran until 30 January 2026, introducing a suite of new creative assets and messaging focused on the risks and illegality of riding e-scooters under the age of 16. This behaviour was identified as an emerging safety concern through campaign insights, road safety and hospital data, and stakeholder feedback. A series of short films featuring Doctor Sarah Whitelaw (Royal Melbourne Hospital Emergency Department) in a video-style interview speaking about e-scooter injury experiences and how they have affected patients' lives were also introduced.

The TAC plans to rerun the 'Not a Toy' campaign from July 2026 to January 2027 over an extended period, supporting sustained messaging in the lead-up to the warmer months when e-scooter use increases, and in the lead-up to Christmas—a peak period for e-scooter purchasing and gifting, often to children. Advertising activity will be further amplified through targeted engagement with key stakeholders and Road Safety Partner networks, with a focus on reaching parents, guardians, carers and teachers to support increased awareness of, and reduce, underage riding.

The DTP are also updating website information and developing a simple, complementary social media campaign explaining the rules, safety and purchasing information for e-rideables, including e-scooters.

Monitoring and Evaluation

The TAC monitors message understanding and recall for major public education campaign activity through the Public Education Evaluation Program. This involves surveying community members to measure their responses to campaigns and attitudes to road safety more broadly.

The TAC, in consultation with other road safety partners, will continue to use campaign evaluation information and road safety partner data and insights to identify trends in e-scooter activity, enforcement and associated road trauma. This will help identify gaps in rider's knowledge and behaviour to inform future safety campaign, communications and engagement activities.

We hope this addresses your recommendation.

Yours sincerely

Tracey Slatter
Chief Executive Officer
Transport Accident Commission