

12 May 2022

Mr Will Doolant
Coroner's Registrar
Coroners Court of Victoria
65 Kavanagh Street
SOUTHBANK VIC 3006
Via email: cpuresponses@coronerscourts.vic.gov.au

Dear Will

Re: Coroner's Report COR 2020 003638 – Investigation into the death of Kyle Shepherd

I write regarding Deputy State Coroner English's finding without inquest into the Death of Kyle Shepherd, related correspondence to the Transport Accident Commission (TAC) dated 30 June 2021, and my previous correspondence to you dated 6 October 2021 (Attachment 1).

As previously noted, Deputy Coroner English made two recommendations in her report. These were:

- 1) With the aim of reducing pedestrian fatalities through education focusing on the safe use of shared roads in rural areas, I recommend that the Department of Transport and Transport Accident Commission work with other relevant state government departments and agencies to specifically develop education campaigns directed at pedestrians in rural areas;
- 2) With the same aim, I recommend that the City of Greater Bendigo consider developing and implementing a local education campaign directed at pedestrians in its catchment area.

Response to Recommendation 1

In my letter of 6 October 2021, I committed that the TAC would implement the Coroners' recommendation within the 2021-22 financial year, noting the safety of pedestrians is identified as a priority in Victoria's Road Safety Strategy 2021-2030, and in line with this recommendation, the TAC was collaborating with DOT on the development of public education materials on pedestrian safety with a particular focus on rural pedestrian safety. I noted that I would provide the Coroner's Court with an update closer to the completion date of the campaign.

Update

I am pleased to now provide you with an update on the pedestrian safety public education campaign 'Walk with care – steps to safety' which was led by the TAC, developed with Victoria's Road Safety Partners, and launched on 12 April 2022 by Victoria's Minister for Roads and Road Safety, the Hon. Ben Carroll MP. The new digital campaign promotes simple steps to avoid tragedy and urges both pedestrians and drivers to 'see and be seen' when out and about, with a particular focus on pedestrian safety in regional Victoria.

The campaign has been developed to focus on four key topics to improve safety when walking. These are:

- Wearing bright and reflective clothing
- Walking against the flow of traffic
- Removing ear plugs and audio devices
- Choosing safe crossing places by avoiding the crest of hills or corners

The campaign primarily targets regional Victorians who use regional roads with minimal infrastructure, and where they are at higher risk of being injured in a crash, and is running over April and May 2022, with a second run of targeted ads to regional Victoria planned for July 2022. The announcement regarding the launch of this campaign can be found on the TAC's website at the following link: <https://www.tac.vic.gov.au/about-the-tac/media-and-events/news-and-events/2022/walk-and-drive-with-care-to-protect-our-most-vulnerable>

I am also pleased to say the TAC has shared this campaign with Victorian Local Government Areas, including the City of Greater Bendigo, for their use to promote pedestrian safety in their local communities.



I trust the above information addresses Deputy State Coroner English's recommendation. Please do not hesitate to contact me if you have any further questions related to this matter.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Joe Calafiore', is positioned above the typed name.

Joe Calafiore

Chief Executive Officer

Transport Accident Commission