

School's back! 2024 Campaign

Stakeholder Pack



Department
of Transport
and Planning

Campaign Overview

Context

A reduction in speed can dramatically increase the chance of a child surviving if hit by a car, so to keep our kids safe, speed limits are lowered at peak times when students are travelling to and from school.

As students head back to school in the new year, it is timely to remind drivers that reduced speed limits apply around school zones. The School's back! campaign reminds Victorian drivers that the new school term is starting, and so they need to slow down and watch out for children crossing the road and around the school bus.

If drivers don't obey the school zone speed limit (or forget to) they risk being fined.

The campaign will be in market from **Friday, 26 January** for two weeks.

What you can do to help

Please help spread this important message by sharing the assets in this stakeholder pack with your community.

TAG US

Twitter @PTVofficial @VicGovDTP

Facebook @publictransportvictoria @vicroads

Instagram @vicgovdtp

More information on school speed zones can be found [here](#)

Campaign creative

Social Media

Downloadable assets (various)



Example 1



Example 2

[Download assets HERE](#)

Suggested social copy

School's back! So that means reduced speed limits around schools to keep kids safe. Please watch out and slow down for children crossing the road and around school buses.

Post should link to:
<https://www.vicroads.vic.gov.au/safety-and-road-rules/road-rules/a-to-z-of-road-rules/school-speed-zones>



Edm

Campaign creative

Digital



MREC 300 x 250



Half Page 300 x 600



Billboard 970x250



Leaderboard 728 x 90



Mobile Banner 320 x 50

Radio

Listen to our radio ad



[Download assets HERE](#)

Thank you

For more information contact:

Janet Wilson
Marketing Manager

M 0438 678 077

E janet.Wilson@transport.vic.gov.au