

TAC

Wildlife Victoria

Stakeholder Kit
December 2021





Introduction

We are urging drivers to take extra care on the roads this summer to protect Australian native animals. Especially between the hours of dusk and dawn.

When people are planning a road trip this summer, they need to make sure they stay alert to protect Australian native animals.

As we all take some well deserved time off and see what Victoria has to offer, remembering to slow down and stay alert can save lives. Because you're not just on the road - you're in the home of Australian native animals.

In this pack, you'll find translated materials to share with your community to remind people to stay alert and protect animals while they're on the road. By sharing these materials, you'll help protect Australian wildlife.



Key messages

- Taking a trip this summer? Stay alert when you drive through the country of Victoria to protect Australian native animals.
- Slow down particularly between dusk and dawn when you drive through the home of Australian native animals.
- Please call 03 8400 7300 if you have or see any wildlife collisions. You won't get into trouble.
- A safe drive saves Australian native animals.



How you can help

- Speak about the campaign online or in person using the key messages as a guide.
- Share the resources and materials in this pack with your network via email, social media or through messaging apps you use like WhatsApp, WeChat, Messenger and others.
- Discuss with your friends and family.
- Stay safe on the road.



Materials

The following pages include a translated social media post and poster that you can share with your networks to remind them to slow down and protect Australian native animals.

Poster

Headline:

Slow down when you drive through the home of Australian native animals.

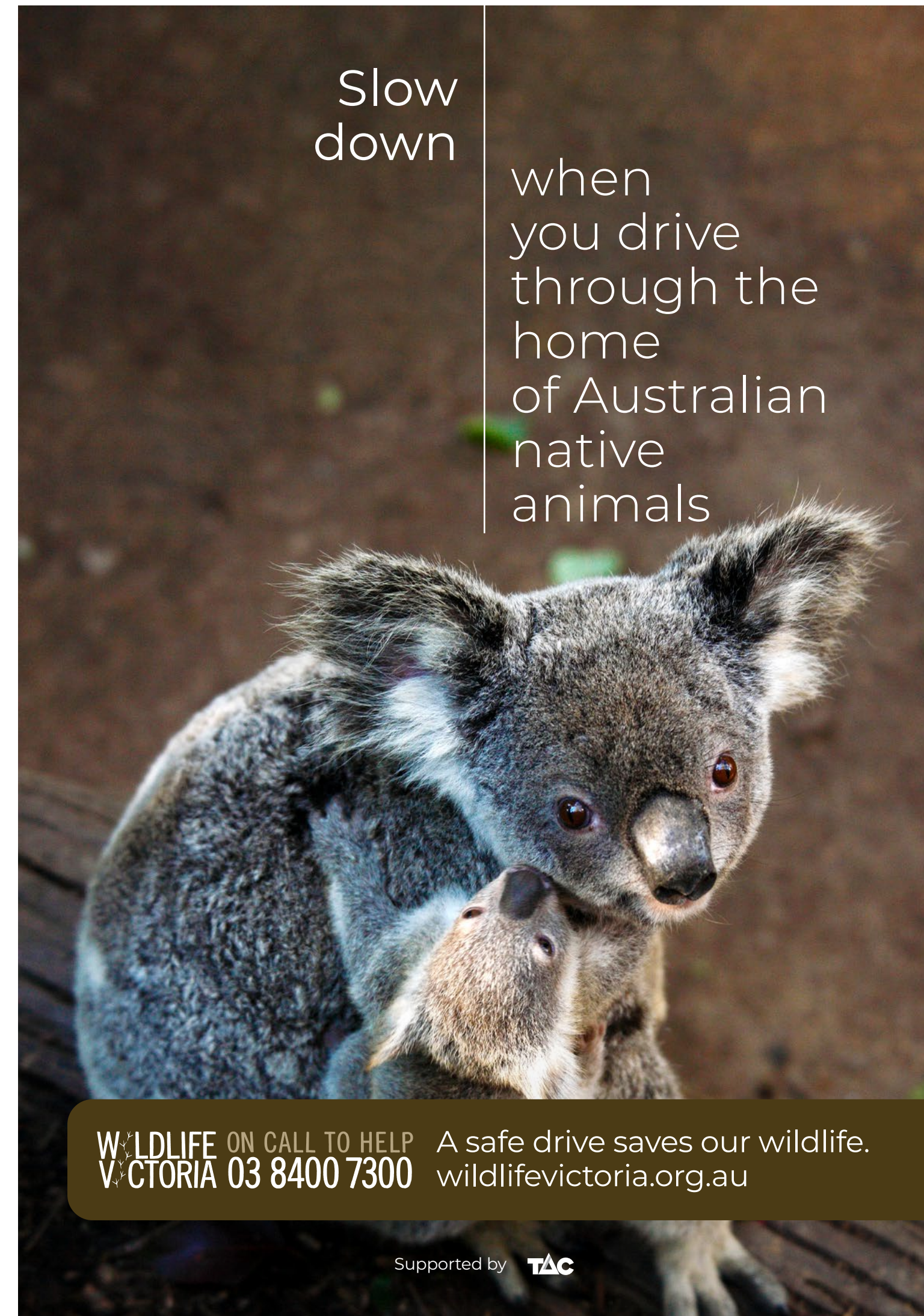
Body copy:

Wildlife Victoria
On call to help 03 8400 7300

A safe drive saves Australian native animals.

wildlifelifevictoria.org.au/drive-safely

Supported by TAC



Languages available:

- Arabic
- Chinese (Simplified)
- Chinese (Traditional)
- English
- Greek
- Hindi
- Italian
- Macedonian
- Punjabi
- Sinhalese
- Vietnamese

 [Download posters](#)

Social

Please tag @Tacvictoria and @Wildlifevictoria

Tile:

Planning a road trip?

Stay alert to protect Australian native animals.

Post copy:

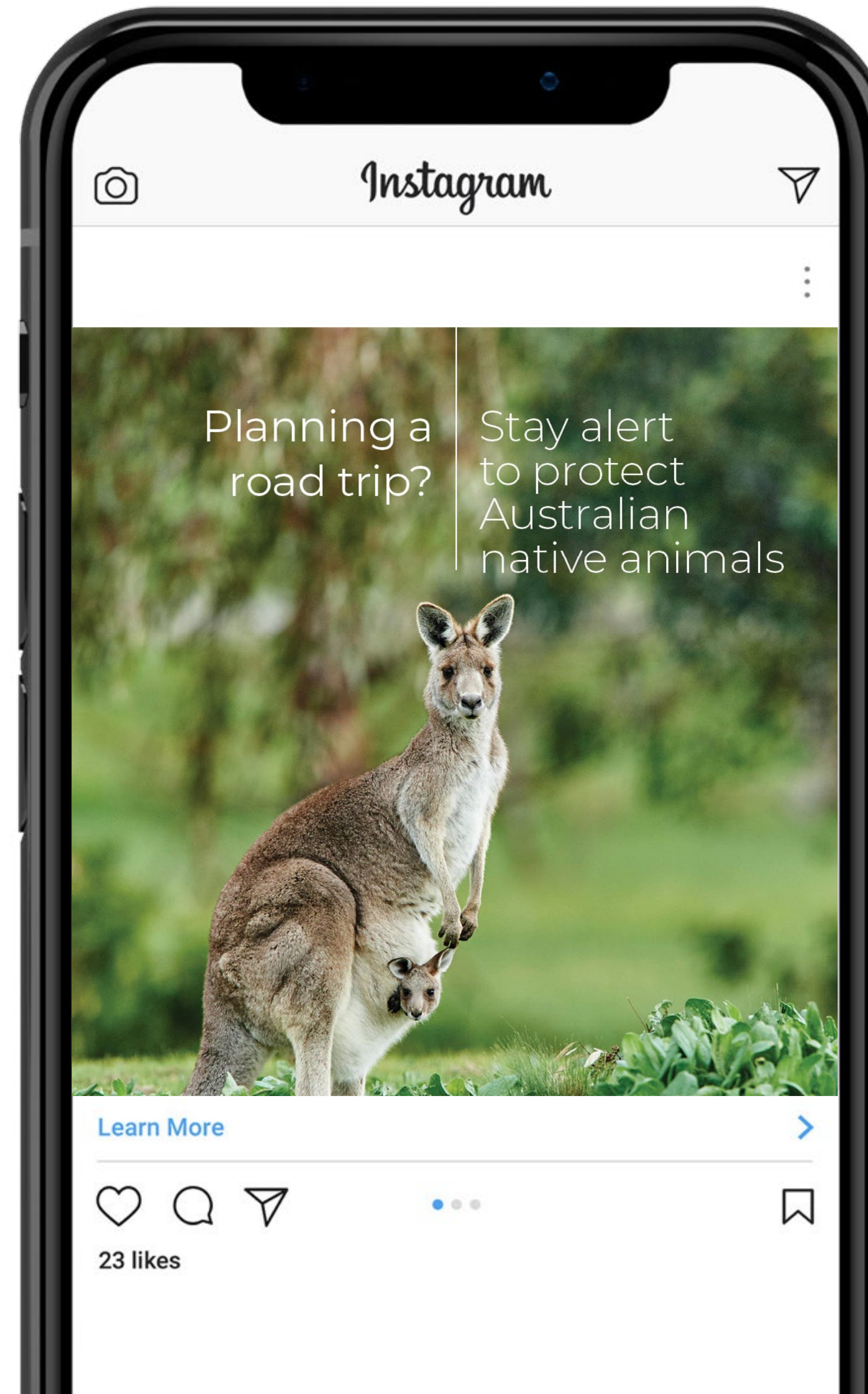
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You won't get into trouble.

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 **Download social**

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Thank you

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