

Heidi Victoria MP

Member for Bayswater District

Parliamentary Secretary to the Premier & Assisting the Premier with the Arts

2/40 Station Street, Bayswater 3153 | Ph. 9729 1622 • Fax. 9729 0912
E. heidi.victoria@parliament.vic.gov.au | W. www.heidivictoria.com.au



26 July 2012

FREE “LOOK FOR BIKE RIDERS” PACKS

Heidi Victoria, Member for Bayswater would like to encourage all drivers and their passengers to always look for cyclists before opening car doors. A “Look for Bike Riders” sticker pack has been designed by VicRoads to remind people to look in their mirrors and to do a head check before opening their car door.

On average, there are as many as 40 cyclists each year who suffer serious injuries as a result of people opening their car doors without looking.

“It is important that we raise awareness of this issue and start to reduce the amount of serious injuries that are caused to cyclists when car doors are opened in their path” said Mrs Victoria

In 2010, cyclist James Cross died after falling into the path of a truck, while swerving to avoid a driver opening their car door. One of the recommendations made by the Coroner in November 2011 at the inquest into his death was for VicRoads to develop a communication campaign to educate motorists about the need to check before opening their car door.

The “Look for Bike Riders” pack includes a set of four transparent stickers, a bumper sticker and an information card with messages for drivers and passengers about why they should be aware of the risk to cyclists. The pack outlines Road Rule 269 and includes a link to the VicRoads website for more information.

VicRoads have produced 100,000 of these free sticker packs, which are available from Heidi Victoria’s office or online from www.vic.gov.au