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Acknowledgements

The success of Queensland Road Safety Week 2016 (QRSW 2016) was due to the collaborative efforts of various organisations and individuals. We would like to take this opportunity to acknowledge our key supporters.

Firstly, to Road Safety Minister, Mark Bailey MP and Police Minister Mark Ryan MP, former Police Minister Bill Byrne MP, Director-General Neal Scales, Acting Director-General Mike Stapleton, and Police Commissioner Ian Stewart for their commitment to achieving the objectives of the Queensland Road Safety Strategy 2015-21 and Queensland Road Safety Action Plan 2015-17. The support of these senior executives assists the agencies they oversee, namely and the Department of Transport and Main Roads (TMR), and the Queensland Police Service (QPS) to deliver projects such as QRSW 2016.

Thank you to the QRSW 2016 advisory group and project team for setting the direction and delivering the actions that made the week such a success.

To the Motor Accident Insurance Commission (MAIC), we thank you for your support – both financial and advisory. The partnership between MAIC, QPS, TMR, and other stakeholders has been integral to the success of QRSW 2016, allowing for the delivery of increased education, engagement, and enforcement action.

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To Assistant Commissioner Mike Condon and Inspector Marcus Hill, your passion and enthusiasm for road safety, and the QRSW initiative, particularly as a main driving force behind the Central Region Road Safety Week 2014 is greatly appreciated.

© The State of Queensland 2016
To Road Policing Command, QPS, from senior management to front-line officers hosted in the Regions. Thank you for your tireless efforts in both the strategic development and delivery of QRSW 2016 education and engagement activities, and enforcement.

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Thank you to TMR “Champions” throughout the department who coordinated workplace events. Thank you to Regional Road Safety Managers – Stuart Gardner, Sandra Poulton, Wayne Crofts, Colin Edmonston and Rachel Coulson and their teams for coordinating regional activities, events, and information for many communities across the state. Thank you to Kerrie Tregenza, Senior Manager (Community Partnerships), Jane Richards, Executive Director (Rail and Road Safety), Dennis Walsh, General Manager (Land Transport Safety), and Mike Stapleton, A/Director-General for their leadership, support and commitment to QRSW 2016 and road safety generally.
Hon. Mark Bailey MP
Minister for Main Roads, Road Safety and Ports

Queensland Road Safety Week 2016 provided the opportunity to shine a light on an important issue that affects each and every one of us – road safety. The week was a fantastic opportunity for all Queenslanders to be directly involved in making our roads safer. With the theme of ‘speak up for road safety’, schools, workplaces, community groups, individuals and families hosted events, had conversations and shared personal stories about road safety.

More than 200 events such as workplace morning teas, office road safety quizzes, adopt-a-cop presentations and school ‘free dress’ days were held across Queensland throughout the week.

I was very proud to launch the My Road Toll campaign on the first day of Queensland Road Safety Week. Featuring personal stories of Queenslanders affected by road trauma, the online campaign draws attention to the human impact of road trauma and how crashes devastate the lives of real people every day. I thank those brave family members and friends who shared their experiences, highlighting that road trauma is real, painful, and ultimately simply unacceptable.

Queensland Road Safety Week is not just about participation and discussion, it is also about encouraging the community to challenge why we accept death and serious injury as part and parcel of using our roads.

The Queensland Government through our Queensland Road Safety Strategy 2015-21 has committed to a long term vision of zero road deaths and serious injuries. This ambitious vision will only be possible if everyone in our community plays their part. We can’t do this alone – it is only by working together that we can reduce the burden of road trauma on our communities.

The Department of Transport and Main Roads and the Queensland Police Service are committed to continuing to work together to achieve at least a 30 per cent reduction in fatalities and serious injuries from road trauma in Queensland by 2020. This equates to reducing:

- Road fatalities from 303 (average 2008-2010) to 200 or fewer by 2020
- Hospitalised road casualties from 6,670 (average 2008-2010) to 4,669 or fewer by 2020.

I’d particularly like to thank all of our hard-working emergency services personnel and community groups who were not only out and about during the week, but who continue every week to promote road safety. Thanks also to our online community for sharing information about the week with their friends – we achieved a total reach of almost 1.5 million people on the Join the Drive (JTD) Facebook page, with 7,230 likes and almost 1500 shares.

I would also like to thank staff throughout the Department of Transport and Main Roads for their hard work and commitment to Queensland Road Safety Week. This year, more staff than ever really got behind the week to speak up for road safety, discuss what road safety means to them, and took those messages to their family and friends as road safety advocates.

I encourage the community to continue to focus on road safety each and every day. Please continue to speak up for road safety by talking with your friends and families, and keeping safety top of mind every time you get behind the wheel or on a road.
Minister’s foreword

Hon. Mark Ryan MP
Minister for Police, Fire and Emergency Services and Minister for Corrective Services

The Palaszczuk Government is committed to reducing the social and economic burden of road trauma on our communities. Our Queensland Road Safety Strategy 2015-21 commits to a vision of zero road deaths and serious injuries on Queensland roads. Queensland Road Safety Week plays an integral part in fulfilling this vision by encouraging the community to take a stand and pledge to drive safely on the state’s road network.

Queensland Road Safety Week draws on a three-pronged approach of engagement, enforcement and education to reduce road crashes and incidents of road trauma. I take this opportunity to acknowledge the efforts of my predecessor the Hon. Bill Byrne MP for supporting the Queensland Police Service during Queensland Road Safety Week 2016.

At the end of Queensland Road Safety Week last year, 159 people had already lost their lives on Queensland roads in tragedies that could have been avoided. Each year, nearly 7,000 Queenslanders are taken to hospital as a result of serious road crashes. The lives of families, friends, witnesses and emergency services personnel are changed forever when Queenslanders are killed or seriously injured in traffic crashes. Road safety is everyone’s responsibility and we must all work together to turn these terrible statistics around. We need to remember that every time we get behind the wheel our decisions not only affect us, they affect our passengers, our families and other road users. The Palaszczuk Government remains committed to ensuring our road network is safe for all road users.

Queensland Road Safety Week provides us with the opportunity to think about and engage in meaningful conversation about road safety. In 2016, Queenslanders were encouraged to speak up for road safety by talking to family, friends, and colleagues about road safety and the behaviours that lead to devastation on our roads. It’s important to remember these messages all year round.

I commend members of the Queensland Police Service for their abiding commitment to road safety and in particular their efforts during Queensland Road Safety Week 2016. Throughout the week, officers undertook greater enforcement hours across the state’s road network focusing on the fatal five: drink and drug driving, fatigue, distraction and inattention, failure to wear a seatbelt, and speeding. Police officers also attended schools and community events throughout Queensland to assist in education and engagement.

I thank each and every one of you for making Queensland Road Safety Week 2016 a success and encourage all Queenslanders to continue to hold conversations about road safety, ‘join the drive’ and to remain committed to driving safely on our roads by making smart decisions. I look forward to being a part of Queensland Road Safety Week 2017.
Executive summary

Queensland Road Safety Week (QRSW) is an expansion of the successful Central Police Region Road Safety Week, which occurred in 2014. QRSW is a mechanism to drive conversation in our community about road safety. This report provides a review of the events, digital engagement, and enforcement activities that occurred during QRSW held between 22 – 28 August 2016.

QRSW 2016 encouraged the whole community to ‘speak up for road safety’. Communities, schools, and workplaces were encouraged to support the week by hosting local events or sharing road safety information among staff, students, colleagues, family, and friends.

QRSW 2016 focused on the ‘Fatal Five’, with each business day dedicated to a different road user behaviour including: distractions, speeding, fatigue, seatbelts and child restraints, sharing the road, and drink and drug driving.

The campaign themes were delivered through three mediums: education, engagement, and enforcement. The key findings of this report are supported by data provided by QPS media, I-TAS (Intelligent Tasking Analysis System), QPRIME (Queensland Police Records and Information Management Exchange), WebCrash and TMR media. Other data sources to support this report included: Safer Roads, Safer Queensland’s Road Safety Strategy 2015-21; Safer Roads, Safer Queensland: Queensland’s Road Safety Action Plan 2015-17; TMR’s Join the Drive website; and the Bureau of Infrastructure, Transport and Regional Economics (BITRE) Road Trauma Australia Annual Summary.
The findings of this report have identified the successful expansion of QRSW in terms of enforcement action with an increase in officer hours spent conducting road policing enforcement duties compared to QRSW 2015. The expanded education and engagement strategy employed by both TMR and QPS yielded significant results, with the online presence reaching a wide audience and the response from event attendees and hosts proving positive.

Recommendations

1. Interaction with MyPolice blog posts regarding QRSW events was high. By arranging for earlier stakeholder engagement in the planning of QRSW events, event plans may be finalised sooner allowing for earlier promotion of events through the MyPolice blog.

2. During QRSW 2016 there was a high level of engagement with a number of schools around the state. However, school level engagement could be increased through early consultation with school bodies, school adopt-a-cops and P&C/P&F Association of schools and further enhancement of the schools toolkit.

3. Engagement with the evaluation team during the project planning stage is recommended in order to best utilise the knowledge and results garnered from QRSW 2016. This can then be used to develop the strategy for 2017, and to advise on data collection methods and evaluation options available.

4. Consultation with stakeholders, government, private enterprise, and the non-profit sector allowed for wide audience exposure during QRSW 2016. The survey data provided by a number of event hosts undertaken during QRSW 2016 should be utilised to enhance the engagement strategy for QRSW 2017.

5. There was an increased level of media coverage during QRSW 2016 compared to QRSW 2015, and this yielded positive results. It is recommended that the larger volume of content is repeated during QRSW 2017 with a focus on including details of upcoming events and the inclusion of high quality and eye catching photos.

6. QRSW 2016 was well received by those involved. Given the successful expansion of QRSW in 2016, consultation with other jurisdictions on the benefits of QRSW be conducted to encourage the adoption of the initiative across Australia.
 Queensland Road Safety Week is an initiative of the inaugural Safer Roads, Safer Queensland forum held in April 2015 and is vital to reinforcing the continued need for safety and care on our roads. A partnership between the Department of Transport and Main Roads and Queensland Police, Queensland Road Safety Week aims to raise awareness of road safety and encourage conversation about good driving behaviours.

Launched on Sunday 21 August, the theme of the week this year, “Speak up for Road Safety”, encouraged the community to get involved and have a say. The Queensland Government is committed to reducing the burden of road trauma on our communities, and the week of activities held across the state highlights that road safety is everyone’s responsibility.

Our ambitious, long-term vision for Queensland is zero deaths and serious injuries on our roads. We need to continue to raise awareness that unacceptable behaviours behind the wheel can have devastating and tragic consequences. Our aim is to challenge people’s perceptions that trauma is an acceptable consequence of daily use of our roads.

Serious crashes are preventable, provided everyone commits to safe driving.

This year, Queensland Road Safety Week was launched with the online campaign “My Road Toll”—a series of powerful, personal accounts from family and friends affected by the death of a loved one. They told how road trauma has irrevocably impacted their lives and their overriding message was simple and clear. Life can be taken in an instant—be safe on the road.

I would like to thank our Queensland Road Safety Week supporters: RACQ, the Motor Accident Insurance Commission, and the Centre for Accident Research and Road Safety – Queensland (CARRS-Q). I would also encourage Queenslanders to continue to speak up about road safety. Talk to family members, friends, colleagues and school mates about taking responsibility for their own actions behind the wheel. Visit the Join the Drive website for event information for more information about Road Safety Week and important road safety initiatives.
Commissioner’s message
Commissioner Stewart

Road Safety continues to be one of Queensland’s greatest challenges. In 2014, Queensland saw its lowest road toll since records began, with 223 people killed on our roads. Despite our road toll declining it remains at an unacceptable level. The Queensland Police Service continues to be committed to reducing and preventing road trauma.

Queensland Road Safety Week is an important initiative that gives Queenslanders an opportunity to be directly involved in preventing road trauma. Queensland Road Safety Week was about taking the time to share a personal story, suggesting a road safety tip, talking to your children, family and friends about staying safe, and making a pledge to improve a single road behaviour.

The Queensland Police Service was one of the lead agencies of Queensland Road Safety Week 2016. Through school visits, shopping centre stalls, road safety expos and many other events held across the state, the public had an opportunity to speak to our police officers about road safety. We also delivered a highly visible road policing enforcement campaign, but sadly with police encountering 8119 life endangering offences across the week. We know there is still a lot of work to do to educate and encourage the public to make the right decisions while driving.

I continue to urge people to be aware of the Fatal Five driving behaviours, while this is not a new message our officers continually encounter members of the public engaging in risky road behaviour that puts lives at risk. For loved ones, witnesses, emergency services personnel, and health care professionals our road toll is not just a number. We as Queenslanders need to take responsibility for our actions behind the wheel. If you are driving, do the right thing for yourself and those around you – wear a seatbelt, don’t drive fatigued, don’t drive distracted, don’t speed, and don’t drink alcohol or take drugs before getting behind the wheel. All traffic crashes are preventable; if we all drive to the road rules and drive to the conditions we are a big part of the way there. I am confident that by working together Queensland can and will reduce and prevent road trauma.
Road trauma in Queensland

Over the last 50 years Queensland has seen significant improvements in the road safety sphere, as a result of developments in motor vehicle technology and safety features, medical advancement, and improvements in legislation and enforcement practices. Queensland has seen a gradual decline in the annual road toll from the highest number of fatalities in a calendar year recorded in 1973 with 638 deaths; although, over 200 lives are still taken on Queensland Roads each year as a result of traffic crashes. (see Figure 1 page 13)

The Queensland road toll for 2015 was 243 fatalities, which is 20 fatalities (or 9.0%) greater than the previous year (n = 223) and 15 fewer fatalities (or 6.0%) than the previous five year average (n = 258.4). In 2015, we saw the second lowest road toll since records began in 1952. Queensland’s lowest ever road toll was 223 fatalities in 2014.

There has been a gradual decline in the number of fatalities across Australia over the last 10 years; however, a marginal increase was observed in six of the eight Australian jurisdictions in 2015 compared to the previous year figures. In 2015, Queensland had the third greatest number of fatalities (n= 243) in Australia behind NSW (n= 350) and Victoria (n= 252) respectively. This brings the Queensland rate of fatalities equal with the national figure of 5.1 fatalities per 100,000 population.

Figure 2: Road Fatalities by Jurisdiction – 2006 – 2015

Road fatalities by jurisdiction (Australia) 2006-2015
Road Fatalities per 100,000 population in Queensland: 1968 – 2015

Figure 1: Road Fatalities per 100,000 population in Queensland: 1968 – 2015

- Steady improvements in road and vehicle safety engineering, and emergency and medical procedures (from 1968)
  - ANCAP Vehicle Crash Test Programme (1993)
  - Improved Occupant Protection & Crumple Zones (from late 1990s)
  - Improved RBT (1988)
  - ESC mandatory in ADR (2011)
- Young Driver Initiatives (2007)
- RBT (1988)
- Bruce Hwy Treatments, Increased Speed Enforcement (2014)
  - Increased Speed Limits
  - Young Driver
  - Helmet Laws
- Social Change Strategy (2014)
  - Old Road Safety Strategy
  - Old Road Safety Strategy
  - Improved Caref
  - Front Seat Belts
- 0.05 BAC (1992)
- 0.08 BAC (1974)
- 0.10 BAC (1968)
- 0.10 BAC (1968)

Year

Road Fatalities per 100,000 population
In Queensland we recognise that the true road toll is broader than fatalities, and our understanding of the ‘road toll’ extends to all fatal and hospitalised casualties. Over the last 10 years we have seen a gradual decline in the number of people killed on Queensland’s roads; however, the number of hospitalised casualties has remained at around 6,000 hospitalisations per year over the last decade.

Figure 3: Hospitalised Casualties in Queensland – 2006 – 2015*

Hospitalised Casualties (Qld) 2006-2015

The Fatal Five in 2015 – Contributing factors

The Fatal Five - speeding drivers and riders, drink and drug driving, failure to wear a seatbelt, fatigue, and distraction and inattention are the most common killers on Queensland roads. In 2015, 243 people were killed in fatal traffic crashes. Of these:

- 62 (26%) people were killed in crashes involving speeding drivers and riders
- 57 (23%) people were killed in crashes involving drink or drug drivers and riders
- 35 (14%) unrestrained vehicle occupants were killed
- 28 (12%) people were killed in crashes involving fatigued drivers or riders
- 27 (10%) people were killed in crashes involving driver distraction and/or inattention.

* Please note approximately 5-10% of crash records in relation to hospitalisations between 1 January 2014 and 31 December 2015 are incomplete and unavailable.
Figure 4: Fatal Crashes within Queensland with fatal five contributing factors

Fatal crashes within Queensland
2015 Fatal Five contributing factors

<table>
<thead>
<tr>
<th>Contributing Factor</th>
<th>Number of Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drink drivers and riders</td>
<td>60</td>
</tr>
<tr>
<td>Unrestrained vehicle occupants</td>
<td>40</td>
</tr>
<tr>
<td>Speeding drivers and riders</td>
<td>70</td>
</tr>
<tr>
<td>Fatigue</td>
<td>20</td>
</tr>
<tr>
<td>Driver distraction</td>
<td>10</td>
</tr>
</tbody>
</table>

Contributing factors to fatal crashes
Introducing Queensland Road Safety Week 2016

In 2015 the Queensland Government launched the Safer Roads, Safer Queensland: Queensland Road Safety Strategy 2015-21. In line with the National Road Safety Strategy 2011 – 2020, the Queensland strategy commits to a vision of zero deaths and serious injuries on Queensland roads. Both strategies also endeavour to reduce our road fatality rate and serious injury rate by at least 30 percent by 2020. The Queensland strategy is driven by four guiding principles:

1. That the true road toll is broader than fatalities
2. We need an ambitious vision with interim targets to inspire and motivate action
3. Safety system principles are the foundation for action
4. That road safety is everyone’s issue and everyone’s responsibility

These four guiding principles informed the Safer Roads, Safer Queensland: Queensland’s Road Safety Action Plan 2015-17. QRSW is an initiative of the Queensland Road Safety Action Plan. Crucial to the success of the Week, is the Queensland Government’s commitment to partner with other stakeholders in order to engage the community in important conversations about road safety.

QRSW is hosted by the TMR, QPS, and the Motor Accident Insurance Commission (MAIC). In preparation for QRSW 2016, an advisory group was established with representatives from TMR, QPS, MAIC, RACQ, and CARRS-Q. A project team consisting of senior executives from TMR and QPS was also established. These groups developed the strategy for the QRSW 2016 including components such as the campaign theme, the daily themes, marketing materials, social media engagement, and community, government and industry engagement.

The objectives of QRSW 2016 were drafted by TMR and the QPS to inform the education, engagement, and enforcement activities that were held throughout the week. The objectives included the following:

• Provide the community with opportunities to ‘have a voice’ on road safety and engage with the topic either in person or online
• Encourage people to ‘pledge’ their support, by agreeing to sign up to adopt a new, or change an existing behaviour (e.g. not use my mobile in the car)
• Promote key road safety messages (including the fatal five) as well as advance new concepts such as ‘preventability’ and ‘acceptability’.
• Connect with other Queensland Government departments to encourage interdepartmental participation in QRSW
• Connect with local groups and businesses to start conversations about their role in road safety (local businesses, industry, local government, education, media, and corporates) – with a view to continuing engagement with these groups after the event
• Develop a suite of road safety resources that can be used for subsequent QRSW events and materials and assets that have potential to be used for other Join the Drive and QPS activities
• Deliver a highly visible road policing service across the community
• Promote safe, legal, and responsible road use by all road users.
Queensland Road Safety Week 2016

Education

Queensland schools were targeted specifically for the first time with a school toolkit. The toolkit was promoted and made available to all State, Catholic, and Independent primary schools using the communication channels belonging to the Department of Education and Training, Queensland Catholic Education Commission, and Independent Schools Queensland. The toolkit comprised of:

- Background information, key messages, and road safety information to share
- Suggestions for events and activities, including:
  - Hosting an event such as a school assembly inviting their local Adopt-a-Cop, local community groups, and road crash first responders
  - Hosting a staff morning tea to run activities suggested in the workplace toolkit
  - Assigning a day during the week for a blue and yellow themed free dress day
  - Running a road safety quiz in class or at a staff meeting
  - Sharing road safety tips on how to stay safe
  - Making a pledge to improve a single road behaviour
  - Details on how to enter the “Road safety in my town”, and #SpeakUpSelfie art competition
  - Event and activity factsheets
  - Decorative bunting, useful resources and links
  - Templates to promote QRSW through school newsletters and school social media pages
  - How to order stickers and balloons

A list of schools that had received a Community Road Safety Grant from TMR were provided to each educational organisation to highlight the road safety project or program for potential good news stories. Community Road Safety Grants enable organisations to implement program or projects to enhance road safety outcomes in their local communities.
Road safety in my town

#SpeakUpSelfie art competition

There were a total of 40 entries submitted via Facebook and Instagram to the school art competition, resulting in five winners. The competition was designed to encourage primary school-aged students to consider what road safety in their town means to them. An illustrative prompt was provided for children to expand on rather than a simple colouring competition. Each of the winning entries displays elements of the road environment children are familiar with. The competition also provided an opportunity for classroom teachers to discuss issues relating to road safety in their school and community environments. Each winning child was awarded an iPad for themselves and one for their school. Some children were presented their awards at a school assembly by TMR Road Safety staff.

Promotion of art competition

Winning entries for the art competition

Paige

Lachlan

Dean

Nathan

Amira
Key Findings – Education

Downloadable education assets

There was a total of 890 items or assets downloaded from the Join the Drive website by 369 users during QRSW.

The most downloaded item was the ‘Distractions’ fact sheet (129 times or 19% of total downloads).

Table 1: Number of assets downloaded from the “Join the Drive website” during QRSW 2016.

<table>
<thead>
<tr>
<th>Asset</th>
<th>Number of Downloads</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distractions factsheet</td>
<td>169</td>
<td>19</td>
</tr>
<tr>
<td>QRSW factsheet</td>
<td>142</td>
<td>16</td>
</tr>
<tr>
<td>Workplace supporters toolkit</td>
<td>107</td>
<td>12</td>
</tr>
<tr>
<td>Fatal Five flyer</td>
<td>98</td>
<td>11</td>
</tr>
<tr>
<td>Fatigue factsheet</td>
<td>71</td>
<td>8</td>
</tr>
<tr>
<td>Drink driving factsheet</td>
<td>71</td>
<td>8</td>
</tr>
<tr>
<td>Decorative bunting</td>
<td>62</td>
<td>7</td>
</tr>
<tr>
<td>School supporters toolkit</td>
<td>62</td>
<td>7</td>
</tr>
<tr>
<td>Seatbelt factsheet</td>
<td>54</td>
<td>6</td>
</tr>
<tr>
<td>Screensaver</td>
<td>54</td>
<td>6</td>
</tr>
</tbody>
</table>

Queensland Road Safety Week 2016 school events

Of the 179 events throughout QRSW 2016, a large number of the events were focused on education. Twenty-eight of the events were held at primary and high schools across the state and facilitated by schools (public, private, and independent), TMR, QPS and independent sponsors. The feedback received about the events held was positive in nature. Focusing on school-aged children helps build positive road safety attitudes, an essential element for our future safe road users.
Spotlight on education events
Edens Landing Police

**MyPolice Blog Post: Rain, hail or shine Road Safety Week continues in Edens Landing [extract]**

Edens Landing Police Beat Officers attended Southern Cross Retirement Village to continue spreading the word about road safety. The visit saw officers recruit more advocates who joined the drive to save lives.

Residents and police took part in an open discussion about road safety where residents risked it all and took part in a road rules quiz!

There was plenty of laughter and active debate regarding a variety of signs and legislative requirements. There was overwhelming support by all residents in attendance with all taking the pledge by taking a #SpeakUpSelfie.

The fun did not stop there with residents taking part in an impaired vision challenge to mimic the effects of intoxication. Residents wore impaired vision goggles and were then asked to complete simple tasks like catching a ball and simply walking in a straight line. The differing levels of impairment certainly made for an entertaining session with laughs had by all.

Logan City Councillor Stacey McIntosh also joined Edens Landing Police Beat officers to show her continuing support of Road Safety Week.

**MyPolice Blog Post: Edens Landing State School Road Safety Week Assembly [extract]**

Friday 26 August Edens Landing Police Beat officers Senior Constables Luke Turner and Jade Clayton returned to Edens Landing State School and conducted a road safety week assembly. Edens Landing State School has been committed to the cause and joined the drive to save lives.

Adopt-A-Cop for the school Senior Constable Clayton arranged a road safety message colouring in competition for the entire school to take part in starting from prep through to grade 6. There was an overwhelming response with fantastic entries submitted by students.

There was a variety of fantastic prizes up for grabs including two bikes (with helmets of course!) As we like to say “helmets on you can’t go wrong” Further to this there was also 6 scooters and a large number of our famous Edens Landing Adopt-A-Cop water bottles.

It was a fantastic assembly discussing road safety and how we can ensure our safety on and around our roads. There was even a special appearance by Constable Clancy who was treated like a celebrity and mobbed by large volumes of children.
Queensland Road Safety Week 2016

Engagement

Complementing school activities, we also asked community groups, organisations, government agencies, and businesses to promote QRSW to their clients, communities, and staff.

The Queensland Road Safety Supporters Toolkit included a range of resources, background information, event and activity ideas, fact sheets, and promotional items.

Promotional materials were developed and made available to schools and the broader community through Queensland Police Stations and Queensland Road Safety Managers and included:

- QRSW landing page on Join the Drive website
- #SpeakUpSelfie frames
- A4 pre-populated downloadable posters
- A4 certificate of appreciation
- DL brochures
- bumper stickers
- email signature artwork
- screensavers
- keyring torches
- magnetic photo frames
- balloons

Engagement with a number of sectors across Queensland, using the Supporters toolkit, was undertaken for the purposes of:

- Promoting the week, encourage workplaces to host a workplace morning tea with a road safety quiz and to share key road safety messages
- Encouraging staff to make a pledge and share it on social media with the hashtag #SpeakUpSelfie for their chance to win a set of personalised number plates
- Sharing road safety information via their social media channels and changing their social media profile picture for the week to our Road Safety Week identifier
- Demonstrating support of the week by using the email footer and screensaver during the month of August
- Decorating workplaces with Road Safety Week bunting and balloons
- Talking about road safety with their staff, members, clients, customers and suppliers
- Announcing or committing to a new road safety initiative or policy
- Hosting, attending or participating in a range of regional events.
These messages were shared with all Queensland Government agencies, recipients of the TMR’s Community Road Safety Grants, and a range of other organisations, such as:

- McDonald’s
- Aurizon
- QGC (Queensland Gas Company)
- Toll NXQ
- Woolworths
- YOUI Insurance
- Australasian Fleet Managers Association
- RACQ

The responses of these organisations were positive, with the level of engagement commendable. Feedback indicates that activities conducted by the organisations included internal communication distributed to staff, the sharing of social media content, staff barbecues, and in-office presentations.
Key findings – Engagement

**TMR Social Media**

An emphasis this year was to boost engagement on social media channels to spread key messages to all Queenslanders.

Use of Join the Drive (JTD) social media channels, comprising of Facebook, Twitter, and Instagram, to promote QRSW content proved successful, achieving vastly improved results compared to the same week the previous year.

**CAMPAIGN PERIOD 28 JUNE 2016 – 30 AUGUST (AS AT 26.8.16):**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total views:</td>
<td>342,057</td>
</tr>
<tr>
<td>Total reach:</td>
<td>1,402,854</td>
</tr>
<tr>
<td>Total likes:</td>
<td>7,230</td>
</tr>
<tr>
<td>Total shares:</td>
<td>1,1381</td>
</tr>
<tr>
<td>Total comments/responses:</td>
<td>634</td>
</tr>
<tr>
<td>Total clicks:</td>
<td>20,166</td>
</tr>
<tr>
<td>Total impressions:</td>
<td>1,765,379</td>
</tr>
<tr>
<td>Total JTD Facebook posts:</td>
<td>59</td>
</tr>
</tbody>
</table>

Engagement via the JTD website was also greater in 2016 when compared to the previous year, including the visitations, downloads, and time spent on the website:

- Website traffic and user volume up by an average of 400% on last year
- Organic traffic and email traffic to the website showed stronger engagement, with average session durations and average pages per session much higher than the website averages
- Facebook engagement peaked towards the end of the week, indicating that the cumulative reach of the activity worked to drive both engagement and awareness
- The overall reach of the Facebook activity was high, particularly from promoted posts, which had a cumulative reach of over 300,000. Organic reach of the paid Twitter activity was high with a large number of impressions attributed to re-tweeting activity.

**Website traffic**

- 12,254 users - increase of 419% compared to QRSW 2015 (n= 2,359)
- 14,652 sessions - increase of 366% compared to QRSW 2015 (n= 3,139)
- 30,780 page views - increase of 203% compared to QRSW 2015 (n= 10,155)

While the campaign ran for a total of seven days, results were recorded for a two-month period to measure residual activity.

Notes:

- Website user: website users are individuals that have visited the Road Safety Week pages of the “Join the Drive” website.
- Website session: a website session is when a user visits a website during a given time frame.
- Page views: page views are the number of pages viewed or clicked on the site during a given time.
#Department of Transport and Main Roads social media

#SpeakUpSelfie competition

To encourage people to become actively involved in QRSW, the TMR ran a #SpeakUpSelfie competition across three JTD social media channels (Facebook, Instagram and Twitter). Entrants were required to submit a photo of themselves with the hashtag #SpeakUpSelfie to enter. This taps into the increase in popularity of ‘selfies’ and is an approach that is proving useful for many road safety pledge-type activities.

There were a total of 136 entrants with Facebook (58) and Instagram (58) proving the most successful channels for engagement, while there were 20 entries via Twitter.

TMR Social Media Samples - Facebook and Instagram

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25 • Queensland Road Safety Week 2016
QPS Media and Public Affairs Group

The QPS Media and Public Affairs Group used a number of forums in order to promote QRSW 2016. These formats included the MyPolice Blog, QPS Facebook, and the QPS Twitter feed.

During QRSW 2016, Facebook’s geo-targeting capabilities allowed QPS Media to post more local content ensuring that it reached people in particular target areas. This ensured followers’ feeds did not receive irrelevant posts and increased relevance and appeal for followers.

Blog posts with the greatest number of views were those containing details of upcoming events and appealing and interesting photos. It is the recommendation of QPS media that there should be a focus on the quality of the blog post rather than the volume of posts.

On Wednesday 24 August, a significant police incident occurred in North Queensland. A QRSW event and corresponding press event was scheduled in the area on the same day. Due to the police incident there was limited coverage of the QRSW event both by media, and QPS media.

Table 2: Number of QPS MyPolice blog posts and views during QRSW in 2015 and 2016

<table>
<thead>
<tr>
<th>MYPOLICE BLOG</th>
<th>2015</th>
<th>2016</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of blog posts</td>
<td>114</td>
<td>112</td>
<td>-2</td>
</tr>
<tr>
<td>Number of views</td>
<td>31,115(^\wedge)</td>
<td>7,780</td>
<td>-23,335</td>
</tr>
</tbody>
</table>

Table 3: Number of QPS Facebook posts and views during QRSW in 2015 and 2016

<table>
<thead>
<tr>
<th>FACEBOOK</th>
<th>2015</th>
<th>2016</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of posts</td>
<td>16</td>
<td>26</td>
<td>+10</td>
</tr>
<tr>
<td>Number of engagements</td>
<td>31,838</td>
<td>63,989</td>
<td>+32,151</td>
</tr>
<tr>
<td>Reach of posts (no# of people)</td>
<td>2,652,462</td>
<td>1,547,412(^\wedge\wedge)</td>
<td>-1,105,050</td>
</tr>
</tbody>
</table>

Table 4: Number of QPS Twitter blog posts and views during QRSW in 2015 and 2016

<table>
<thead>
<tr>
<th>TWITTER</th>
<th>2015</th>
<th>2016(^\wedge\wedge\wedge)</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of tweets</td>
<td>12</td>
<td>25</td>
<td>+11</td>
</tr>
<tr>
<td>Number of engagements</td>
<td>1,296</td>
<td>3,084</td>
<td>+1,788</td>
</tr>
<tr>
<td>Number of impressions</td>
<td>68,893</td>
<td>424,052</td>
<td>+355,159</td>
</tr>
</tbody>
</table>

Notes:
\(^\wedge\) The figure for number of blog post views in 2015 measured significantly higher than that of 2016. In 2015 one blog post in the ‘mythbusters’ series focused on one of the fatal 5 for road safety week, this blog post individually recorded 22,762 views.

\(^\wedge\wedge\) Data Inconsistency due to a change in Facebook advertising policy- the number of people ‘reached’ in 2016 QRSW was significantly reduced.

\(^\wedge\wedge\wedge\) Seven of 25 Tweets about QRSW 2016 were posted in advance of the week: one tweet on each 11 and 14 August, two tweets on 18 August, and three tweets on 21 August 2016.
Events

Events hosts were encouraged to register their event online via the JTD website, QRSW event register. A total of 179 events were registered via the website:

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>TOTAL EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brisbane and surrounds</td>
<td>57</td>
</tr>
<tr>
<td>Central Queensland</td>
<td>16</td>
</tr>
<tr>
<td>North Queensland</td>
<td>22</td>
</tr>
<tr>
<td>Sunshine Coast</td>
<td>15</td>
</tr>
<tr>
<td>Far North Queensland</td>
<td>8</td>
</tr>
<tr>
<td>Wide Bay Burnett</td>
<td>13</td>
</tr>
<tr>
<td>Darling Downs and South West</td>
<td>30</td>
</tr>
<tr>
<td>Gold Coast</td>
<td>18</td>
</tr>
</tbody>
</table>

There was a total of 493 interactions with QRSW event pages of the JTD website. The highest interaction on the web pages were from Brisbane and surrounds followed by Central and North QLD. All other event locations had similar interaction levels.

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>TOTAL INTERACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brisbane and surrounds</td>
<td>160</td>
</tr>
<tr>
<td>Central Queensland</td>
<td>76</td>
</tr>
<tr>
<td>North Queensland</td>
<td>58</td>
</tr>
<tr>
<td>Sunshine Coast</td>
<td>43</td>
</tr>
<tr>
<td>Far North Queensland</td>
<td>42</td>
</tr>
<tr>
<td>Wide Bay Burnett</td>
<td>41</td>
</tr>
<tr>
<td>Darling Downs and South West</td>
<td>38</td>
</tr>
<tr>
<td>Gold Coast</td>
<td>35</td>
</tr>
</tbody>
</table>

A survey was sent to all registered event hosts to complete so as to inform the evaluation and for the purposes of continuous improvement and to guide planning for 2017. A total of 64 surveys were returned. At these events there was approximately 18,300 attendees. Most of these events were hosted and organised by the QPS, followed by the education sector (schools, kindergartens and universities). Other event hosts included the TMR, other government departments, councils, businesses and community organisations. Events were held in a variety of locations such as shopping centres, schools, kindergartens, and universities, community centres, and in community and public spaces.

All hosts said they would host an event next year; however, some said this was conditional on approval and budget. When asked how they would rate their event, 96.7% of hosts said their event was successful (of which 73.7% said the event was very successful). Hosts rated the QRSW resources (which comprised the toolkits or guide, merchandise, and fact sheets) as 96.7% useful (of which 67.7% said the resources were very useful).
When asked what worked well, the following themes were reported:

- Interaction and engagement
- Promotional materials and merchandise
- Content focus and approach
- Opportunity to speak with experts
- Props (such as simulators and displays)
- Support gained by partners
- Location choice

A summary of the findings is below:

**Table 7: Summary of event numbers, attendees, host and locations**

<table>
<thead>
<tr>
<th>Number of events in which feedback was provided</th>
<th>64</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of attendees at events in which feedback was provided</td>
<td>18,314</td>
</tr>
<tr>
<td><strong>Event hosts</strong></td>
<td></td>
</tr>
<tr>
<td>50 Queensland Police Service</td>
<td></td>
</tr>
<tr>
<td>8 Transport and Main Roads</td>
<td></td>
</tr>
<tr>
<td>13 School, kindergartens and universities</td>
<td></td>
</tr>
<tr>
<td>8 Other (council, business, other government agencies, or community organisation)</td>
<td></td>
</tr>
<tr>
<td><strong>Event locations</strong></td>
<td></td>
</tr>
<tr>
<td>Shopping centres, schools, kindergartens, universities, community centres, community locations, and public spaces</td>
<td></td>
</tr>
</tbody>
</table>

**Table 8: Feedback responses regarding registered QRSW 2016 event resources**

<table>
<thead>
<tr>
<th>How would you rate the QRSW resources? (toolkits, merchandise, and fact sheets)</th>
<th>Number (% from 62 responses)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very useful</td>
<td>46 (67.7%)</td>
</tr>
<tr>
<td>Somewhat useful</td>
<td>5 (8%)</td>
</tr>
<tr>
<td>Useful</td>
<td>9 (14.5%)</td>
</tr>
<tr>
<td>Not very useful</td>
<td>1 (1.6%)</td>
</tr>
<tr>
<td>Not useful</td>
<td>1 (1.6%)</td>
</tr>
</tbody>
</table>

**Table 9: Feedback responses regarding registered QRSW 2016 perceived event success**

<table>
<thead>
<tr>
<th>Was the event successful?</th>
<th>Number (% from 61 responses)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very successful</td>
<td>45 (73.7%)</td>
</tr>
<tr>
<td>Somewhat successful</td>
<td>6 (9.8%)</td>
</tr>
<tr>
<td>Successful</td>
<td>8 (13.1%)</td>
</tr>
<tr>
<td>Not very successful</td>
<td>2 (3.2%)</td>
</tr>
<tr>
<td>Not successful</td>
<td>0</td>
</tr>
</tbody>
</table>
Table 10: Feedback responses regarding intention to host registered QRSW events in 2017

<table>
<thead>
<tr>
<th>Intention to host an event in 2017</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>62</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
</tr>
</tbody>
</table>

Table 11: Feedback responses regarding successful event initiatives during registered QRSW 2016 events

<table>
<thead>
<tr>
<th>What worked well?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Interaction and engagement</td>
<td>33</td>
</tr>
<tr>
<td>Promotional materials/merchandise</td>
<td>26</td>
</tr>
<tr>
<td>Approach and content focus</td>
<td>24</td>
</tr>
<tr>
<td>Ability to interact with experts</td>
<td>18</td>
</tr>
<tr>
<td>Props (simulators, display)</td>
<td>9</td>
</tr>
<tr>
<td>Support from partners</td>
<td>5</td>
</tr>
<tr>
<td>Location</td>
<td>4</td>
</tr>
</tbody>
</table>

Table 12: Media coverage summary for registered QRSW 2016 events

<table>
<thead>
<tr>
<th>Media coverage gained</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>6</td>
</tr>
<tr>
<td>Radio</td>
<td>10</td>
</tr>
<tr>
<td>Newspaper</td>
<td>8</td>
</tr>
<tr>
<td>Social media</td>
<td>16</td>
</tr>
<tr>
<td>Newsletter, blogs, articles</td>
<td>16</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
</tr>
</tbody>
</table>
Spotlight on engagement through social media
MYPOLICE Blog and TMR Blog

In support of the QRSW objectives, QPS members were encouraged to write blog posts to be uploaded on the MyPolice website. In 2016 there were 112 blog posts published during QRSW 2016. Blog posts included reports about events occurring across the state, fatal five messages, as well as stories of the QPS and the public about road safety. A sample of the posts shared during the week are provided below.

What type of Motorcycle rider are you? By Inspector Lee Jeffries, Moreton Support Services Group

So, what type of motorcycle rider are you? The typical answer when chatting with friends at the local bike stop over a coffee might be a Harley or Honda, a cruiser, sports bike or trail bike. No – I mean this in a different context. I’m asking, how safe a rider are you? Safe for yourself, your pillion and other road users? What about your friends and family? Do you ride with the right attitude and will you make the right choices on the road?

At the time of writing this, Queensland has had 135 deaths on our roads in 2016. In Moreton we’ve had seven fatal crashes, four have resulted in the deaths of motor bike riders.

I love riding my motor bike, adventuring out on weekends with friends for a social ride, great coffee stops, cafes and fantastic countryside, coast line and bike getaways. I started riding when I was about 20 and lived on the Gold Coast (cheap way to get around). However, within a couple of years I was married and then a family came along. I had other priorities and new responsibilities in life, hence the bike just didn’t fit into the picture. Fast forward a couple of decades I was nearly 50, the kids were independent and my desire to return to the feeling of riding a bike again was simply too great to leave on hold. So I went out and bought a bigger and better bike. Sound familiar?

Over the years I have seen tremendous advances in bikes and their performance, as well as safety gear. Rules and standards have changed, including recently legalised lane splitting and filtering.
Am I a great rider? I’m definitely no Mick Doohan, but I am absolutely clear and comfortable with my own limitations. I recall a friend of mine, who I do consider a great rider, said to me once, ‘ride your own ride’. I may have a powerful bike which is easily capable of doing over 200km/h, but what type of motorcycle rider am I? I ride for the enjoyment and my riding friends and I all share similar foundations for not only why we ride, but how we ride. We ride for the journey, to enjoy the scenery and safely arrive at our destination where, over a coffee and a meal, we are able share our friendships and common enjoyment of riding. We all have families and good reasons to stay upright. More often than not I am also responsible for what is most precious to me – my wife riding pillion.

We all have a common goal, to ride within our capabilities, make it home safely and look forward to another ride next weekend. Whilst riding is a passion, I’m forever mindful that I’ve have so much to look forward to with good health – my wife, children, friends, future weddings, grandchildren, retirement and overseas holidays, it’s ahead of me. I do not want my family or friends to carry the burden of my rehabilitation if I was injured, or misery if I am killed. Do I know what it is like to lose someone very close to me in a motor bike crash? Tragically, yes I do! I know the pain and have seen just how much it impacts on family and friends. You never stop grieving for a great person who is taken away before their time.

Like a lot of police, I’ve been with people when they’ve died in a crash and am acutely aware of the influence these incidents have on families, witnesses, front-line emergency services workers, medical staff and others.

I travel Mount Mee Road in our region regularly and probably share some of the same ‘likes’ that you do – breakfast at the Pit Stop or Birches, coffee at the Dahmongah lookout coffee van, or even a ride up and down the ‘twisties’ (yes, it’s 60 now people). Also like you, I sit at the lookout and see other bike riders and I’m absolutely impressed at the bikes and the safety gear, right down to intercoms, digital cameras on helmets and racing leathers. However, often you hear that long drawn out whine of some- one (or more) travelling at ‘warp speed’ as they blur past, strapped across the fuel tank.

Why? Is it the thrill? I wonder if they have similar reasons as me to stay upright? I question, why do they want to risk themselves? Are they riding their own ride? My reasoning drives my attitude to ride safely and – with what I hope is a right attitude – I make the right choices for my own and fellow road users’ safety and my family’s peace of mind.

As a police officer, I make no apologies for police having a high visible presence on our roads, doing RBT, license and safety checks or for traffic enforcement for those who won’t look after their own or other’s safety.

So, what type of motor cycle rider are you? Road safety – you own it!
**Slow down: Speeding can change lives in a fraction of a second by Senior Constable Martin**

Approaching the scene, I see that there is a crowd of people on the footpath gathered around a dark blue sedan that’s resting against a power pole. An older teenage boy is pacing back and forth behind the group, holding his head in both hands, looking upward and screaming randomly at the sky. He is frantic, not agitated, but emotional. He sits in the gutter momentarily before getting up and pacing again.

He sees us arrive; lights flashing, siren blaring. As we run towards them, he shouts a single expletive before breaking down.

People in the crowd begin yelling to us and pointing to the passenger side of the car that is still angled against the pole. The crowd makes room for us, and that’s when I see him.

Another teenage boy is still in the front passenger seat. He is staring straight ahead and isn’t moving. We are only able to partially pry open the door due to the damage, and then I see him blink. He calmly turns his head slightly and looks directly at me. His eyes are wide and his face is ashen. He is severely injured and shock has set in. An ambulance has already arrived and they take over his care.

I speak to the pacing teen and ascertain that he was the driver of the car when it crashed, and the passenger is his best friend from school where they are in year 12.

He knows they were going a bit quick and estimates around 15 to 20 kilometres over the limit; maybe this is right, maybe it’s not. He missed the right hand bend in the road; he only saw the curve at the last second. Short, fresh, blackened tyre marks directly behind the car attest to that.

His car collided with the power pole, striking on the passenger side where his friend was seated, taking the entire impact of the sideways crash. He looks back towards the car and yells a distraught apology. He asks, “Have I killed him? Did I kill him?”

Fire officers use the ‘jaws of life’ to cut open the vehicle and the attending ambulance officers motion for us to return and assist with extracting the injured passenger. Slowly and gently he is lifted from the front seat. It’s only then he starts screaming. His screams are blood-curdling and hush the group of bystanders instantly.

He is placed on the ambulance stretcher and I see his body extended for the first time. His left leg looks strange, unnatural. It takes me a moment to realise that his femur, the bone between his knee to hip, appears to have sustained significant trauma. His knee is now positioned halfway to his hip.

The ambulance pulls away with its lights and sirens activated and transport him to hospital.

**Your speeding has the potential to change lives in a fraction of a second.** It may not be intention- al, yet the effects can be felt for a lifetime. The passenger from this incident survived, however suffered permanent injuries to his left leg as a result of the crash.

August 22 to 28 is Queensland Road Safety Week. This week, make a conscious effort to focus on your own driving and amend your bad habits. If you regularly travel a few Ks over, it’s time to change that habit. A few Ks over easily leads to a few more Ks over, and that can be deadly.

Don’t be mistaken thinking it won’t happen to you.
Thursday 19 February 2009 is a day that will forever be etched in my memory. It was to be a day of celebration, a day to celebrate my youngest boy’s 5th birthday.

I spent my lunch break laughing and chatting with work colleagues decorating a birthday cake. After work I collected my two youngest boys and headed for home; excited and ready for a family celebratory birthday dinner.

Travelling home I was confronted by a road block: Ambulance, Police and Fire Brigade; I waited, then watched as the ambulance speed off and the road opened; standing there at the side of the road was my eldest boy.

Our lives were changed forever.

Inside that ambulance was my partner of 14 years, husband of 9 ½ years and father of my three beautiful boys.

Instinct, adrenaline and panic rushed in as the Police try to console and direct me; What happened? He what? How? Who was there? Why is my boy here? Who let my boy see something like this? My husband had crashed, crashed his motorbike into a nearby power pole and unknown to us, he was fighting for life.

I turn and look at the grief on my son’s face, I look at to what he is holding in his hand. It’s his Dad’s surf shell chain, what’s left of it. Each piece slowly falls from his hand to mine, and he starts looking for more pieces on the ground.

I stood and cried and cried some more; our lives were changed forever.

I called my brother in-law; I did not know they had just given way to that Ambulance, speeding on its way to hospital. His sister commented “poor bugger, whoever is in there”, it was her brother.

Family started coming over, to help, to celebrate my babies 5th birthday while I went to the hospital. I walked in and knew, I looked and just knew he wouldn’t survive. I looked again and screamed.

They say talk to him, he can hear; a special moment passed and I thought maybe just maybe. Then it was time to say goodbye, but what do you say to someone who you want see tomorrow? How do you say goodbye, when you don’t want to?
He gets air lifted out for greater medical help, the phone call to say he arrived comes but comes late. It comes full of sadness and grief, he didn’t make it. He passed away on touch down at the airport, it’s as though he needed to keep soring; such a free spirit he was.

A widow 1 month shy of my 30th birthday – I sat all night and cried, I cried for what we lost, I cried for what we would never have again and I cried for all the things we wanted, I cried for my boys; our lives were changed forever.

One by one the boys wake, eldest to youngest. They all come out hopeful, did the blood transfusions work? Did Daddy have surgery? Is Daddy coming home? I say the same thing over and over again, three times trying to comfort them. I was shattered and on auto pilot.

The week went by slow, funeral plans, family who couldn’t agree on outcomes and another birthday. My eldest boy turned 12. A happy day with a cloud of sadness hanging over.

Then the funeral comes and goes, flowers arrive and die, family who came, leave and yet I’m standing there not ready to move forward. I don’t want to do this alone, I can’t do this alone, how do I do this alone?

Our lives were changed forever.

The months roll by and we are lost, lost in our grief and not understanding. The autopsy results arrive, not only does it make it real, it’s raw. It will be one of the most heart wrenching and painful things to ever read; and all it did was create more questions…… when I wanted answers.

Why? Why would you be so stupid? Why would you choose to make that sort of decision? Why didn’t you stop to think of the ones who loved you most and ones you did too? Why were you so selfish? What about your boys? The one person to answer all the questions, couldn’t and wouldn’t, he was gone.

Each year the anniversary comes around and new emotions are stirred up, each child reacts differently depending on their age now. We’ve had the tears, we’ve had the anger, the ‘it’s unfair’, why us? We’ve had the silly and naughty behaviour.

Time helps heal but all the fun, happy and also that painful moment are never forgotten. For my boys growing up without a father, is hopefully the hardest thing in life they will ever have to endure. No one can replace their Dad, I can only keep being strong and try my best to be a positive role model and one hell of a fantastic Mum for them.

As an adult it’s shaped me to try be a better person. It’s an extremely harsh reality check that the little things in life don’t matter, what matters is those around you, the ones we love the most. It’s through supportive family, friendships and new found love that gives us hope, confidence and the extra will to keep living. Because that day, after one stupid and thoughtless decision, all our lives changed forever.

At the time, one of the greatest pieces of advice I received was from a Mum who was facing her own painful grief, “It’s not how far you’ve got to go, it’s how far you’ve come”. We may float, we ponder the ‘what if’; but each day the sun comes up and one foot will always go in front of the other; life is too short to be anything but happy.

Road trauma and fatalities of any cause have long lasting effects and great sadness for families and friends. I encourage everyone to “Speak Up for Road Safety”. Show your support and upload your “why” to Instagram, Twitter or the Join the Drive Facebook page and include #speakupselfie.
Spotlight on TMR Internal Engagement

In 2016 QRSW was seen as an opportune time to commence a cultural shift in the way TMR staff members view road safety. This occurred by identifying thirteen “Champions” throughout the department and creating engagement opportunities to promote key messages across the department as a whole, via their division and location.

The primary objective of the internal engagement campaign during QRSW 2016 was to build support and encourage staff to act as ambassadors to their family, friends and peers.

Executive level support was given to the internal engagement opportunity by the department’s leadership, who identified champions within their own areas of responsibility. These champions were then provided a guide, adapted from the Queensland Road Safety Week Toolkit to assist them in planning activities, events and messaging to align with each daily theme during the week. They were also given a resources pack that included:

- Bunting
- Posters
- Prizes
- Stickers, brochures and factsheets

Champions were encouraged to:

- Host a morning tea
- Share information
- Run a road safety quiz
- Run a workshop to promote safe driving
- Change their email signature to include a QRSW banner
- Post photos, and activity and event details on Yammer.

It was encouraging to see that each one of these suggestions were implemented throughout the department. This was primarily documented through the Department’s internal Yammer accounts.

**Measures**

<table>
<thead>
<tr>
<th>Table 13: Summary count of TMR engagement on internal Yammer accounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Champions</td>
</tr>
<tr>
<td>Number of tagged QRSW Yammer posts</td>
</tr>
<tr>
<td>Number of replies to QRSW Yammer posts</td>
</tr>
<tr>
<td>Number of QRSW Yammer post likes</td>
</tr>
<tr>
<td>Number of QRSW mentions on Yammer</td>
</tr>
<tr>
<td>Number of internal events held (estimate only)</td>
</tr>
</tbody>
</table>
Examples of staff activities during Road Safety Week:

Staff pledges

Road rules quiz with staff

Staff Yammer post

Foyer display in workplace and staff morning tea to discuss road safety week
Even more encouraging was that staff members outside of the champion's network initiated discussion, videos and events during the week.

Unprompted Yammer posts:

As a leading road safety organisation, it is important for TMR to have a strong road safety culture, and QRSW 2016 provided an effective platform to renew TMR's internal commitment to road safety. Staff members that engaged in the events during the week reported positive feedback, with all Champions confirming that they considered the week valuable, and that they would like to continue to be involved in road safety promotions. This legacy will inform future internal road safety engagement opportunities for key milestones, events, and holiday periods. It is recommended a similar approach is pursued with other government agencies, councils, and organisations in future years.
Spotlight on engagement events
Edens Landing Police Beat

Constable Clancy joins in the fun for Road Safety Week at Edens Landing [Extract]

With Road Safety Week now in drive it was time for Senior Constable Jade Clayton and me from Edens Landing Police Beat to turn up the heat on Road Safety. The day commenced with a public display and information session at Holmview Central discussing today’s topic of ‘speed and risky behaviour’ on our roads.

Constable Clancy joined us on the day and provided some great extra assistance, once again proving to be very popular with the young children. There was also a large volume of Road Safety Week merchandise on offer along with an all-time favourite helium balloons.

In keeping with her commitment to road safety in and around Logan, Logan Councillor Stacey McIntosh was again in attendance assisting and liaising with community members.

Mates Motel open for business [Extract]

Mates Motel is an initiative of the Queensland Government and one that is supported and endorsed by the Transport and Main Roads along with the Queensland Police Service. Friday August 26 Senior Constables Luke Turner and Jade Clayton from Edens Landing Police Beat attended BWS at Holmview Central and conducted an interactive display and open discussion with patrons.

There is no need to drink and drive plan to stay at your ‘Mates Motel’ If your mates have been drinking let them know they don’t have to drive home. They’re welcome to your spare bedroom, sofa, bean bag, bathtub and stale corn chips… whatever.

Patrons were asked to take part in a vision impairment exercise using vision impaired goggles. A task was set with the majority of participants unable to complete the simple task. The goggles impair a person’s vision equal or equivalent to the 0.150% alcohol concentration which is deemed to be high range drink driving commonly known as UIL.
Queensland Road Safety Week 2016

Enforcement

Two key objectives of QRSW 2016 were to: deliver a highly visible, professional road policing service across the community; and promote safe, legal, and responsible road use. During QRSW 2016 additional resources were provided by the Road Policing Command to Queensland Police Service Regions to increase service delivery, and media efforts focused on safe, legal, and responsible road user behaviour.

Enforcement activities were targeted in line with the daily themes and with a focus on the Fatal Five road user behaviours:
Day 1 - Monday 22 August: Distractions
Day 2 - Tuesday 23 August: Speeding
Day 3 - Wednesday 24 August: Fatigue, seatbelts and child restraints
Day 4 - Thursday 25 August: Sharing the road
Day 5 - Friday 26 August: Drink and drug driving
Day 6 - Saturday 27 August: All of the Fatal Five
Day 7 - Sunday 28 August: All of the Fatal Five

QRSW 2016 saw an increase in officer hours spent on road policing enforcement by approximately 8,150 hours in comparison to QRSW 2015. Disappointingly, members of the public continue to act contrary to law, in particular, while there was a 25% increase in the number of drivers breath tested (QRSW 2015 n= 92,831; QRSW 2016 n= 116,049), the number of drink drivers detected increased by 138% (QRSW 2015 n= 204; QRSW 2016 n= 486).
Key findings - Enforcement

During QRSW 2016, the QPS committed to increased enforcement hours across the State, including the targeting of Fatal Five offences. As can be seen in figure 5 below, compared to the same time in 2014, there was an increase of approximately 11,000 officer hours spent on road policing enforcement during QRSW 2016. The week also saw an increased number of traffic infringement notices being issued, by approximately 2,000 infringement notices compared to the same period in 2014.

While there has been a steady increase in the number of infringements issued for speeding, there has been a decrease in the number of infringements issued for both seatbelts and mobile phones compared to QRSW 2015*. There was also an increase observed in the number of drink drivers and drug drivers detected compared to 2015 figures.

*Please note that QRSW 2015 spanned five days, QRSW 2016 spanned seven days to include the weekend.
Figure 7: Comparison of number of breath tests and number of drink drivers detected

Figure 8: Comparison of number of drug tests conducted and number of drug tests returning a positive result
Spotlight on enforcement action

Edens Landing Police

Daylight faded but Road Safety Week continued to illuminate in Edens Landing [Extract]

Day four of Road Safety Week 2016 saw officers Senior Constable Luke Turner and Senior Constable Jade Clayton from Edens Landing Police Beat make a change to the roster to capture all hours of the road safety clock.

Today’s message was to share the road, a few basic actions can have an impact on everyone’s safety, such as: letting others merge, being aware of blind spots, giving everyone plenty of space and watching out for pedestrians, bicycles and motorcycle riders.

As the daylight faded it was time to move from community engagement into mobile and static enforcement. An array of traffic enforcement activities were conducted at various locations in and around Edens Landing.

In excess of 100 random breath tests were conducted during this time. Officers through the use of a QLITE device, which enables officers the ability to search Queensland and National databases to allow for quick and accurate identification of persons, vehicles and potential threats were able to identify a 29-year-old male unlicensed driver travelling through Edens Landing. Subsequently the driver was intercepted and charged and is to appear before a Beenleigh Magistrates Court on September 15.

Further to this officers identified a 28-year-old female driver who proceeded through an intersection contrary to a red light. The driver was issued with an electronic traffic infringement notice via a QLITE device and was fined $365 with a loss of 3 demerit points. Failing to stop at a red traffic light is classified as a life endangering offence in Queensland.

As the evening changed gears and came to a close officers were required to rehydrate not only themselves but a thirsty police vehicle after tireless and exhaustive shift.


**Appendix – Statistical data from Queensland Road Safety Week 2016**

Table 14: Enforcement action over comparative period 2014 -2016*

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015*</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Officer Hours - Road Policing Enforcement</strong></td>
<td>25,015.87</td>
<td>27,558.98</td>
<td>35,708.5</td>
</tr>
<tr>
<td><strong>Total Life Endangering Offences</strong></td>
<td>6,526</td>
<td>7,578</td>
<td>8,119</td>
</tr>
<tr>
<td><strong>All TINs</strong></td>
<td>9,243</td>
<td>10,346</td>
<td>11,408</td>
</tr>
<tr>
<td><strong>Mobile Phones</strong></td>
<td>445</td>
<td>566</td>
<td>440</td>
</tr>
<tr>
<td><strong>Seat Belts</strong></td>
<td>230</td>
<td>301</td>
<td>267</td>
</tr>
<tr>
<td><strong>Speeding (ex traffic camera)</strong></td>
<td>4,175</td>
<td>5,091</td>
<td>5,309</td>
</tr>
<tr>
<td><strong>Breath Tests</strong></td>
<td>61,103</td>
<td>92,831</td>
<td>116,049</td>
</tr>
<tr>
<td><strong>Drink Drivers</strong></td>
<td>412 (1:148.31)</td>
<td>204 (1:455.05)</td>
<td>486 (1:238.78)</td>
</tr>
<tr>
<td><strong>Drug Tests</strong></td>
<td>Unknown</td>
<td>596</td>
<td>1,548</td>
</tr>
<tr>
<td><strong>Drug Drivers</strong></td>
<td>42</td>
<td>132 (1:4.52)</td>
<td>334 (1:4.63)</td>
</tr>
</tbody>
</table>

*2015 QRSW only ran for five days Monday – Friday August 2015; 2014 & 2016 data span 7 days*
Table 15: Enforcement action - Day 1 Distractions – Monday 22 August 2016

<table>
<thead>
<tr>
<th>Total Officer Hours - Road Policing Enforcement</th>
<th>Total Life Endangering Offences</th>
<th>All TINs</th>
<th>Mobile Phones</th>
<th>Seat Belts</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,523.24</td>
<td>1,063</td>
<td>1,526</td>
<td>75</td>
<td>55</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Speeding (Ex traffic camera)</th>
<th>Breath Tests</th>
<th>Drink Drivers</th>
<th>Drug Tests</th>
<th>Drug Drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>668</td>
<td>11,241</td>
<td>35</td>
<td>135</td>
<td>24</td>
</tr>
</tbody>
</table>

Table 16: Enforcement action – Day 2 Speeding - Tuesday 23 August 2016

<table>
<thead>
<tr>
<th>Total Officer Hours - Road Policing Enforcement</th>
<th>Total Life Endangering Offences</th>
<th>All TINs</th>
<th>Mobile Phones</th>
<th>Seat Belts</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,226.6</td>
<td>1,664</td>
<td>2,203</td>
<td>113</td>
<td>40</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Speeding (Ex traffic camera)</th>
<th>Breath Tests</th>
<th>Drink Drivers</th>
<th>Drug Tests</th>
<th>Drug Drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,234</td>
<td>12,473</td>
<td>40</td>
<td>200</td>
<td>53</td>
</tr>
</tbody>
</table>
### Table 17: Enforcement action – Day 3 Fatigue, seatbelts and child restraints – Wednesday 24 August 2016

<table>
<thead>
<tr>
<th>Total Officer Hours - Road Policing Enforcement</th>
<th>Total Life Endangering Offences</th>
<th>All TINs</th>
<th>Mobile Phones</th>
<th>Seat Belts</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,690.43</td>
<td>858</td>
<td>1,343</td>
<td>52</td>
<td>28</td>
</tr>
</tbody>
</table>

### Table 18: Enforcement action – Day 4 Share the road – Thursday 25 August 2016

<table>
<thead>
<tr>
<th>Speeding (Ex traffic camera)</th>
<th>Breath Tests</th>
<th>Drink Drivers</th>
<th>Drug Tests</th>
<th>Drug Drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>515</td>
<td>11,897</td>
<td>35</td>
<td>141</td>
<td>37</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Officer Hours - Road Policing Enforcement</th>
<th>Total Life Endangering Offences</th>
<th>All TINs</th>
<th>Mobile Phones</th>
<th>Seat Belts</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,281.54</td>
<td>1,278</td>
<td>1,828</td>
<td>95</td>
<td>38</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Speeding (Ex traffic camera)</th>
<th>Breath Tests</th>
<th>Drink Drivers</th>
<th>Drug Tests</th>
<th>Drug Drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>870</td>
<td>15,105</td>
<td>39</td>
<td>153</td>
<td>35</td>
</tr>
</tbody>
</table>
### Table 19: Enforcement action – Day 5 Drink and drug driving – Friday 26 August 2016

<table>
<thead>
<tr>
<th>Total Officer Hours - Road Policing Enforcement</th>
<th>Total Life Endangering Offences</th>
<th>All TINs</th>
<th>Mobile Phones</th>
<th>Seat Belts</th>
</tr>
</thead>
<tbody>
<tr>
<td>8081.55</td>
<td>1,170</td>
<td>1,693</td>
<td>62</td>
<td>49</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Speeding (Ex traffic camera)</th>
<th>Breath Tests</th>
<th>Drink Drivers</th>
<th>Drug Tests</th>
<th>Drug Drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>688</td>
<td>30,716</td>
<td>91</td>
<td>353</td>
<td>79</td>
</tr>
</tbody>
</table>

### Table 20: Enforcement action – Day 6 – Saturday 27 August 2016

<table>
<thead>
<tr>
<th>Total Officer Hours - Road Policing Enforcement</th>
<th>Total Life Endangering Offences</th>
<th>All TINs</th>
<th>Mobile Phones</th>
<th>Seat Belts</th>
</tr>
</thead>
<tbody>
<tr>
<td>4632.87</td>
<td>985</td>
<td>1,361</td>
<td>20</td>
<td>26</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Speeding (Ex traffic camera)</th>
<th>Breath Tests</th>
<th>Drink Drivers</th>
<th>Drug Tests</th>
<th>Drug Drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>563</td>
<td>20,283</td>
<td>158</td>
<td>329</td>
<td>63</td>
</tr>
</tbody>
</table>

### Table 21: Enforcement action – Day 7 – Sunday 28 August 2016

<table>
<thead>
<tr>
<th>Total Officer Hours - Road Policing Enforcement</th>
<th>Total Life Endangering Offences</th>
<th>All TINs</th>
<th>Mobile Phones</th>
<th>Seat Belts</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,553.06</td>
<td>1,124</td>
<td>1,499</td>
<td>26</td>
<td>34</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Speeding (Ex traffic camera)</th>
<th>Breath Tests</th>
<th>Drink Drivers</th>
<th>Drug Tests</th>
<th>Drug Drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>774</td>
<td>14,336</td>
<td>93</td>
<td>237</td>
<td>43</td>
</tr>
</tbody>
</table>