

## **APN – Queensland Road Safety:**

### ***Acting Minister for Road Safety, Leanne Enoch***

There's been no suspension of road safety advertising, and any suggestion otherwise is simply incorrect.

Last financial year the State Government spent more than \$4 million on road safety advertising across a range of channels, and this year we will exceed that spend.

This includes advertising in television, radio, press, outdoor, digital, and cinema across a number of campaigns, including the new, revitalised "If it's flooded, forget it" campaign and this holiday season's "Dry Driver" campaign which are both currently on air and online.

However, compare those advertising figures to 2013-14, when Mr Emerson was the responsible Minister. That year road safety advertising spending plummeted – down to \$1.7 million.

During 2014-15, the former LNP Government chose to prioritise a number of other advertising campaigns. \$3.7 million on Strong Choices, \$2.3 million of the Health Wait-time 'guarantee', \$2 million for the self-congratulatory Delivering Outcomes campaign.

The \$8 million spent on those 3 campaigns alone dwarfed the road safety campaign budget.

Our road safety campaigns incorporate a range of communication and engagement activities that reflect developments in communication and information technology and an increasing focus on community involvement.

Many of these activities are not captured in the advertising spend, but are part of the more than \$500 million for road safety projects we're delivering across the state over the next two years.

In addition, during last week's mid-year budget review the Government allocated an additional \$100 million over four years to road safety initiatives.

What did the last Government do with \$100 million? They spent it on their secret preparations for asset sales and outsourcing.

Road safety is the responsibility of all road users, and the Palaszczuk Government is committed to playing its part to deliver safer roads for Queensland.

We will work together with all interested parties.