



Scott EMERSON MP

Member for Indooroopilly

Shadow Minister for Transport



An open letter to the Minister for Main Roads, Road Safety and Ports, Mark Bailey MP

Dear Minister

I was disappointed to read that the Palaszczuk Labor Government had stalled and ignored approaches to partner with APN Australian Regional Media to tackle Queensland's mounting road toll.

Any death on our roads is one too many and so far this year we have seen more than 230 Queenslanders lose their lives – that's at least a dozen more than this time last year.

In parts of regional Queensland this increase is disturbingly higher. Fatalities rose in north and central Queensland by more than 20 per cent this year.

In 2013 the LNP launched *Join the Drive to Save Lives* aimed at lowering our road toll.

Join the Drive acknowledged that blood-and-gore campaigns were losing their effect and sought to empower the community to change attitudes towards the Fatal Five: speeding, drink and drug driving, fatigue, distraction and not wearing a seatbelt.

The LNP accepted that government cannot tackle the road toll alone. We set up a *Join the Drive* Statewide Coalition to partner with influential companies that wanted to play their part in preventing deaths on our roads. The coalition also included media partners APN Australian Regional Media, the ABC and Queensland's News Corp publications.

Regional media is influential, agenda-setting and part of the lifeblood in many Queensland communities. The support of these organisations is much needed to keep people safe on our roads.

Road safety is indeed everyone's responsibility but Queenslanders need a government that is serious about tackling our road toll.

Minister, you won't be able to do this alone and I hope you reconsider shutting out Queensland communities from your road safety strategy.

Yours sincerely

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