

6 April 2025

Queenslanders urged to drive safely and slow down this Easter

- The Queensland Government is urging people to drive safely and to slow down this Easter break.
- In 2024, 300 people lost their lives on Queensland roads, the worst year for road trauma in 15 years.
- Speeding is a major killer, contributing to almost one third of fatalities and serious injuries on our roads.

As the Easter school holidays begin and more people get set to hit the road, the Queensland Government has launched a campaign today reminding motorists there's 'no excuse for speeding'.

The campaign comes as the Department of Transport and Main Roads (TMR) continues to urge Queenslanders to drive safely and to slow down, after a record number of people lost their lives on the roads in 2024.

Last year was the worst year for road trauma in 15 years, with 300 lives lost and thousands seriously injured.

As of April 3, 60 lives have already been cut short and hundreds more seriously injured on our roads.

The most common contributing factors in serious and fatal crashes continue to be the Fatal Five - speeding, fatigue, distraction (including mobile phone use), incorrect seatbelt use, and drink and drug driving.

A recent Department of Transport and Main Roads survey found that over half of all drivers speed on a regular basis (at least 50 per cent of the time) with a higher incidence among young drivers.

Males aged 17-39 years admitted to driving at higher speeds than any other age group, while 90 per cent of speed-related fatalities involve men. Additionally, more than 50 per cent of speed-related deaths have occurred in regional areas.

The Queensland Government's 'No excuse for speeding' road safety campaign aims to reduce road trauma caused by speeding by challenging the belief that speeding is not dangerous and is socially acceptable, especially with an 'excuse' such as running late or driving on well-known roads.

The 'No excuse for speeding' road safety campaign will run from 6 April to 6 May to coincide with the Easter school holidays and extended public holiday period, appearing on outdoor billboards, catch-up TV, digital, social media and radio channels.

Authorities are pleading with all drivers to take extra caution on the roads and drive to the conditions to avoid more lives being lost, not only during the Easter holidays, but throughout the entire year.

Quotes attributable to Transport and Main Roads Land Transport Safety Regulation GM, Joanna Robinson:

"At this time of year, we know people typically spend more time on the road than usual. Whether it's a small trip in your area, or a lengthy road trip, there is still no excuse to speed, lose focus, not wear a seat belt properly or drive when you're affected by drugs or alcohol – it's just not worth the risk.

"Every life cut short and every life-altering injury caused by a crash, leaves a permanent mark on families and has a devastating impact on the entire community.

"As you travel around our state this Easter, I strongly urge you to stay safe and slow down on the roads.

"We've all heard the excuses given for speeding — I know these roads, I was just overtaking, I was running late, I was going the same speed as everyone else.

"But when you see the actual consequences of travelling over the speed limit, including severely injuring others or writing off your vehicle, you can see there's really no excuse for speeding.

"Speed limits are not a recommendation, they are there to prevent the thousands of avoidable deaths and serious injuries that occur on our roads.

"The Queensland Government is committed to the safety of those travelling on our vast road network."

ENDS

Fast facts:

- 2024 — 300 lives lost on Queensland roads, the highest since 2009
- Around 33% of road fatalities involve speeding drivers
- 90% of road fatalities involving speed are men
- More than 50% of fatalities involving speed are in regional areas
- The 'No excuse for speeding' campaign falls under the Queensland Road Safety Strategy and Action Plan, which aim to drastically reduce the number of lives lost and serious injuries on the state's roads.
- The campaign will appear across a range of media, including online video, outdoor billboards, radio and social media from 6 April 2025 to 6 May 2025.
- Fatal five contributing factors for road fatalities (from 1 January 2024 to 31 August 2024) — 20% speed, 16% drink driving, 14% fatigue, 19% unrestrained (of vehicle occupants), and 9% distractions.
- There has been 60 fatalities, as of 3rd April 2025.

For more information on road safety, go to <https://streetsmarts.initiatives.qld.gov.au/>

Please see b-roll footage here:

Link: <https://owncloud.tmr.qld.gov.au/index.php/s/uTRqn1pWHltw3i1>

Password: 1234

B-roll 1

Matthew Meister, a paramedic of 19 years speaks to speed being a key factor in crashes, which can result in a loss of life. Crashes as a result of speed, also increase the chances of serious injuries, including internal bleeding. It's not worth saving a couple of minutes by speeding, when serious injury or even loss of life could be the other result.

B-roll 2

Queensland Government's "No excuse of speeding" campaign features common reasons why people might think speeding is okay, but these 'reasons' can still lead to a terrible outcome.

Media contact – TMR media – media@tmr.qld.gov.au or (07) 3066 7060
