

MEDIA STATEMENT

14 August 2023

Transport and Main Roads turns up the heat on road safety at Ekka

- TMR and Brisbane Heat team up to promote road safety at this year's Ekka by encouraging the public to share their take on the theme 'Road safety starts with me'.
- Queensland Road Safety Week is from August 21 to 25, where Queenslanders are asked to consider what they can do to make the roads safer to aid in reducing the current number of crashes and injuries on our roads.
- One person's behaviour on the road can drastically affect the lives of others.

Transport and Main Roads (TMR) is joining forces with the Brisbane Heat to spread the word about road safety at this year's Ekka ahead of Queensland Road Safety Week which runs from from August 21 to 25.

Brisbane Heat players Jimmy Peirson, Will Prestwidge, Charli Knott and Georgia Redmayne will visit TMR's Ekka stand on Monday 14 August, where Queenslanders are asked to answer the question 'How does road safety start with you?' The visit is a result of TMR's partnership with Queensland Cricket.

Sadly, 170 people have already lost their lives this year on Queensland roads. Last year, 297 people lost their lives. In addition to these lives lost, more than 7000 people in Queensland are seriously injured on our roads each year, with some of these injuries being life changing.

TMR's initiative to bring together the public at this year's Ekka aims to emphasise the significance of road safety for all Queenslanders. An individual's behaviour on the road can determine how safe other drivers and passengers really are.

For more information on Queensland Road Safety Week, visit the [StreetSmarts website](#).

Quotes attributable to Transport and Main Roads Land Transport, Safety and Regulation Acting General Manager Joanna Robinson:

"Every life lost on Queensland roads is one too many and road safety is my top priority.

"That's why we have allocated \$1.8 billion over the next four years for targeted road safety initiatives, complementing other investment in behavioural change initiatives that aim to reduce lives lost and serious injuries on Queensland roads.

"This includes more than \$500 million for road safety related infrastructure projects to reach our shared goal of zero deaths and serious injuries on our roads (Vision Zero) by 2050.

"Everyone has a role to play in keeping our roads safe and I encourage Queenslanders to come visit the Transport and Main Roads Ekka stand to share how they will help us achieve this goal."

Quotes attributable to Queensland Cricket Chief Executive Officer Terry Svenson:

"Queensland Cricket has a proud history of supporting the department's road safety campaigns through initiatives such as Queensland Road Safety Week, and of course the Brisbane Heat's renowned StreetSmarts

Innings Break Show at the club's home Big Bash games which are enjoyed by so many of the families which come along to our games each summer."

"We'd encourage Ekka attendees to stop by the department's stand to meet and greet some of our WBBL and BBL Heat players ahead of what we hope will be an exciting, and safe, summer. "

ENDS

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