



Speech By
Hon. Grace Grace

MEMBER FOR BRISBANE CENTRAL

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MINISTERIAL STATEMENT

Quad Bike Safety Campaign

 **Hon. G GRACE** (Brisbane Central—ALP) (Minister for Employment and Industrial Relations, Minister for Racing and Minister for Multicultural Affairs) (2.35 pm): The Palaszczuk government's quad bike safety campaign is getting results. Over the last 15 years more than 70 people have been killed using quad bikes in Queensland, and every year there are around 300 quad bike related hospitalisations, 600 emergency department presentations and more than 200 ambulance attendances. These numbers are far too high, and we want to reduce the number of deaths and injuries associated with quad bikes. Our statewide quad bike safety campaign aims to get the message out about quad bike safety while bringing about much needed cultural change amongst users. It reminds quad bike users to always wear a helmet, get proper training, do not overload vehicles and never allow kids to use adult sized bikes.

Our statewide plan features a public awareness and advertising campaign, and I was pleased to launch the second phase of the Ride Ready campaign last month with quad bike crash survivor young Domenic Cocco and his family at their home in Atherton. These advertisements have been running on social media and in newspapers in the lead-up to the school holiday period. They will continue through the school holidays, when quad bike related injuries and fatality statistics traditionally peak. Independent market research into the effectiveness of the first phase of the advertising is extremely promising. There was a heartening improvement in people who believe helmets are a must when riding a quad bike. More people now recognise that doubling is dangerous and believe that formal quad bike training is valuable and will reduce injuries. The research indicates regular riders may be gradually changing their behaviours when it comes to quad bike safety. The research also shows more people are prepared to always wear a helmet, never overload a quad and never allow kids to ride adult bikes.

The campaign is supported by a short film about Dominic Cocco, who was only seven years old when he nearly lost his life on a quad bike. With no helmet to protect his head, his injuries came close to killing him. Thankfully, due to the excellent health care he received he has made a full recovery. The adverts and the Cocco family's film have been viewed by about 300,000 people so far, and more than 350 quad bike riders have completed our online Ride Ready challenge. I want to thank the Cocco family for lending us their story, and I want to encourage all quad bike users to take care when using these vehicles by becoming 'ride ready'.