

Question on Notice
No. 884
Asked on 26 May 2011

MR POWELL asked the Premier and Minister for Reconstruction (MS BLIGH)—

Will the Premier advise what the Queensland Government is doing to support Grace and Jessica's Road Smart Day in 2011?

ANSWER:

The Queensland Government believes road safety is an important issue affecting Queenslanders. Too many Queenslanders are killed and injured on our roads each year.

The Queensland Government, through the Department of Transport and Main Roads (DTMR), has provided support to the Grace and Jessica Road Smart Day from its commencement, following the tragic crash that resulted in the death of Grace, Jessica and their grandmother.

The Hornby family has been very active in their local area organising shopping centre displays and other events to draw attention to this very special day.

This year, DTMR will again support this important day for the Hornby family by continuing to promote road safety on the anniversary of their death.

To promote the day and road safety tips, I am advised that DTMR is planning to run stories in their Road Sense newsletter, articles in the Shifting Gears' publication in 19 regional newspapers and they will also distribute related media releases to statewide media outlets.

DTMR will also send an electronic direct mail to all subscribers on the Share My Story and Here for Life websites on 9 September 2011.

On the Sunshine Coast, the electronic variable message signs which people would be familiar with on major roads and highways will display a "Be Aware. Take care. Remember Grace and Jessica" message from 10-12 September 2011.

In addition, my office and DTMR have recently met with the Hornby family and are investigating other opportunities to promote Grace and Jessica's Road Smart Day in 2011.

I encourage all Honourable Members to do whatever they can to support this important day to remember the Hornby family's tragic loss.