

Question on Notice

No. 942

Asked on Tuesday, 13 October 2015

MS GRACE asked the Minister for Main Roads, Road Safety and Ports and Minister for Energy and Water Supply (HON M BAILEY) —

QUESTION:

Will the Minister provide an update on the Co-Lab Youth Innovation Challenge following the two stages of Co-Lab held at the Powerhouse in Brisbane Central where over one hundred young drivers from 16-21 contributed ideas on how the road safety program can influence young drivers?

ANSWER:

I thank the Member for Brisbane Central for the question, and her commitment to safety on our roads.

Young drivers (16–24) are one of the most vulnerable road user groups and continue to be over-represented as victims of road trauma. They make up 14 per cent of licensed drivers, yet account for almost 35 per cent of all people killed or hospitalised as a result of road crashes. These are shocking statistics.

Yet young people are also notoriously difficult to reach through traditional marketing and advertising. We must look to more creative ways to get them actively engaged with road safety.

As the Member is aware, CO-LAB was all about giving young people the opportunity to get involved in solutions that are meaningful for them. We as a community need to listen to their thoughts and ideas to communicate effectively with them.

I was pleased to co-host the first stage of CO-LAB with the Member on 8 July 2015. Over 100 young people from throughout Queensland came together to talk about the key road safety issues effecting their generation.

The key message from CO-LAB in July was the need to stigmatise unsafe driving among young drivers in order to change behaviours.

On 30 September, the Member and I were again present at the second CO-LAB which brought together approximately 40 young people who were challenged with addressing this issue. No one is better equipped to get that message across to young people than people of their own age.

Some great ideas were presented at CO-LAB 2 and I commend all the participants for their creativity and commitment to making a difference.

On 28 October 2015, the Member and I presented the winning team with their prize for an innovative social media campaign concept with the catchy title 'Settle down, stallion'. This concept combines humour with essential road safety messages to stigmatise unsafe driving behaviour by young males. Our creative team will work with the winning team to implement the campaign early next year.

CO-LAB has helped us understand what resonates with young Queenslanders, and how we can convince that generation that if you're an unsafe driver, you are risking your life and other people's lives.

The Co-Lab Youth Innovation Challenge was one of several initiatives announced by the Queensland Government from the recent Safer Roads, Safer Queensland forum held in April.

I look forward to seeing the winning idea come to fruition, with the voice of young people speaking to their peers.