



Office of the Minister for Transport and Main Roads

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Dear Mr French

Thank you for your letter to the Honourable Scott Emerson MP, Minister for Transport and Main Roads, about the trial of the minimum passing distance road rule and other initiatives implemented in response to the Parliamentary Transport, Housing and Local Government Committee's (THLGC) Report No. 39 – *Inquiry into Cycling Issues*. The Minister has asked that I respond on his behalf.

The Queensland Government tabled its response to the THLGC's recommendations in the Legislative Assembly on 28 May 2014. The full text of the government's response can be found on the Department of Transport and Main Roads' (TMR) website at www.tmr.qld.gov.au/cyclinginquiry.

In preparing its response, the government investigated and researched the implications of the recommendations to ensure any changes will have a positive impact for road users on Queensland roads. The government has already started to implement the supported recommendations, including the minimum passing distance rule, and will continue to do so in four stages up to June 2016. Further details about implementation are included in the government's response.

I note your comments about the activities to publicise the commencement of the new rule in April. I would like to clarify that this campaign was developed as a short term initiative specifically to promote the new laws during their introduction. It was not developed for the long term as it was planned to continue to promote the new laws via other opportunities and campaigns into the future.

The government is currently developing a campaign for later this year targeting all road users (including cyclists and motorists) and encouraging them to share the road safely. This campaign is proposed to build on the initial campaign by including a reminder about the new laws as well as an overall message about showing courtesy on the road. This new campaign will address the THLGC's recommendations for campaigns that 'humanise' cyclists in a way that encourages other road users to identify with them.

The focus is on all road users rather than singling out cyclists and takes into account the public reaction to the initial awareness campaign about the new rule as well as market research undertaken by TMR.

I am pleased to advise that the initial awareness campaign was effective in achieving heavy media coverage. It also reached more than 304,000 people via social media posts on Facebook, with 592 shares of the video promoting the new laws and 4,468 views of the YouTube video. Reminders about the new rule have continued to be included, where relevant, in other communication pieces, such as social media posts, media releases and e-newsletters to road safety subscribers. Also, registration renewal envelopes will soon include a message promoting the cycling laws.

Please note that content about the new laws, including the video produced for the campaign earlier this year, are available on several key websites, including the www.qld.gov.au/sharetheroad page (which is the primary page people are referred to when searching for new laws or laws on cycling in Queensland), and the 'Join the Drive to Save Lives' YouTube page at www.youtube.com/jointhedriver.

Thank you for pointing out the omission of this video on the TMR YouTube page. TMR road safety marketing officers are investigating adding the video to this page.

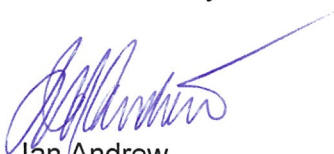
In relation to Recommendations 12 and 13, the THLGC's suggestion to install signs at the Queensland border about the minimum passing distance rule is not being implemented at this time as the rule is still being trialled. However, TMR has developed traffic signs which can be installed at the discretion of road authorities where required. TMR is also consulting with stakeholder groups during implementation of the supported recommendations.

I appreciate the Brisbane CBD Bicycle User Group's strong interest in the conduct of the evaluation of the minimum passing distance and the importance of ensuring sufficient rigour. Following a competitive procurement process, TMR has engaged the Centre for Accident Research and Road Safety – Queensland (CARRS-Q), based at the Queensland University of Technology, to independently develop a robust framework for the evaluation at the end of the two-year trial period. CARRS-Q is well qualified to undertake this work. The project team has extensive experience in cycling safety research, program evaluation, road safety and health injury data, traffic analysis and statistical analysis. It is expected that the methodology will account for factors such as confirmation bias as far as possible.

Recommendations 3, 4 and 5 of the THLGC's report are broader than the conduct of the evaluation and relate to improving the reporting and collection of data on cycling crashes. In its response to these recommendations, the government has committed TMR to working with stakeholders to identify and make recommendations about actions to improve cycling data collection and access. This process is expected to take some time but it will not delay the evaluation. Other types of data (including observational, survey and hospital data) are being considered for collection over the trial period to complement the available crash data.

I trust this information is of assistance.

Yours sincerely



Ian Andrew
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