



Brisbane Central Business District Bicycle User Group

CBD BUG

GPO Box 2104, Brisbane 4001

brisbanecbdbug@gmail.com

www.facebook.com/cbdbug/

The Honourable Mark Bailey MP
Minister for Transport and Main Roads
GPO Box 2644
BRISBANE QLD 4001

Via email: transportandmainroads@ministerial.qld.gov.au

Dear Minister Bailey

I am writing to you on behalf of the Brisbane CBD BUG members to highlight offensive and patronising safety advertising being displayed on Queensland Rail (QR) trains. We seek to understand and question the basis for this type of message being displayed.

As an active transport user, I recently caught trains around Brisbane and the airport areas. On multiple occasions I saw QR messaging for safe travel in the train that has used a bicycle rider in what I can only describe as a cliched and offensive manner. The image of the rider is being used to highlight illegal and unsafe crossing of train tracks. More specifically the 'lampooned' image of the rider is very concerning. (See pic below)

We note a news article from February 2022 highlights that there are near misses at level crossings which involve motorists, cyclists and pedestrians. It stated that the percentage involving cyclists and pedestrians in Brisbane was 63%, which is of course, concerning. In December 2022 QR issued a media release highlighting near misses in Brisbane however this only mentioned motor vehicles and pedestrians.

As a fellow bike rider, you would be aware of the attitude towards people who ride bicycles from a certain percentage of the community, which is one reason why many people, in particular women, do not take up this form of active transport. The image used in the message lampoons a certain demographic – namely men in lycra on road bikes, but could easily create a negative image of all people who ride bikes in the minds of non-riders. However, we wonder whether this is the demographic that is involved in the near misses. If the message is meant to target a particular audience, then its effectiveness must be questioned if the target audience is a different group altogether. In addition, if the main perpetrators of unsafe/illegal crossings are actually pedestrians and motorists then we question why a bicycle rider is being used in safety campaigns.

Therefore, we would appreciate responses to the following queries:

- What proportion of the total near misses were accounted for by people riding bicycles in and around Brisbane over the last 12 months?
- Was any analysis done by QR on the bicycle riding demographic involved in any near misses?
- What was the evidence and strategy behind this specific image being used in the safety campaign?
- If pedestrian and motorist near misses outweighed cyclists, then why was a bicycle rider image used at all?

Yours sincerely

Mary Doolan
Co-convenor
Brisbane CBD BUG
10 July 2023

Cc: Bicycle Queensland
Space4Cycling Brisbane

