



Matt Kean

Minister for Innovation and Better Regulation

MEDIA RELEASE

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New quad bike campaign aims to drive down death toll

A confronting new advertising campaign aimed at reducing the number of people killed or injured in quad bike accidents will begin airing across regional NSW this week.

It follows Minister for Better Regulation Matt Kean's recent announcement of free training and a free helmet for those who complete the course.

The campaign includes two real-life stories, including one about Tamworth teen Amber Thomas who sustained shocking facial injuries in an accident when she was just 14.

"These new television ads are designed to make people think twice about the way they use quad bikes," Mr Kean said.

"Quad bikes are not toys. People need to prioritise safety when using these vehicles, especially when it comes to young people.

"The last thing anyone wants to see is another person seriously injured or killed as a result of a quad bike incident. This is about keeping people as safe as possible."

Amber was riding a quad bike to the end of her driveway to catch the school bus when it flipped, leaving her trapped underneath.

"I was trapped under the quad for about 45 minutes, and my whole jaw had moved to the side," Amber said.

"I was screaming and yelling but couldn't get words out. I was lucky to be alive."

Farmer Graham Brown, 70, also features in the campaign. Graham hit a piece of wood on his Orange property in 2015 and rolled his quad bike, narrowly escaping serious injuries.

Like Amber, Graham is now sharing his story to warn others while promoting the precautions riders can take to stay safe.

Visit SafeWork.nsw.gov.au for further details about the Quad Bike Safety Improvement Program, including training courses and available rebates.