

## Media Release 28 July 2025

**SCBUG gets behind new media campaign '*It Starts With Me*' following another recent death of a cyclist in Southeast Queensland.**

### **SAFE ROAD SHARING MUST BE A PRIORITY**

On the Sunshine Coast alone, there has been an increase of 33% in incidents involving cyclists and motor vehicles. This rise aligns with the overall increase in hospital presentations for cyclist injuries, indicating that a significant proportion of cyclist injuries are occurring in collisions with motor vehicles.

"The statistics highlight a growing concern regarding the safety of cyclists on the Sunshine Coast, particularly in incidents involving motor vehicles" says Jon Rogers, SCBUG Safety Committee Convenor. "This trend underscores the necessity for improved road safety measures and awareness campaigns to protect cyclists and other road users."

### **'IT STARTS WITH ME'**

SCBUG is urging all road users to take responsibility, including cyclists, by getting behind a new road safety campaign by Amy's Foundation, '*It Starts With Me*'.

The new campaign is "a powerful reminder that every road user plays a role in making our roads safer," says Katherine Bates, Managing Director, Amy's Foundation. "Whether you're driving a ute, riding to work, doing the school run, or just ducking out to the shops – what you do behind the wheel (or handlebars) matters. Our new video brings this message to life through the voices of real Australians, speaking to the small actions that can prevent tragedy."

The campaign was launched this week following the tragic death of Barbara Poen, a 79-year-old cyclist from Bribie Island who was struck by a car towing a boat. Whether you are on two wheels or four, this campaign is a call to action: "***Let's stop pointing fingers, let's start changing habits.***" "We can all support the campaign by viewing the video, considering the small actions we make while driving or riding, and remembering that safer roads are everyone's responsibility," says Jon Rogers.

**CAMPAIGN LINK:** <https://www.amysfoundation.org.au/it-starts-with-me>

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*The Sunshine Coast Bicycle User Group (SCBUG) represents cycling groups and community representatives from the Sunshine Coast region which spans the Local Government Areas of Sunshine Coast and Noosa to advocate and promote cycling as a viable and safe mode of transportation.*