

# Appendix A



## Office of Hon Michael Woodhouse

Minister of Immigration  
Minister of Police  
Minister for Workplace Relations and Safety

Police Commissioner Mike Bush  
Police National Headquarters

3 February 2015

Dear Commissioner,

### **Re: Review of Safer Summer Road Safety Campaign**

The Government shares Police's goal to continue to help reduce the number of people being killed and injured on our roads. While there continues to be too many families affected by serious road crashes, the trend in recent years has been a positive one and Police deserve a share of the credit for their contribution to this.

It is important that the Police and public work together to ensure our roads are a safe place to be, especially during holiday periods, while more people on the road. Part of this is ensuring clearly articulated safety messages that maintain public confidence.

As we have both acknowledged, considerable public feedback suggests that the speed tolerance messaging that underpinned the 2014/15 Safer Summer Road Safety Campaign resulted in some confusion.

While Police enforcement and discretion is very much an operational matter, Police is an important stakeholder under the Government's wider *Safer Journey's Road Safety Strategy*, and it is important to ensure the public messaging about road safety is clear, consistent and unambiguous.

Now that the summer campaign period has officially ended, and as we discussed in January, a Police review of the public messages and other communications that underpinned the 2014/15 Safer Summer Road Safety campaign would be both beneficial and appropriate.

While Police will determine the scope and method of this review, I would appreciate receiving a copy of the review findings ahead of the Easter holiday period.

Kind regards,

A handwritten signature in black ink, appearing to read 'Michael Woodhouse'.

Hon Michael Woodhouse  
Minister of Police