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Country Roads Safety content -links to research project ARRB Group '*ACT driver and rider perceived risk of driving in NSW*':

During the same period that the Yass Valley Country Roads pilot Campaign (2014/15) was funded, the ACT NRMA Road Safety Trust funded a research project (being conducted by ARRB Group) investigating *ACT driver and rider perceived risk of driving in NSW*.

Preliminary results of this study have recently been shared and results offer some support to the methodology and content of the 2016 Country Roads Safety campaign.

Difference in Conditions:

Of note is that ACT drivers do see a difference in travelling on NSW roads – relevant to this campaign was that ACT drivers safety concerns included 'different road conditions, particularly on rural roads' as well as 'concerns with travelling on unsealed, winding and narrow roads'.

In response to this the research report recommended:

- Driver and rider education on what to expect when travelling interstate
- Drawing attention to different road types, speed zones and traffic mix
- Increased focus on the importance of trip planning
- Increased focus on informed speed selection in different environments.

Link to Country Roads Safety campaign methodology/content:

- Social media element to campaign highlighted conditions and hazards on country roads such as: presence of wildlife, gravel roads, narrow winding roads as well as stay alert and speed selection messages
- Radio news and talkback featured discussion about conditions and hazards on country roads
- Radio commercial voiced various conditions and hazards typical to country roads
- All social media and radio promotion highlighted speed selection via a driving to conditions not to speed limits message
- Campaign message "You don't have to be speeding -to be driving too fast on country roads" raises the issue of appropriate speed selection
- Road Safety and campaign information was distributed via Tourist information centres, Librarys, Kidsafe and NRMA outlets.

Speed and speed selection:

The research survey showed that overall awareness of posted speed limits was slightly lower in NSW compared to within the ACT. Drivers self-reported that they adjust their driving for the road type; however this is contrary to the crash analysis which may suggest that drivers are not

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aware of how fast they are going or are reluctant to recognise that they may sometimes drive too fast for conditions.

The research report recommended:

- Increased speed enforcement
- Higher visibility of speed limit signs
- Road user education on speed selection behavior on different road types.

Link to Country Roads Safety campaign methodology/content:

- Campaign involves additional targeted enforcement
- Campaign utilises Variable Message Signs (VMS) to raise driver awareness of speed and road types
- Campaign offers more detailed information (via website and social media) regarding speed selection for different road types – e.g. specific information for safe driving on gravel roads.

Fatigue:

The research survey also showed that most respondents were aware of the changes in their driving when tired and there was a higher awareness of tiredness when travelling on NSW roads. Most respondents indicated that they usually stopped to rest when tired or shared vehicle control. However the number of respondents that reported drifting off road due to tiredness was higher for travel in NSW than in the ACT.

The research report recommended:

- Provision of information on rest stops
- Advertising the importance of resting when tired
- Use of VMS signage to prompt controllers to rest
- Need to highlight that tiredness is also a risk in short trips

Link to Country Roads Safety campaign methodology/content:

- Campaigns via social media provides some local information regarding rest stops/driver reviver
- Social media and website will offer information regarding the risks and signs of tiredness as per the NSW state campaign “Don’t Trust Your Tired Self”
- Use of VMS for safety messaging – Don’t rush, driver to conditions, expect the unexpected