



# Final Report to the NRMA ACT Road Safety Trust –Joint Council Country Roads Safety Campaign










A road safety project coordinated by the Yass Valley Council in cooperation with participating Councils:  
Queanbeyan, Palerang, Goulburn Mulwaree, Eurobodalla, Snowy River,  
Tumut, Gundagai and Tumbarumba.

- Slow Down on country roads, drive to the conditions
- It takes longer to stop on gravel roads and no time to lose control
- Expect the unexpected - animals, livestock, machinery and trucks
- Don't swerve for an animal - brake, flash your lights, hit your horn
- Remember - country road conditions change rapidly

 **CountryRoadsSafety** 

A road safety initiative funded by the NRMA ACT Road Safety Trust

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# Final Report to the NRMA ACT Road Safety Trust –Joint Council Country Roads Safety Campaign

## Overview:

‘You don’t have to be speeding – to be driving too fast on country roads’ was first piloted in the Yass Valley in 2014. After this initial three month campaign further funding was awarded and the campaign grew to include nine participating Councils (and the ACT), giving the campaign a minimum audience of 511,000 and costing around 20 cents per capita to deliver, or around \$10,000 per participating area.

The campaign was re-launched in March 2016, by Kate Lundy, NRMA Director and the campaign’s ambassador. This marked the beginning of a two month advertising campaign that included over 2600 scheduled announcements as well as news and talkback radio coverage across the region. Editorial was published in the ACT, NSW and covered extensively by local press in participating Local Government Areas (LGA’s).

The campaign also utilised social media and boasts a total reach of 1.5 million views via Facebook. Daily country road safety messages were posted on the campaigns dedicated Facebook page and were shared by NSW & ACT Police Facebook and a broad range of corporate and community road safety stakeholders as well as individuals.

Messaging included highlighting hazards (e.g. animals and traffic mix, crests, winding roads, surface conditions), tips for driving safely, fatigue, distraction and general messages encouraging motorists to slow down and drive to conditions. The messages were formulated to include a mix of serious posts and some engaging humor.

NSW and ACT Police supported the campaign offering enforcement and social media support. NSW and ACT Police increased their presence on country roads throughout the campaign period. The campaign was also strategically timed to correspond with NSW & ACT Police operations over the Easter and April School holiday period.

The campaign has resulted in the completion of multiple road safety checks, as well as the reporting of and installation of road safety engineering treatments.

## Background



This NSW/ACT cross border education campaign focuses on motorist’s behavior, as well as their awareness of conditions on country roads. The primary campaign message addresses appropriate speed selection on country roads, urging motorists to slow down and drive to conditions.

The campaign combines three road safety elements - **Education, Enforcement and Engineering.**

Messaging is relevant to ACT, NSW and visiting motorists, aiming to address the common issue of speed as a major causal factor of crashes in both the ACT and the surrounding NSW region.

## Summary of project highlights:

**Facebook campaign reached 1.5 million views via Country Roads Safety Facebook page.**

Over 2600 scheduled announcements aired over 12 ACT & regional radio stations.

**Campaign gained full support from NSW Police Southern Region LAC – all 11 Southern Region Commands supported the campaign with enforcement and media (from Wollongong in the north down to Albury and Deniliquin in the South West).**

Campaign gained full support from ACT Police through provision of enforcement and media.

**Local delivery of the campaign by Road Safety Officers in each participating LGA facilitated highly visible, informed and targeted local enforcement – and kept campaign messaging specific to country road conditions.**

Roads and Maritime Services supported the campaign by displaying campaign messaging on key roads over the Easter period via their scheduled VMS program.

**Campaign engaged road safety stakeholders from Local Government, State/Territory Government, two Police regions (ACT/NSW), corporate & philanthropic sectors and the general public.**

The campaign increased Councils' focus on country roads safety engineering by highlighting crash statistics and encouraging targeted road safety checks. This resulted in planning and/or installation of minor works that offer road safety outcomes.

**Increased focus on country roads has led to prioritisation of various funding submissions for road safety focused engineering works, by participating Councils.**



Examples of Facebook messages:

*Achieved 80,234 views on Facebook:*



*Achieved 21,000 views on Facebook:*



*Achieved 58,879 views on Facebook:*



*Achieved 74,467 views on Facebook:*



## Supporting Research:

The ARRB Group report *Updating crashes involving ACT vehicles and controllers in NSW: 2006 to 2010* highlighted that crashes involving ACT motorists on rural roads featured more heavily in statistics than expected. Roads and Maritime Services (RMS) data also shows us that NSW drivers are crashing locally.

The NSW Road Safety Strategy 2012 – 21 states that 'while only one third of the NSW population resides in country areas, two thirds of all fatalities occur there. Country residents have a fatality rate per 100,000 population more than four times that of their metropolitan counterparts'.

Local crash data analysis (participating LGA's crash data) shows that:

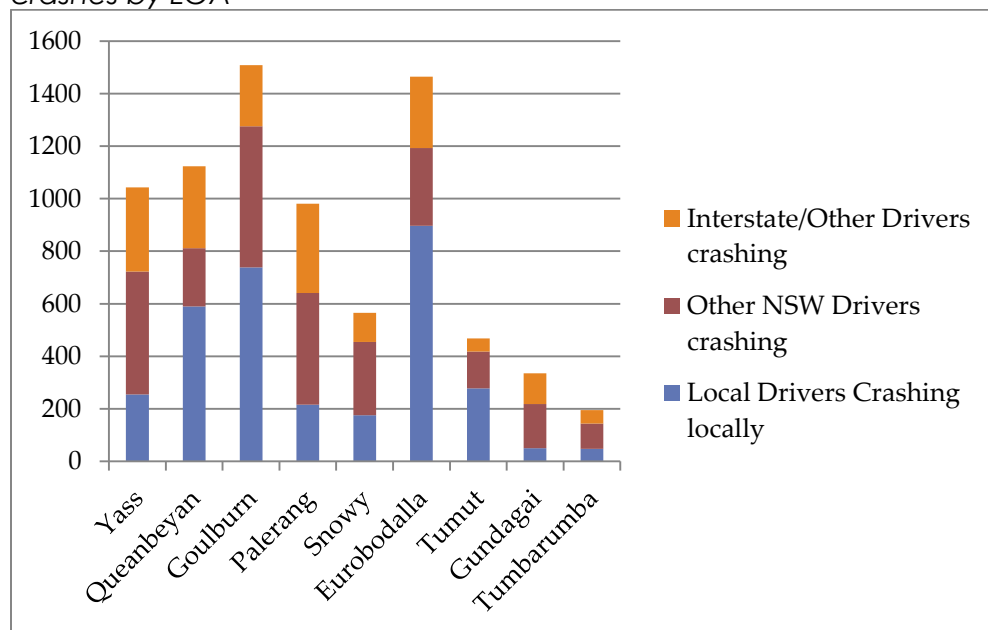
Across the nine NSW LGA's participating in this campaign, 18% of crashes feature ACT licenced motorists. Some LGA's experience a more concentrated impact from ACT drivers such as, Palerang 33% and Yass Valley 20%.

NSW motorists crashing on their own roads (in the LGA that they are a resident) are also prevalent. For example: 81% of drivers crashing in the Eurobodalla are NSW licenced, 75% of these drivers are from Eurobodalla. 72% of drivers crashing in Queanbeyan are NSW licenced, 72% of these drivers are from Queanbeyan.

Palerang, Yass and Gundagai all show high numbers of crashes involving interstate drivers

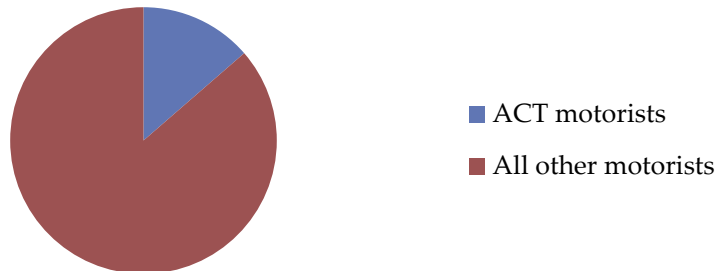
- Palerang 30%
- Yass 26% and
- Gundagai 33%

*Residency of motor vehicle controllers – Local crashes, NSW crashes and interstate driver crashes by LGA*





### Residency of motor vehicle controllers crashing in the nine participating LGAs



In summary, a campaign that reaches local and visiting motorists and targets ACT motorists is relevant.

A high number of these country road crashes are 'off road' type crashes suggesting motorists may be selecting inappropriate speeds while driving on lower standard roads. Interstate traffic in particular may be unfamiliar with more varied road environments, while local motorists may be complacent about country road conditions and hazards.

The ACT NRMA Road Safety Trust funded an ARRB Group research project in 2014/15, investigating *ACT drivers' and riders' perceived risk of driving or riding in NSW*. Results of this study offer support to the methodology and content of this Country Roads Safety campaign.

This report found that ACT drivers do see a difference when travelling on NSW roads, and 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; and on informed speed selection in different environments.

A summary of the Country Roads Safety campaign's links to the report recommendations can be found at Attachment A.

*Photo taken at the ACT campaign launch 1 March 2016:*



## Project Strategies, Objectives and Outcomes

### Education

- Implement a high profile media and community awareness campaign (to a targeted audience including ACT and surrounding NSW):
  - Scheduled Facebook campaign received 1.5 million views via a dedicated CountryRoadsSafety Facebook page
    - A total of over 60 x daily posts highlighted different conditions and hazards or offered suggestions for safer driving on country roads – messages were simple and specific to country road conditions
    - Posts were shared by NSW Traffic and Highway Patrol Command Facebook which has over 250,000 followers
    - Posts were shared by ACT Policing Facebook with over 72,000 followers
    - Page had a total of 2500 likes -these likes included organisations like Councils (both participating and additional LGA's), Police Local Area Commands, Fire and Rescue, Rural Fire Brigades, car dealerships, training organisations, driving schools, sporting groups and transport companies as well as the general public
    - A poll run via Facebook showed that 98.7% of survey respondents understood the campaign message – “You don't have to be speeding to be driving too fast on country roads”. 60% believe that road users not driving to conditions is one of the biggest dangers on country roads. Others listed wildlife, gravel roads, inattention and fatigue as dangerous factors on country roads.
  - Airing of over 2600 scheduled radio announcements over 12 commercial radio stations spanning a huge geographical area including the ACT (incorporating Queanbeyan, Yass and Bungendore) Southern and South Western regional NSW (Goulburn, Upper Lachlan, Snowy, Tumbarumba and reaching Wagga Wagga), NSW South Coast (Braidwood, Bateman's Bay, Ulladulla and beyond Eden).
  - The campaign was launched in both the ACT and Goulburn with speakers including Kate Lundy, NRMA Board of Directors, Assistant Commissioner NSW Police, Gary Worboys, A/Superintendent Commander, NSW Police, Chad Gillies and ACT Police Station Sergeant, Susan Ball.



- Extensive television news coverage by ACT and regional NSW Television (reaching as far as Wagga Wagga).
  - The campaign postcard and posters (with five primary safety messages) and branded car air freshener were distributed via 11 NRMA branches/motorserve outlets, through regional tourist information centres, libraries, Driver Reviver and Council offices (over 5000 promotional items were distributed).
  - Variable Message Signs/bridge banners were used on key roads during the Easter break and April School holidays (over 26 VMS including 20 RMS VMS).
- Promote working relationships between a range of road safety stakeholders from NSW and the ACT:

Campaign content and messaging was developed in consultation with representatives from the ACT and Region Chapter of the Australasian College of Road Safety (which includes members of the ACT Government, private and not for profit road safety stakeholder organisations), representatives from participating Councils, NSW Police Highway Patrol, ACT Police (both highway patrol and Police media) and Roads and Maritime Services.

NRMA was engaged via their ACT Corporate Affairs and Regional Policy area, with Kate Lundy, NRMA Board Member for Mann Region (ACT and southern NSW) agreeing to be the campaign ambassador. This resulted in the display of campaign posters and distribution of the campaign post card and branded car air freshener via 11 NRMA shop fronts. The NRMA board were briefed about the campaign by Ms Lundy.

The campaign has been a conduit for communication between a wide range of road safety stakeholders, including but not limited to:

- Local Government
- NSW Government
- ACT Government
- NSW Police (All 11 Southern Region Commands were notified via A/Superintendent Commander Gillies, this command spans from Wollongong in the north, down to Albury, Deniliquin in the south west)
- NSW Police Driver Training
- ACT Police Traffic Operations
- NRMA
- Corporate road safety stakeholders (e.g. transport companies, driver training)
- Kidsafe
- Australian Trucking Association
- Motorcycle Riders Association
- Australian College of Road Safety
- Prevent Alcohol and Risk-related Trauma in Youth program.



## Enforcement

- Implement a campaign that is backed by Police enforcement:

The campaign was timed to coincide with several major Police operations scheduled over Easter and the April school holiday period. In addition to this planned enforcement both NSW and ACT Police increased their presence, specifically on country roads (roads other than state highways).

This enforcement was both informed and targeted. For example, data collected during the Yass Valley pilot campaign enabled Council to share intelligence directly with Yass Highway Patrol Police and inform them of roads with higher traffic volumes and higher average speeds. Similar information was shared by each participating Council with their local Highway Patrol.

A specific example is:

- Yass Valley traffic data collected showed that an average of 900 vehicles travel on Murrumbateman Road each day. The 85<sup>th</sup> percentile speed travelled by these vehicles was 107 km/ph. This data demonstrated a speeding issue on this road and Council was able to provide this information directly to the local highway patrol Sergeant in order to encourage additional enforcement on this and other country roads in the area.

A couple of examples of the type of enforcement offered by Police can be seen in the table below (these are examples only and not the total enforcement offered). These examples are taken from reports offered to participating Councils by Police –also demonstrating the increased communication between stakeholders:

LGA	Country roads tasked (roads/hours)	Stops	TINS/Speed
Yass Valley	33 roads	68	19
Goulburn	54 hours	240	42
ACT	96 patrols on 22 roads	Not provided	25

(TINS = traffic infringement notices)

- See a decrease in the amount of crashes on rural roads in the Yass Valley Local Government Area involving both ACT and local motorists:



As a two month campaign, there is not sufficient data to draw conclusions about reductions in crashes across the nine participating LGA's.

However, it is important to note that this campaign's methodology was informed by evidence gathered from other campaigns that utilise a combination of intrinsic motivations (e.g. advertising/education regarding risks, to encourage behavior change) and extrinsic motivations (an increased likelihood of getting caught by Police). In other words advertising/education backed by enforcement. Campaign message development was also informed by research findings from ARRB Group's research project conducted in 2014/15, *ACT drivers' and riders' perceived risk of driving or riding in NSW*.

The Yass Valley Council Barton Highway Law Enforcement campaign (utilising advertising backed by enforcement in two week long bursts) has been run since 2010. Traffic data collected by Yass Valley Council prior to the first (2010) campaign showed the percentage exceeding speed limit at 51.16%. In February 2013 the percentage exceeding speed limit was measured at 27% demonstrating a drop of 24.16% after 2011/12 and 2012/13 Barton Highway campaigns.

Five year data 2010 to 2014 continues to show a decline in the number of casualty crashes on the Barton Highway with speed as a causal factor and a decline in the total number of crashes (as show in the tables below).

It is this experience, that has helped form the basis for the preparation of and methodology (advertising backed by enforcement) behind the Country Roads Safety campaign and encouraged the commitment, to the campaign, of ACT & NSW Police. Table 1 shows data demonstrating the reduction in crashes on the Barton Highway that have speed as a causal factor. This shows that over a longer period of time (six x two week long campaign bursts over 5 years) this type of approach appears to be having an impact.

Table 1

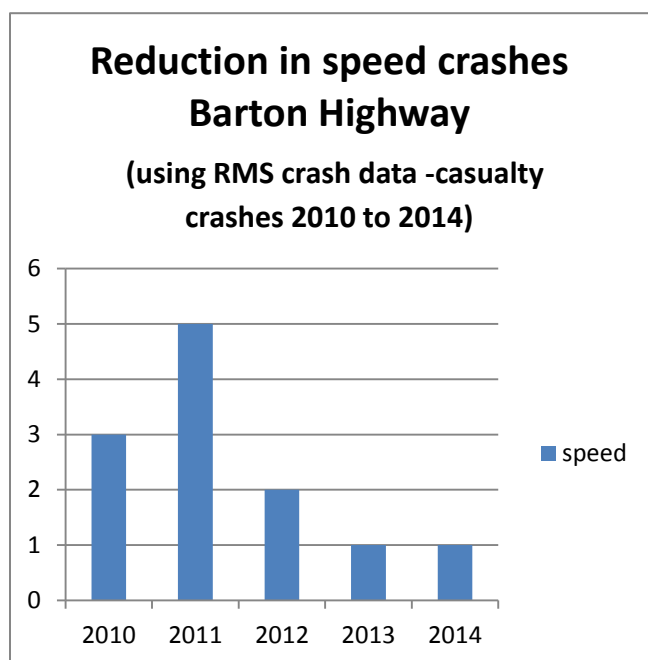
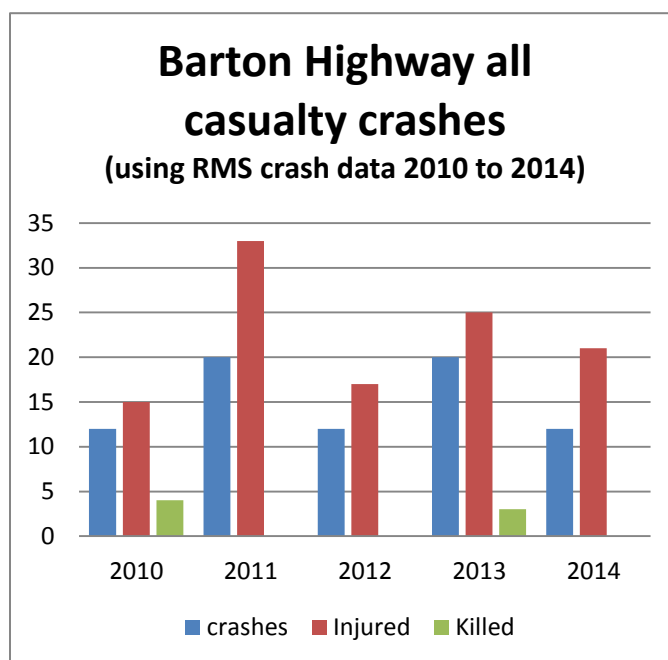


Table 2



In conclusion, this Country Roads Safety campaign should be considered as the beginning of a longer term approach to reducing crashes on country roads. With further campaign bursts it is theorised that this campaign may offer similar results to the campaign run specifically on the Barton Highway.

## Engineering

- Perform road inspections and identify financially viable engineering treatments to encourage reduced speeds/safety on rural roads and identify funding sources to resource these works:

The Country Roads Safety campaign methodology is akin to the award winning Project RAPTAR run in the Ravenshoe area of North Queensland as it utilises three elements of the Safe Systems approach to road safety. These elements are education, enforcement and engineering. Much of Project RAPTAR's success was attributed to the collaboration achieved between road safety stakeholders including Councils, Police, Government and the wider community. Through this partnership the project team worked to meet its objectives to; improve road safety, reduce road trauma and educate the community about road safety issues and consequences.





Engineering is an important element in the reduction of road trauma and the Country Roads Safety campaign has facilitated an increased focus on road safety engineering. It has promoted intelligence sharing between Police and Council and prompted community comment. This has resulted in the reporting of hazards, identification of hot spots and prioritisation of road safety checks by Councils.

In summary the campaign has increased internal lobbying, discussion and focus on road safety engineering specifically on country roads, particularly higher volume roads and those frequented by visiting motorists.

The list below offers some examples of road safety engineering, highlighted via or completed as a result of the increased engineering focus stimulated by the campaign:

- Road side clearing – harm minimisation and enhancement of clear zones
- Increased guide post frequency
- Upgrades to curve advisory signage to B size reflective
- Installation of additional curve advisory signage on substandard horizontal curves
- Installation of advance warning signage regarding rural school bus stops, to alert inexperienced country road drivers/speeding local traffic to the presence of rural bus stops
- Initiation of communication between Council Rangers and Engineering staff regarding prevalence of animals on country roads and placement of warning signage
- Initiation of speed zone reviews
- Linemarking (maintenance and installation).

## Where to from here?

One of the most outstanding successes of this campaign has simply been its reach.

The fact that the campaign has gained attention from a large variety of road safety stakeholders puts the campaign in a good position to seek further funding from several sources. Ensuring it is not completely reliant on Government and/or philanthropic funding.

By seeking funding from a range of stakeholders the campaign is also staying true to its aim, to engage a range of road safety stakeholders.

The campaign team is currently strategising with regard to securing further funding to run additional Country Roads Safety campaigns in 2017/18.

These strategies will include an approach to three primary sectors:

- Government
- Corporate; and
- Philanthropic.

9 May 2016

*“Hopefully I have caught you in time for your funding submission and to see whether Shoalhaven can be added to your significant list of councils for Country Road Safety.*

*I gave out Country Road Safety material in the Shoalhaven including the Ulladulla police station. Also I have been following your campaign closely on Facebook.*

*So if it is at all possible to be included in this campaign it would be great.”*

**Shoalhaven City Council**

3 March 2016

*“Hi, I am the media officer for the Bathurst SES.*

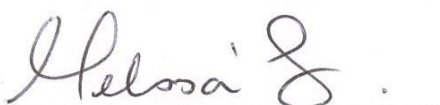
*This campaign has caught our attention and I would like to organise a launch for the Central West if possible. I have spoken to senior members of NSW Ambulance Central West and they are also on board. Please let me know who I can contact to get this for our area.*

**Bathurst SES**

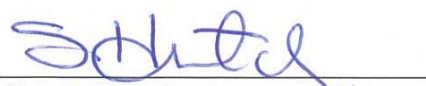
## Budget/Expenditure:

Acquittal of funding received from the NRMA ACT Road Safety Trust Grants Program 2015/16. All funds received from the Trust were expended for the purpose for which they were received. The table below outlines the total cos of the project and the costs claimed from the Trust grant monies.

Type	Description	No claim	Trust	Project Total
Radio advertising	2 months across 12 ACT and NSW Regional commercial stations		\$85,236.65	85,236.65
Advertising production costs	Voice over charges		\$110.00	\$110.00
Facebook advertising	Paid post boosting		\$400.00	\$400.00
Media launches	Two launches (ACT and Goulburn) pull up banners, feather banners		\$3001.43	\$3001.43
Design work	Promotional items		\$1620.00	\$1620.00
Branded materials	Air freshener (x5000), postcard (x5000), posters, bridge banners,		\$7931.00	\$7931.00
Variable Message Sign (VMS) hire	Tumut, Palerang and Goulburn (6x boards x 2 weeks)		\$4971.20	\$4971.20
Roads and Maritime VMS	Southern and South West Regions	\$5000.00		\$5000.00
Meeting and miscellaneous expenses	Joint Council meetings x3		\$416.18	\$416.18
Project Management	Yass Valley Council	\$4334.96	\$1713.54	\$6048.00
<b>TOTAL</b>		<b>\$11,048</b>	<b>\$105,400.00</b>	<b>\$114,734.50</b>



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