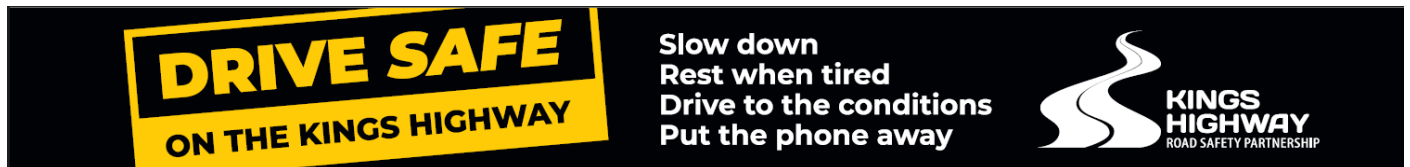


## Progress Report 1 and 2 - Reporting period

1 January – 31 March & 1 April – 30 June 2024

Evaluation KHRSP Summer, Easter and NRSW campaign 2023- 2024

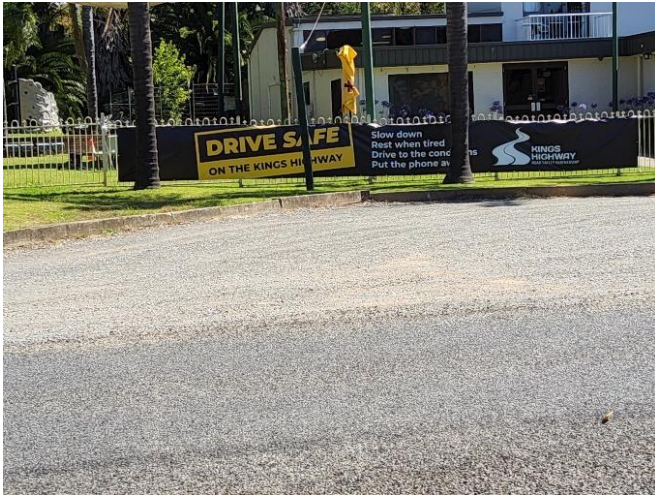
The creatives for the summer campaign banners were strategically designed to promote road safety and awareness among the community members of ACT traveling to and from the coast and including community members of the Eurobodalla. These banners utilized vibrant colours and concise messaging aimed at encouraging safe driving practices during the holiday season.



The launch event at Brookes Hill rest stop, Bungendore served as a crucial moment in initiating community engagement and awareness for the summer campaign. Key stakeholders including AFP, ACT Government, Transport for NSW members of Southern Region, NSW Police, Queanbeyan and Batemans Bay, QPRC RSO, and ESC RSO, were in attendance. This was a collaborative effort towards promoting road safety across different jurisdictions.



National Heavy Vehicle Regulator (NHVR) Round 8, Heavy Vehicle Safety Initiative Funding Agreement and Eurobodalla Shire Council. Contract Reference HVSI 847



19 February meeting with representatives from KHRSP, ACT Government, AFP, Queanbeyan Palerang Regional Council, and Eurobodalla Shire Council proved to be a crucial step in advancing our road safety initiatives. The agenda covered a range of topics vital for the success of our upcoming campaigns, including banner creatives, marquee design, creative strategies for shopping centres and petrol stations, as well as logistical details such as workshop dates during National Road Safety Week and the launch date.

Creatives for Shopping Centres and Petrol Stations: HVSI's funding opened exciting possibilities for spreading our message of sharing the Kings Highway with Heavy Vehicles. Pinning down the dates for Launch and workshops during National Road Safety Week was confirmed. We decided on May 1 for the launch and workshops to be held May 5th to 12th, which feels like the perfect window to capture attention and driver feedback in relation to traveling on the Kings Highway and sharing the road with Heavy Vehicles.

Discussions with different groups like the ACT Government, KHRSP, and NHVR about the banner designs and using NHVR's ideas to tackle driver fatigue and sharing the road with heavy vehicles.

National Heavy Vehicle Regulator (NHVR) Round 8, Heavy Vehicle Safety Initiative Funding Agreement and Eurobodalla Shire Council. Contract Reference HVSI 847

March 13th, we started chatting with QMS Media about getting the word out there. We're looking into using digital billboards in Canberra and ad spaces at petrol stations to get the message out there. Representatives from various organisations committed to enhancing road safety.

KHRSP has approved the "give us space" advertising to be displayed at various locations within the Canberra and Queanbeyan Local Government Areas, as follows:

- Gungahlin Village
- The Marketplace Gungahlin
- Canberra Centre
- Manuka Terrace
- Erindale Shopping Centre
- South Point Shopping Centre
- Jerrabomberra Village
- Riverside Plaza

Additionally, the advertising will extend to:

- Bridge Plaza
- Village Centre in Batemans Bay

Banners addressing fatigue will be installed at strategic locations along the highway. These banners are scheduled to be erected at the following spots:

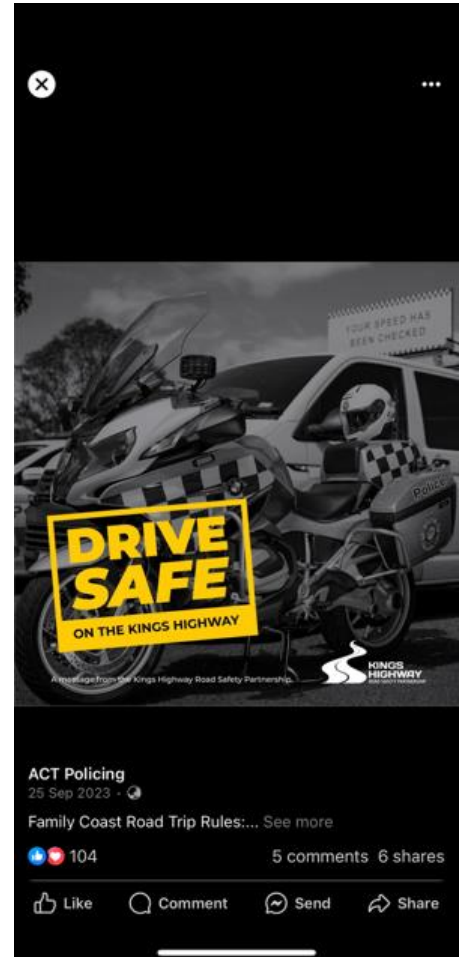
- Intersection of Kings and Princes Highway, Batemans Bay
- Steampacket Hotel, Nelligen
- Heavy vehicle station on Kings Highway, Nelligen
- Intersection of Kings Highway and Goulburn Road
- Brookes Hill, Bungendore
- Queanbeyan
- Monga

Invited attendees include:

- Jacky Woolhouse, Road Safety Officer from Queanbeyan Palerang Regional Council (QPRC)
- Kate McDougall, traffic coordinator (ESC)
- Katherine Buttsworth, Road Safety Officer from Eurobodalla Shire Council (ESC)
- Fran Stanford, Assistant Director of Road Safety and Active Travel at the ACT Government
- Joanne Hawke, Team Leader of Strategic Communications and Public Engagement at the Australian Federal Police (AFP)
- Angus Duncombe, Sergeant at Batemans Bay Highway Patrol, New South Wales Police
- Ian McManus, Sergeant at Batemans Bay Highway Patrol, New South Wales Police
- Rob Tappley, Sergeant at Monaro Highway Patrol, New South Wales Police
- Becks transport Training

National Heavy Vehicle Regulator (NHVR) Round 8, Heavy Vehicle Safety Initiative Funding Agreement and Eurobodalla Shire Council. Contract Reference HVSI 847

ACT Policing played a significant role in amplifying the campaign's reach through social media platforms. On 25th March 2023, their Facebook post generated attention with 152,000 followers, achieving 104 likes, 5 comments, and 6 shares. During the June long weekend of 2023, another post related to the campaign received 4,300 views, 76 likes, 4 comments, and 14 shares



## Kings Highway summer road safety campaign underway

Newstime Media  
December 15, 2022

Now in its 14<sup>th</sup> year, the Kings Highway Road Safety Partnership strives to keep the main highway between Canberra and the NSW South Coast free of fatalities and serious collisions by promoting safe driving behaviours.

The Partnership's 2022-2023 summer safe driving campaign is now underway.

Acting Inspector Ken Williams of ACT Road Policing, wants to remind the Canberra community to drive within the speed limit, stay alert, and always take breaks.

"The message to drivers is very simple – slow down. If you speed, then you should expect to get caught and face the consequences – no matter what side of the border you're on," said acting Inspector Williams.

"For Canberrans heading to and from the coast, make sure you plan to stop and take a break during your journey.

"There are a lot of communities along the way that have done it tough the past couple years. You can help them and make your trip safer, by stopping in one of the towns along the way."



## Canberrans, drive safely to the coast this summer

Newstime Media  
December 13, 2023

Every summer, thousands of Canberrans head down the Kings Highway to the coast. Some don't make it. To get there safely, drivers should slow down, put the phone away, and drive to the conditions, police and politicians say.

ACT transport minister **Chris Steel** and members of the Kings Highway Road Safety Partnership launched the annual road safety campaign this morning, focused on drink and drug driving, mobile device distraction, and safe driving on the Kings Highway.

"The campaign will highlight the Government's zero tolerance stand on dangerous and impaired driving, and will remind those drivers of the potential penalties they will face," Mr Steel said.

"Road safety is everyone's responsibility. When we get behind the wheel, we take responsibility for the lives of not just ourselves, but our passengers and other road users.

"Whether you are travelling or staying in Canberra, ensure everyone gets home safely this summer by making road safety your priority.

"Nothing is more important than making it to your destination safely these holidays.



# Delays expected on Kings Highway this long weekend

Newstime Media  
March 11, 2022

Canberrans heading to the NSW South Coast this weekend are warned to expect significant delays due to emergency roadworks on the Kings Highway east of Braidwood and are urged to be patient.

Queanbeyan-Palerang Regional Council (QPRC) has advised that following recent heavy rain, a section of the Kings Highway (between Tudor Valley Road and Northangera Road) approximately 10-15km east of Braidwood, has "failed".

Emergency road repairs are underway to make the area safe.

The Council advises the construction site is under "stop/slow traffic control".

Drivers heading to the South Coast for the Canberra Day long weekend should expect significant delays as the queue of traffic at the site was already long at 12.30pm today – and was expected to get longer.

Delays should also be expected for the return trip later in the weekend.



## ACT police Facebook post for KHRSP Summer campaign - 62 likes, 8 comments and 1 share



### Launch at Brookes Hill rest stop 1May 2024 – Highlighting Heavy Vehicles on the Kings Highway



To extend a warm welcome and express gratitude to attending police and emergency services personnel, a coffee van will be onsite, offering complimentary beverages throughout the event.

The anticipated turnout of the launch will welcome a diverse mix of stakeholders, including representatives from law enforcement, as well as partners from collaborating organisations. Beck's Transport Training will contribute to the event by showcasing a heavy vehicle, facilitating discussion, and providing a visual aid for the attendees.

Collaborative efforts between the AFP, QPRC, ESC, and Beck's Transport will be focused on amplifying the message of combating driver fatigue among heavy vehicle operators and advocating for safe driving practices, particularly emphasising the importance of maintaining a safe distance around heavy vehicles.

As part of the evaluation process, attendees received giveaways such as fatigue literature endorsing the Towards Zero campaign from TfNSW. Additionally, keep coffee cups, NRSW ribbons, a reflective sticker, promoting fatigue breaks with a free coffee and muffins. Surveys will also be circulated to gather feedback, Promoted Win a Swag for participation.

Roadsides banners to be erected on Kings Highway during May through to June, NRSW highlighting Heavy Vehicle safety and fatigue management

# FOCUS ON FATIGUE

The only cure for tiredness is sleep



Katherine Buttsworth wants all drivers to take the road safety pledge this week.

The Eurobodalla Council road safety officer says it's a simple commitment but one that pays big dividends in reducing road trauma.

"Road Safety Week ends Sunday 12 May and I invite all road users to take the pledge; to put away mobile phones, refrain from speeding or driving while tired or under the influence, and protect vulnerable road users by slowing down and making space," Ms Buttsworth said.

"We've recently had another crash on the Kings Highway. We definitely need to be better at sharing the road with heavy vehicles."

Ms Buttsworth has recently returned from the launch of the Kings Highway Road Safety Partnership program for 2024, at the Brooks Hill rest stop near Bungendore last Wednesday. Eurobodalla Council is a driving force in the partnership that also includes Queanbeyan Palerang Regional Council, ACT Police, NSW Police, the ACT Government and Transport for NSW.

This year's theme is 'Don't get in a truckie's face, give them space'.

"Commuters on the Kings are welcome to drop in to a rest-stop workshop at Ryrie Park, Braidwood between 10am and 2pm on Friday 10 May for refreshments and a chat about fatigue management and Kings Highway road safety," she said.

"It's also a great opportunity for drivers to complete a short survey – and possibly win a swag! I'd love to see all the shire's road users take the pledge and drive so they and others survive."

Take the pledge online as your commitment to safer roads and to gently honour those we have lost. The Kings Highway Road Safety Partnership is made possible by funding from the National Heavy Vehicle Regulator.

Shop now. Pay later. Always interest-free. We're making it easier to get what you want, when you want it. afterpay

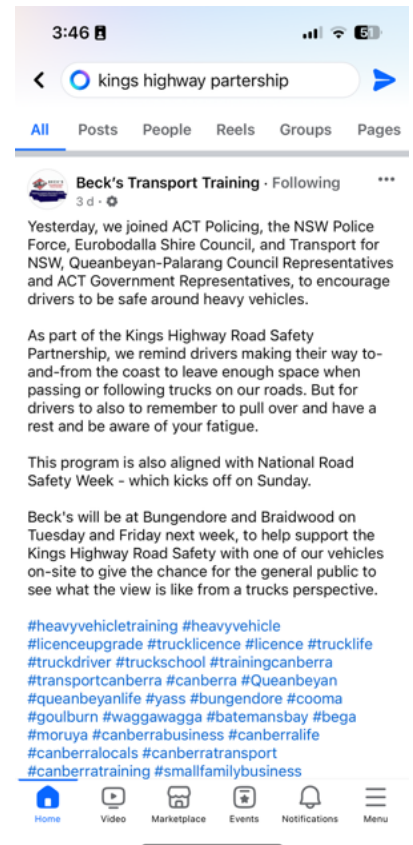
**Afterpay Has Landed At Betta**

Get the Latest Bedding and Furniture from Betta and Pay Later.



National Heavy Vehicle Regulator (NHVR) Round 8, Heavy Vehicle Safety Initiative Funding Agreement and Eurobodalla Shire Council. Contract Reference HVSI 847

30/04/24 - Beck Transport training 1.5k followers – Facebook post, 14 likes, 1 comment and 2 shares



There aims to be 38 small format digital broadcast retails and 7 classic,

non-digital broadcasts within these locations above.

## oOh! RETAIL CENTRE LIST

Centre Name	oOh! Centre Classification	oOh! Digital	oOh! Static	oOh! Evoke	Suburb	Footfall Fortnightly
Gungahlin Village	Extra Small	Y	Y		Gungahlin	38,462
The Marketplace Gungahlin	Medium	Y	Y		Gungahlin	153,846
Canberra Centre	Large	Y	Y	Y	Canberra City	807,692
Manuka Terrace	Extra Small	Y			Manuka	76,923
Erindale Shopping Centre	Extra Small	Y	Y		Wanniassa	38,462
South Point Shopping Centre	Large	Y	Y		Tuggeranong	307,692
Jamison Plaza	Extra Small	Y			Macquarie	N/A
Jerrabomberra Village	Extra Small	Y	Y		Jerrabomberra	38,462
Riverside Plaza	Small	Y	Y		Queanbeyan	115,385
Bridge Plaza	Small	Y			Batemans Bay	76,923
Village Centre	Medium	Y			Batemans Bay	115,385

National Heavy Vehicle Regulator (NHVR) Round 8, Heavy Vehicle Safety Initiative Funding Agreement and Eurobodalla Shire Council. Contract Reference HVSI 847

In addition, there will be billboards and in petrol stations advertising – 06 May – 20 May 2024

Overview Campaign - VTC Road Safety Week Campaign | Retail

### Delivery Progress

**Digital** Played 41,176 of 286,602 14%

**Classic** Installed 7 of 7 100%

### Total States Booked

2 States

Total Panels Booked		32 Panels
NSW	17% <div style="width: 17%; height: 10px; background-color: #0070c0;"></div> 100%	13 Panels (24,617 plays booked) 2 Panels (2 classic booked)
ACT	11% <div style="width: 11%; height: 10px; background-color: #0070c0;"></div> 100%	12 Panels (16,559 plays booked) 5 Panels (5 classic booked)

### General Info

Campaign	VTC Road Safety Week Campaign   Retail
Campaign ID	27576024
Advertiser	Eurobodalla Shire Council
Campaign Start	May 06, 2024
Campaign End	May 26, 2024



2/05/24 – QPRC Facebook post 17k followers, showcasing the launch 12 likes, 2 comments & 2shares



<https://www.batemansbaypost.com.au/story/8621836/enhance-road-safety-take-the-pledge-with-eurobodalla-councils-initiative/>

<https://www.miragenews.com/truckies-need-space-to-keep-you-safe-1230354/>

### Workshop held at Ryrie Park, Braidwood during NRSW May 2024

The road safety workshops held in Braidwood on Tuesday, May 7, and Friday 10 May, faced challenging weather conditions by cold, wind, and rain. Despite the adverse weather, the event was attended by various stakeholders, including Monaro Highway Patrol (HWP), Batemans Bay HWP, Traffic Response Queanbeyan Police, Queanbeyan-Palerang Regional Council (QPRC) Road Safety Officer (RSO), Becks Transport training, and over 20 members of the public over the two days, being caravan travelers, students travelling to the Batemans Bay coast, other people driving on the roads. The workshop aimed to address road safety concerns on the Kings Highway, particularly focusing on heavy vehicles. Reflective stickers, information materials, and Kings Highway keep cups were distributed during the event.

The workshop provided valuable information and resources to attendees, as evidenced by the positive feedback received, particularly from caravan travelers who found the information informative. Distribution of reflective stickers, information materials, and Kings Highway keep cups not only served as educational tools but also as reminders of road safety best practices, such as take regular fatigue

**National Heavy Vehicle Regulator (NHVR) Round 8, Heavy Vehicle Safety Initiative Funding Agreement and Eurobodalla Shire Council. Contract Reference HVSI 847**

breaks, understand the importance of giving trucks space on the roads. The engagement of multiple stakeholders, including law enforcement and local government, further strengthens the impact of the workshop in addressing road safety concerns.

The majority of survey participants were residents of Canberra, indicating a significant interest in road safety along the Kings Highway. Many respondents reported regular travel on the Kings Highway, particularly during trips to and from the coast. It's notable that most travelers shared driving responsibilities with another person, highlighting a common practice of shared driving on longer journeys.

Becks Transport Training provides updates and training for heavy vehicle licenses in both the ACT and NSW regions. Representatives from Becks Transport Training attended both workshops, offering members of the public an opportunity to sit in a heavy vehicle. This allowed participants to gain insights into the perspective of heavy vehicle drivers and their field of vision.

Survey results revealed that participants typically plan their trips along the Kings Highway, incorporating breaks for fuel, toilet stops, and meals. Strategies for managing fatigue included changing drivers, prioritising a good night's sleep before the journey, and taking regular breaks. These findings suggest a proactive approach to road safety among respondents, emphasising the importance of rest and breaks in preventing driver fatigue.

The majority of drivers reported encountering heavy vehicles on the Kings Highway during their journeys. Interestingly, many respondents expressed feeling intimidated by these vehicles, indicating a potential risk associated with sharing the road with larger vehicles. Understanding and addressing these concerns are crucial for improving driver confidence and safety on the Kings Highway.

More than half of the surveyed drivers noted the presence of road safety advertising/messages and police enforcement along the Kings Highway, such as banners, police and advertisements at petrol stations. This suggests a reasonable level of awareness regarding road safety initiatives and law enforcement efforts in the region.

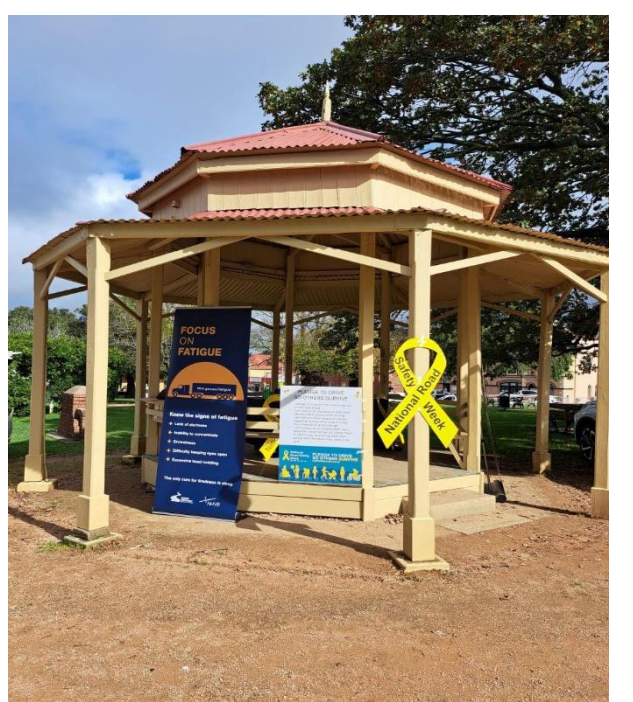
In conclusion, the survey results provide valuable insights into driver perceptions, behaviors, and road safety awareness on the Kings Highway. By addressing identified concerns and implementing interventions, and education we can work towards improving road safety outcomes and enhancing the overall driving experience for travelers along the Kings Highway.

National Heavy Vehicle Regulator (NHVR) Round 8, Heavy Vehicle Safety Initiative Funding Agreement and Eurobodalla Shire Council. Contract Reference HVSI 847

Workshop held at Ryrie Park, Braidwood during NRSW May 2024



National Heavy Vehicle Regulator (NHVR) Round 8, Heavy Vehicle Safety Initiative Funding Agreement and Eurobodalla Shire Council. Contract Reference HVS1 847



**Survey results from two workshops held in Braidwood during NRSW**

How often do you travel on the Kings Highway



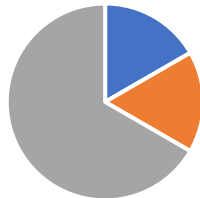
■ First Time ■ Once a year ■ A few times a year ■ Regularly

Did you plan your rest stops before you left home



■ Yes ■ No

How do you usually travel



■ Alone ■ With children ■ With another driver

What makes you decide to take a break



■ Fuel ■ Toilet break  
■ Feeling tired ■ To have a meal  
■ Kets the kids play ■ Planned break  
■ Available driver reviver stop

National Heavy Vehicle Regulator (NHVR) Round 8, Heavy Vehicle Safety Initiative Funding Agreement and Eurobodalla Shire Council. Contract Reference HVSI 847

### Stage 3

NHVR Banners displays in ESC locations Steampacket Hotel Nelligen, Kings Highway and Service Station Princes Hwy & Kings Hwy and Bus shelters on princes highway Narooma, Bodalla.



Steampacket Hotel – Nelligen



Nelligen Bridge Project Holding Bay –

Both located on the Kings Highway



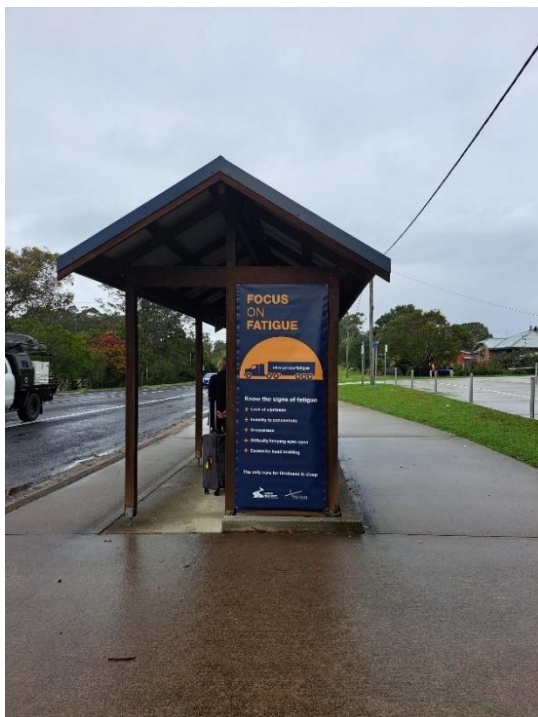
Service Station Princes Highway and Kings Highway



National Heavy Vehicle Regulator (NHVR) Round 8, Heavy Vehicle Safety Initiative Funding Agreement and Eurobodalla Shire Council. Contract Reference HVSI 847



Narooma Bus shelter



Bodalla bus shelter

National Heavy Vehicle Regulator (NHVR) Round 8, Heavy Vehicle Safety Initiative Funding Agreement and Eurobodalla Shire Council. Contract Reference HVSI 847

QPRC locations of banners



Brookes Hill Rest Stop – Bungendore



Brookes Hill Rest Stop - Bungendore

National Heavy Vehicle Regulator (NHVR) Round 8, Heavy Vehicle Safety Initiative Funding Agreement and Eurobodalla Shire Council. Contract Reference HVSI 847



Goulburn Turn off

National Heavy Vehicle Regulator (NHVR) Round 8, Heavy Vehicle Safety Initiative Funding Agreement and Eurobodalla Shire Council. Contract Reference HVSI 847

Advertisement at ACT Airport –

**“Don’t get in a truckie’s face, give them space “**

NHVR funded Billboards and in petrol stations advertising in the ACT - The Capitals – Pialligo Avue, Canberra



National Heavy Vehicle Regulator (NHVR) Round 8, Heavy Vehicle Safety Initiative Funding Agreement and Eurobodalla Shire Council. Contract Reference HVSI 847



7 eleven service stations in ACT



NHVR for NRSW in conjunction with KHRSP - Bridge Plaza advert – Ooh media

National Heavy Vehicle Regulator (NHVR) Round 8, Heavy Vehicle Safety Initiative Funding Agreement and Eurobodalla Shire Council. Contract Reference HVSI 847



NHVR for NRSW in conjunction with KHRSP – Village Center Batemans Bay advert – Ooh media



## Report from Ooh media

There aims to be 38 small format digital broadcast retails and 7 classic, non-digital broadcasts within these locations above.

# oOh! RETAIL CENTRE LIST

Centre Name	oOh! Centre Classification	oOh! Digital	oOh! Static	oOh! Evoke	Suburb	Footfall Fortnightly
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The Marketplace Gungahlin	Medium	Y	Y		Gungahlin	153,846
Canberra Centre	Large	Y	Y	Y	Canberra City	807,692
Manuka Terrace	Extra Small	Y			Manuka	76,923
Erindale Shopping Centre	Extra Small	Y	Y		Wanniassa	38,462
South Point Shopping Centre	Large	Y	Y		Tuggeranong	307,692
Jamison Plaza	Extra Small	Y			Macquarie	N/A
Jerrabomberra Village	Extra Small	Y	Y		Jerrabomberra	38,462
Riverside Plaza	Small	Y	Y		Queanbeyan	115,385
Bridge Plaza	Small	Y			Batemans Bay	76,923
Village Centre	Medium	Y			Batemans Bay	115,385

Overview
Campaign - VTC Road Safety Week Campaign | Retail

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### Delivery Progress

**Digital** Played 41,176 of 286,602 14%

**Classic** Installed 7 of 7 100%

### Total States Booked

2 States

**Total Panels Booked** 32 Panels

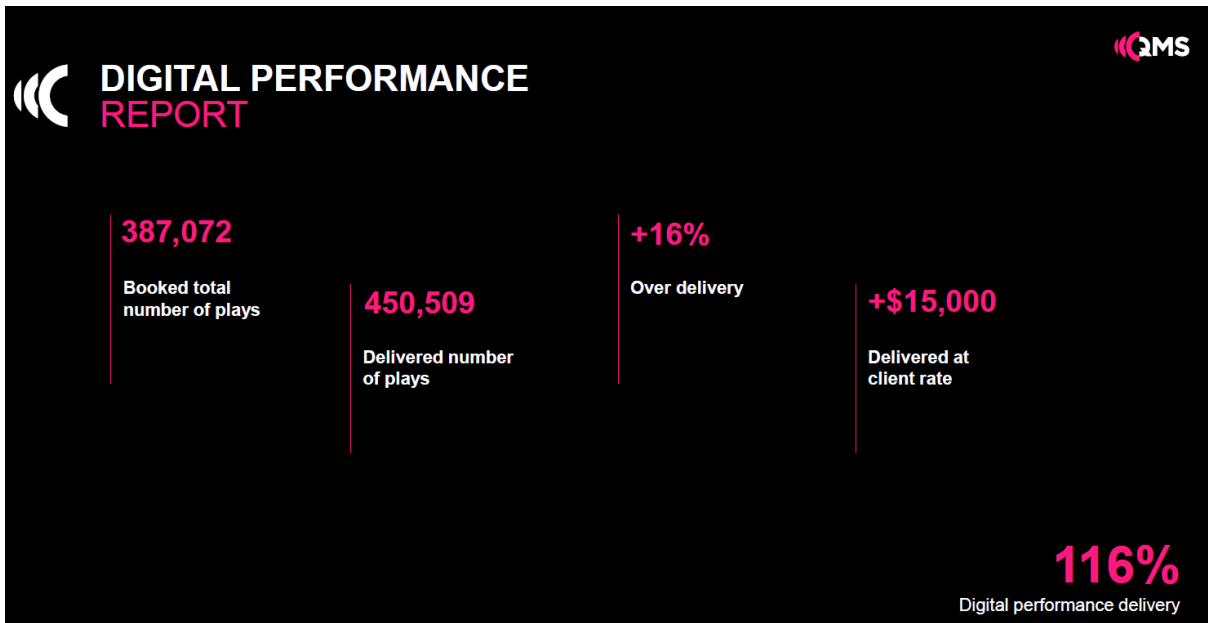
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■	100%	2 Panels	(2 classic booked)
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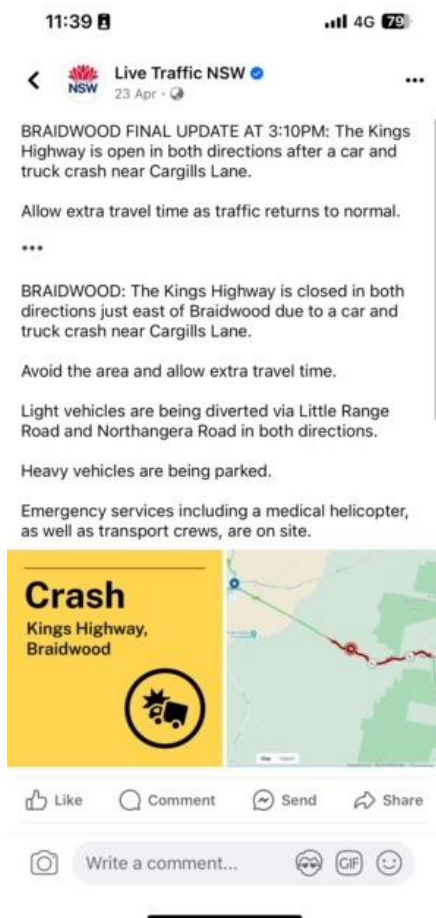
### General Info

Campaign	VTC Road Safety Week Campaign   Retail
Campaign ID	27576024
Advertiser	Eurobodalla Shire Council
Campaign Start	May 06, 2024
Campaign End	May 26, 2024

QMS Digital Performance Report



23.04.24 crash, week prior to holding the Launch at Brookes Hill rest stop the Wednesday 29 April





National Heavy Vehicle Regulator (NHVR) Round 8, Heavy Vehicle Safety Initiative Funding Agreement and Eurobodalla Shire Council. Contract Reference HVSI 847

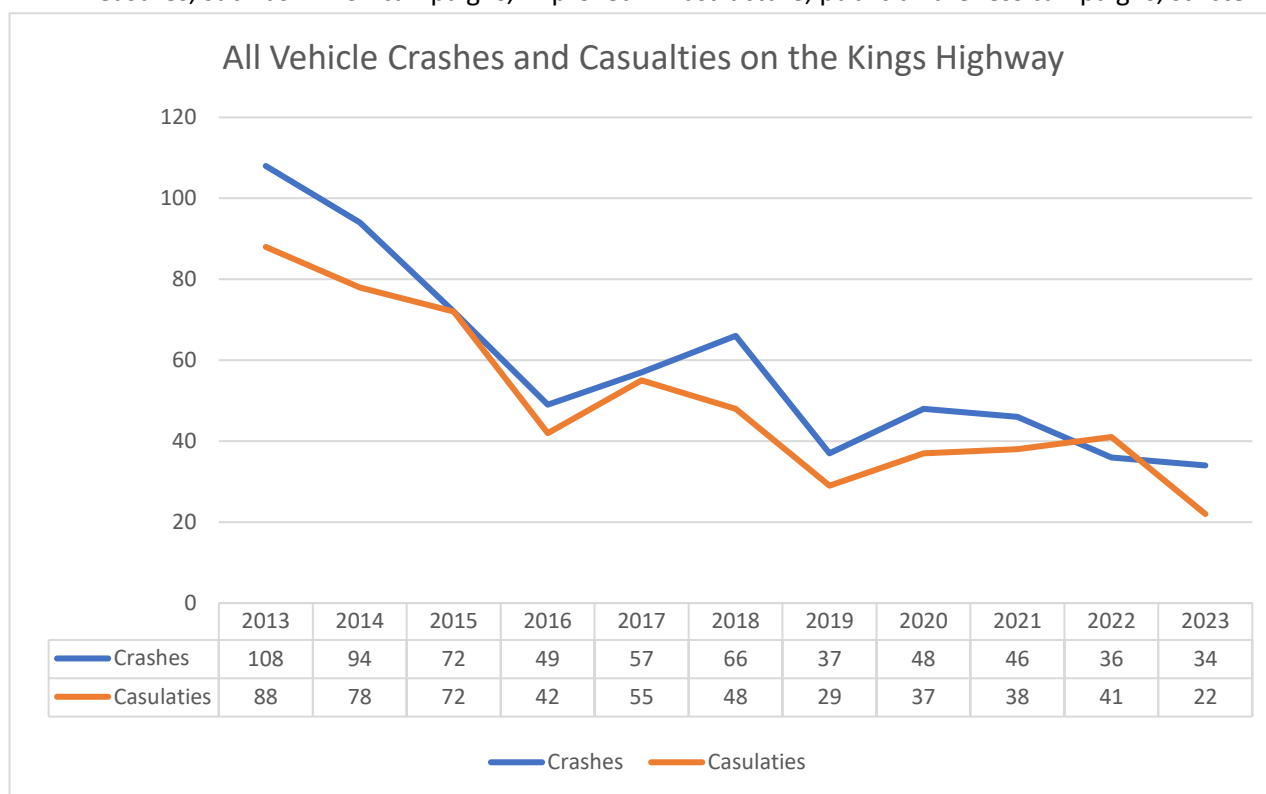


There is a clear decreasing trend in the number of crashes over the years, from 108 in 2013 to 34 in 2023 and there is a decreasing trend in casualties, from 88 in 2013 to 22 in 2023.

The data shows fluctuations in both crashes and casualties from year to year, while there's an overall decreasing trend, there are variations in specific years. For E.g., there is a noticeable decrease in crashes and casualties from 2013 to 2016.

While both crashes and casualties are decreasing over time, the rate of decrease in casualties seems to be slightly slower compared to crashes. This suggests there may still be room for improvement in terms of reducing the severity of those accidents.

The decreasing trend in crashes and casualties could indicate the effectiveness of various safety measures, such as KHRSP campaigns, improved infrastructure, public awareness campaigns, stricter



enforcement of traffic laws, and advancements in vehicle safety technology.

Overall, the data suggests a positive trend in terms of reducing both crashes and casualties over the years, but continued efforts are needed to sustain and further improve road safety.

**FOR OFFICIAL USE ONLY**  
**KING HIGHWAY - TRAFFIC STATISTICS**  
**DEC 2021- FEB 22 / DEC 22 - FEB 23 / DEC 23 - FEB 24**

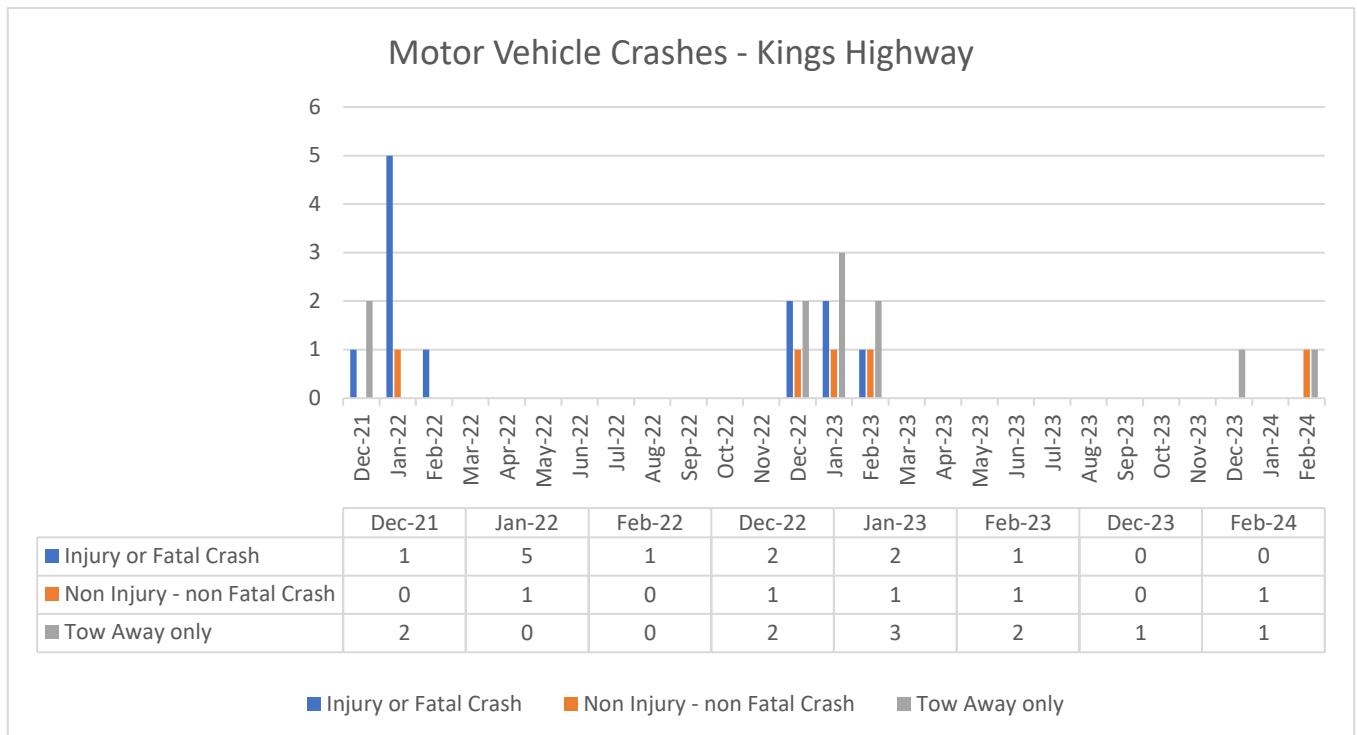
**MOTOR VEHICLE CRASHES**

Incident Category	Street	Suburb	2021-12	2022-01	2022-02	2022-12	2023-01	2023-02	2023-12	2024-02
Injury Or Fatal Crash	Kings Hwy	Buckenbowra					1			
		Bungendore				1	1			
		Currowan	1							
		Larbert		1	1					
		Manar		2						
		Monga		1				1		
		Mulloon		1						
		Nelligen					1			
Non Injury / Non Fatal Crash	Kings Hwy	Currowan								1
		Larbert					1			
		Mulloon						1		
		Nelligen				1				
Tow Away Only	Kings Hwy	North Batemans Bay		1						
		Batemans Bay						1		
		Braidwood					1			
		Buckenbowra							1	
		Bungendore	1			1	1			
		Larbert				1				
		Manar					1			
		Monga						1		1
Mulloon	1									

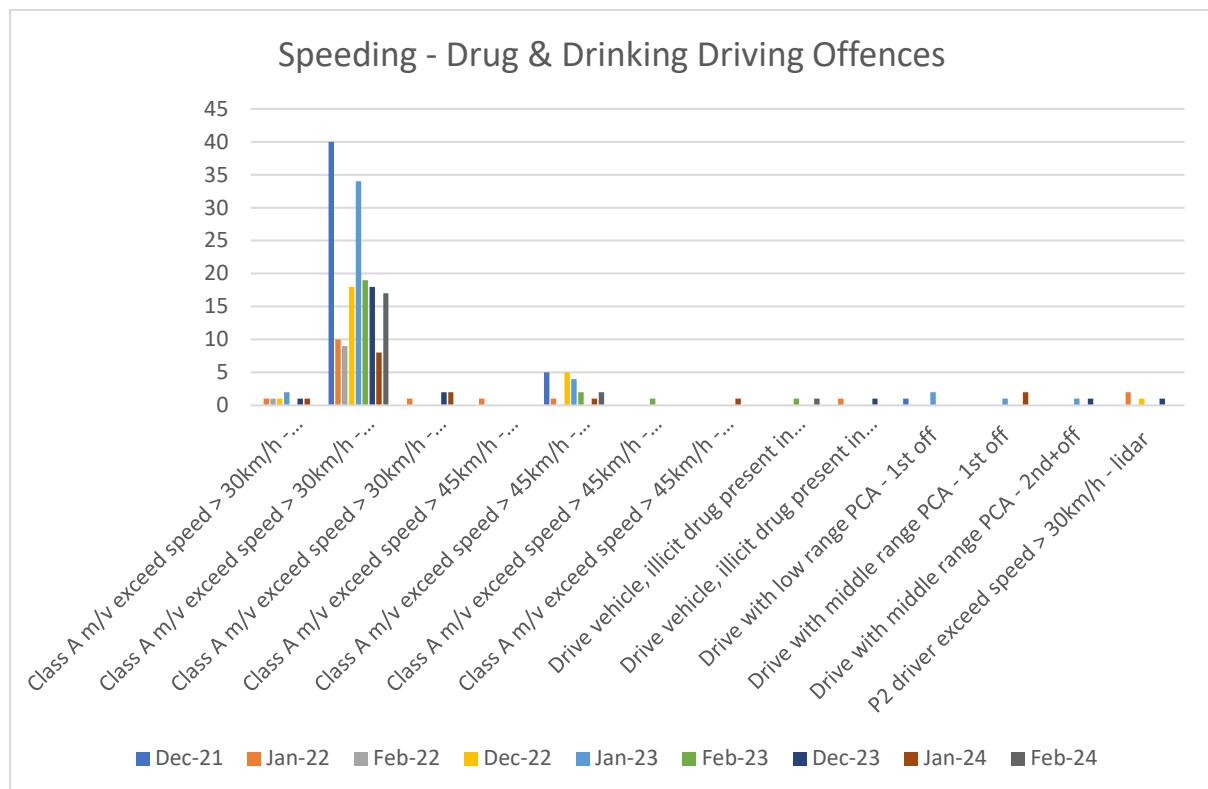
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**KING HIGHWAY - TRAFFIC STATISTICS**  
**DEC 2021- FEB 22 / DEC 22 - FEB 23 / DEC 23 - FEB 24**

**SPEEDING / DRUG & DRINK DRIVING OFFENCES**

Traffic Offences	2021-12	2022-01	2022-02	2022-12	2023-01	2023-02	2023-12	2024-01	2024-02
Class A m/v exceed speed > 30 km/h - Estimated		1	1	1	2		1	1	
Class A m/v exceed speed > 30 km/h - Lidar	40	10	9	18	34	19	18	8	17
Class A m/v exceed speed > 30 km/h - Radar		1					2	2	
Class A m/v exceed speed > 45 km/h - Estimated		1							
Class A m/v exceed speed > 45 km/h - Lidar	5	1		5	4	2		1	2
Class A m/v exceed speed > 45 km/h - Radar						1			
Class A m/v exceed speed > 45 km/h - School Zone - Lidar								1	
Drive vehicle, illicit drug present in blood etc - 1st off						1			1
Drive vehicle, illicit drug present in blood etc - 2nd+off		1					1		
Drive with low range PCA - 1st off	1				2				
Drive with middle range PCA - 1st off					1			2	
Drive with middle range PCA - 2nd+off					1		1		
P2 driver exceed speed > 30 km/h - Lidar		2		1			1		



- Injury or Fatal Crashes peaked in January 2022 with 5 incidents and have generally decreased since then.
- Non Injury - non Fatal Crashes show some variability but generally occur less frequently compared to the other categories.
- Tow Away only incidents show some fluctuations but have remained relatively consistent over time.
- From December 2023 to February 2024, there were no Injury or Fatal Crashes reported, indicating a potential improvement or change in road safety. This could be related to various factors, such as enhanced awareness campaigns like the Kings Highway Partnership, increased authority by NSW and ACT policing, advertisements, and education. These initiatives likely contributed to increased awareness and education among road users generally and during peak periods, promoting safer driving practices and reducing crashes.



Certain offenses, such as speeding detected by lidar, show seasonal peaks (e.g., January 2022, February 2023), possibly influenced by factors such as holiday seasons, law enforcement, possible changes in reported incidents over time, public awareness campaigns, or changes in driver behavior.

### Latest Statistics from Australian Road Safety Foundation

#### Heavy Vehicle Update

During the 12 months to the end of March 2024, 151 people died in crashes involving heavy vehicles.

This year alone, 19 fatalities involving heavy vehicles have occurred between 1 January 2024 and 31 March 2024, a 13% increase on the previous quarter.

Data sourced from BITRE as at 4 June 2024

Looking ahead, it's important to follow through with our planned activities on schedule. This involves sorting out the logistics for workshops and ensuring that our advertising materials are well-placed in the designated areas.

To gauge how well our campaign is working, it's crucial to keep monitoring and evaluating its effectiveness continuously. We need feedback from the public to see how they're responding and make any necessary adjustments to ensure we have the maximum impact.

Looking beyond our immediate goals, the need to keep up our efforts in promoting road safety awareness. We should think about long-term strategies that will help us maintain our momentum and the importance of sustaining efforts towards road safety awareness and ensure lasting behavioural changes among road users.