



*Embargoed until Thursday 14 September 2023*

## **AAMI Crash Index: Stuart Highway in Katherine crowned worst crash hotspot in Northern Territory**

- **Saturday** worst day on the #1 road, **afternoons** most dangerous for crashes
- **Four** new entries in the top list
- **Hitting an animal** accounts for majority of crashes at top spot

Stuart Highway in Katherine has been named the most dangerous crash hotspot in the Northern Territory according to new data from national insurer AAMI.

Appearing seven times in Darwin’s top ten list, Stuart Highway has again earned its crown as the most dangerous road in the Northern Territory.

The AAMI Crash Index, which analysed 350,000 accident insurance claims<sup>1</sup> across the country from 1 July 2022 – 30 June 2023, shines a light on the most dangerous roads to encourage drivers to remain safe and vigilant while behind the wheel.

AAMI’s Head of Motor Customer Engagement Tammy Hall said the data revealed interestingly that male drivers in Darwin (71 per cent) were significantly more likely than females (29 per cent) to crash, and the worst offenders were drivers aged 35-49 (20 per cent).

When looking at the number one hotspot, hitting an animal was the most common type of crash, with more than half (64 per cent) crashing this way. Saturday was the most dangerous day of the week to be traveling on the Stuart Highway in Katherine, with most accidents occurring in the afternoon<sup>2</sup>, from 1.00pm-4.30pm.

“Given the Stuart Highway is a major Aussie highway that runs from Darwin all the way to Port Augusta in South Australia, its prevalence in this year’s crash hotspot list is not surprising,” Ms Hall said.

“The Katherine stretch of the Stuart Highway sees a constant flow of traffic, with motorists traveling to and from the shops and other amenities throughout the township so it’s hardly surprising that it has been named as the top hotspot in the Northern Territory.”

While each of the top 10 hotspots had their own, individual factors which contributed to their position in the rankings, they did all share some commonalities.

“These hotspots are generally major arterial roads, intersecting with local streets and shopping centre precincts, making them consistently busy throughout the day, so it’s no surprise that these locations appeared in the list this year.”

In 2023, four new locations entered the top 10 with Stuart Highway in Darwin, Cox Peninsula Road in Berry Springs, Tiger Brennan Drive in Winnellie and Stuart Highway in Coolalinga coming in at fourth, fifth and sixth place respectively.

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<sup>1</sup> Claims data collected from Suncorp Group’s network of brands including: AAMI, Suncorp Insurance, GIO, Apia and Bingle



“The new entrants show that crashes can occur anywhere, and often when we’re close to home as that’s when we can let our guard down. Even at low speeds, crashes can cause serious injury, or worse, so it’s vital to always pay attention while behind the wheel and expect the unexpected,” Ms Hall said.

**2023 AAMI Crash Index Rankings – Northern Territory**

2023 Rank	Road	Suburb	2022 Rank	Change
1	Stuart Highway	Katherine	3	↑
2 - tied	Stuart Highway	Adelaide River	1	↓
2 - tied	Stuart Highway	Alice Springs	2	←
3	Stuart Highway	Pine Creek	4	↑
4	Stuart Highway	Darwin	-	New
5 - tied	Stuart Highway	Berrimah	4	↓
5 - tied	Cox Peninsula Road	Berry Springs	-	New
6 - tied	Tiger Brennan Drive	Winnellie	-	New
6 - tied	Arnhem Highway	Humpty Doo	6	←
6 - tied	Stuart Highway	Coolalinga	-	New

**New feature in AAMI app keeping Australians safer on the roads**

To improve road safety on Aussie roads, AAMI recently launched AAMI Driver Rewards - a feature embedded in the AAMI mobile app. The new experience utilises telematics, cloud, personalisation, mobile sensors, AI and data to inspire and guide safer driving.

Using the app, customers can seamlessly monitor their driving to understand patterns and opportunities for improvement, which is achieved through smart scoring and gamification of their driving behaviours. Each customers’ safe driving view is aggregated at a trip level with further encouragement and guidance provided to drive safer. Score improvements as well as positive driving behaviours are acknowledged and celebrated in the app.

Since it launched, more than 70,000 customers have registered. Data captured found that more than 50 per cent of users who had low driving scores when they started ended up improving their score, while those starting with high scores maintained their score, indicating that strong driving patterns are consistently achieved through the app’s guidance.

Supporting this, in the first 30 days of use, telematics data showed app users maintained or improved their score in cornering (53%), speeding (60%), phone distraction (55%), hard braking (52%) and acceleration (53%).

Ms Hall said: “Through gamification and slow-but-steady behavioural changes, the app program has not only improved the on-road safety of users, but also highlighted the importance of safe driving and better understanding of the specific contributing factors to achieve this.”

**2023 AAMI Crash Insights – Darwin Vs Northern Territory**

	Darwin	Northern Territory
<b>Most common day</b>	Friday (25%)	Friday (17%)
<b>Most common time</b>	Mornings and afternoons (24% each)	Mornings (26%)



<b>Gender</b>	Males 71% Vs Females 29%	Males 60% Vs Females 40%
<b>Most common accident type</b>	Collision with stationary object (21%)	Collision with stationary object (19%)
<b>Most common age</b>	35-49 (20%)	35-49 (23%)

When comparing crash statistics between drivers in Darwin and the rest of the Northern Territory, AAMI data revealed collision with a stationary object to be the most common type of accident on roads throughout the Northern Territory.

“When it comes to collisions with stationary objects, we tend to see a lot of these in shopping centre carparks, so watch out for pillars, trolleys and bollards. Driver distraction and impatience behind the wheel are also contributing factors, so concentrate on the task at hand and always take your time when parking or reversing out of a car space,” Ms Hall said.

Fridays were the most dangerous day of the week across the Northern Territory and 9.30am - 4.30pm was the most dangerous time of day in Darwin while 9.30am - 1pm was the most dangerous in the rest of the Northern Territory.

“Collisions often happen when the roads are busy, patience is wearing thin, and drivers are in a rush to get to their destination.

“Most risks on the road can be mitigated if everyone pays attention and drives to the conditions. It’s up to all of us to do the right thing to ensure everyone’s safety on the road. All it takes is a split second of not having your eyes on the road for things to go wrong.

“AAMI is urging all drivers across the Northern Territory to take care behind the wheel, and help us reduce the number of crashes in the next year’s Crash Index,” Ms Hall said.

For more information about the 2023 AAMI Crash Index, [click here](#).

To use the AAMI Driver Rewards program in the AAMI App, [click here](#).

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**Notes to Editor**

[About AAMI Crash Index](#)

AAMI has been tackling road safety head-on by revealing where accidents most commonly occur across Australia since 1994, to highlight to motorists the importance of driving safely and being extra vigilant, particularly at identified locations.

**For more information, or to arrange an interview, contact AAMI Media Relations:**

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