



*Embargoed until Thursday 14 September 2023*

## **AAMI Crash Index: Argyle Street in Hobart dishonourably crowned worst crash hotspot**

- **Accidental damage while parked** most common crash at top spot
- **Wednesday** is the worst day on the #1 road, **afternoons** most dangerous for crashes
- **Male drivers** in Hobart and across Tassie more likely than females to crash
- **Drivers aged 35-49** worst offenders in Hobart
- **Three new entries** in Hobart's top 10

Argyle Street in Hobart has been revealed as the city's most notorious crash site, moving up five places from last year to claim the top spot, according to new data from national insurer AAMI.

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

AAMI's Head of Motor Customer Engagement, Tammy Hall, said the data revealed that interestingly male drivers in Hobart (51 per cent) were more likely than females (49 per cent) to crash, and the worst offenders were drivers aged 35-49 (23 per cent).

When looking at the number one hotspot, accidental damage while parked was the most common type of crash, with almost one third (30 per cent) crashing this way. Wednesdays were the most dangerous day of the week to be on Argyle Street in Hobart, with most accidents occurring between 1.00pm and 4.30pm.<sup>ii</sup> Older drivers aged 65+ were also most likely to be involved in a crash.

"Argyle Street is an incredibly busy road, running from Hobart's waterfront through the CBD and North Hobart, intersecting with many major streets along the way," Ms Hall said.

"It's also home to restaurants, hotels, shops and a hospital, so combine this with a high volume of traffic and it's the perfect recipe for collisions."

Ms Hall said while each of the top 10 hotspots had their own, individual factors which contributed to their position in the rankings, many of them share some commonalities.

"These hotspots are generally major roads, intersecting with local streets through high traffic industrial, educational and shopping centre precincts, making them consistently busy throughout the day," Ms Hall said.

In 2023, three new locations in Hobart entered the top 10 – Liverpool Street, Bathurst Street and Campbell Street.

"These new entrants show that 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 – Hobart

2023 Rank	Road	Suburb	2022 Rank	Change
1	Argyle Street	Hobart	6	↑
2	Macquarie Street	Hobart	2	←
3	Main Road	Moonah	5	↑
4	Sandy Bay Road	Sandy Bay	4	←
Tied 5	Murray Street	Hobart	7	↑
Tied 5	Main Road	Glenorchy	9	↑
6	Liverpool Street	Hobart	-	New
7	Tasman Highway	Cambridge	7	←
Tied 8	Bathurst Street	Hobart	-	New
Tied 8	Campbell Street	Hobart	-	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 - Hobart Vs Tasmania

	Hobart	Tasmania
Most common day	Wednesday (19%)	Friday (17%)
Most common time	Afternoons (32%)	Afternoons (30%)
Gender	Males 51% Vs Females 49%	Males 52% Vs Females 48%
Most common accident type	Failure to Give-way (24%)	Collision with stationary object (21%)
Most common age	35-49 (22%)	65+ (19%)

When comparing crash statistics between drivers in Hobart and the rest of Tassie, AAMI data revealed failure to give-way was top type of crash in Hobart, while collisions with a stationary object are more common across the state.



“Giving way to other vehicles just requires some patience and courtesy, and this will go a long way to avoid a crash,” Ms Hall said.

“Crashes from failing to give-way often happen during peak hour traffic when the roads are busy, patience is wearing thin, drivers are tired from the day, and are in a rush to get to their destination. This is when accidents most commonly occur.

“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.

“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 Tassie drivers 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, go to: [AAMI Driver Rewards](#)

[ENDS]

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

<sup>ii</sup> Early morning 12 – 6am; morning peak 6 – 9.30am; morning 9.30am – 1pm, afternoon 1 – 4.30pm; evening peak 4.30 – 8pm; night 8pm – 12am