

2024 EDITION

# AAMI CRASH INDEX

A DECADE OF DRIVING REPORT



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## About the research

Claims data collected from AAI Limited trading as AAMI. Data sourced from motor insurance claims from AAI Limited's portfolio of brands from 1 Jan 2014 to 31 Dec 2023.

# CHECKING AUSTRALIA'S REARVIEW MIRROR

Looking back, so we can make Australian roads safer for the future.

AAMI has become known for its commitment to, and advocacy for, safer Australian roads. We use our claims data insights to lead policy change, working with road safety partners and governments to educate Australians - with a goal to drive road improvements at the worst hotspots, reduce future crashes and save lives.

When AAMI released its first Crash Index in 1994, we could never have anticipated that 30 years on, we would still be shining a light on the country's most dangerous crash hotspots and other driving trends.

In 2024, we are releasing a special Decade of Driving Report - looking back at the driving trends of the past 10 years, so we can look forward to the future to see how we can improve road safety for all Australians.

Analysing more than 4.3 million motor claims across the country from 2014 to 2023, AAMI's Decade of Driving Report provides unique insights into accidents and driving behaviours and how they've changed, as well as how we can better protect all road users.

We'd like to thank Australian drivers for welcoming us behind the wheel with them as we navigate a path to reducing motor accidents. Every year through our AAMI Crash Index, we see improvements in where accidents commonly occur, and feel proud that we have played a role in making Aussie roads safer by educating and informing the community.

AAMI would like to thank our partners - Australian Road Safety Foundation (ARSF), Victoria State Emergency Service (VICSES), Driver Reviver, and Wildlife Information Rescue and Education Service (WIRES) for their insights and contribution to this report.

**Lisa Harrison**  
Chief Executive Consumer Insurance



# NATIONAL SNAPSHOT

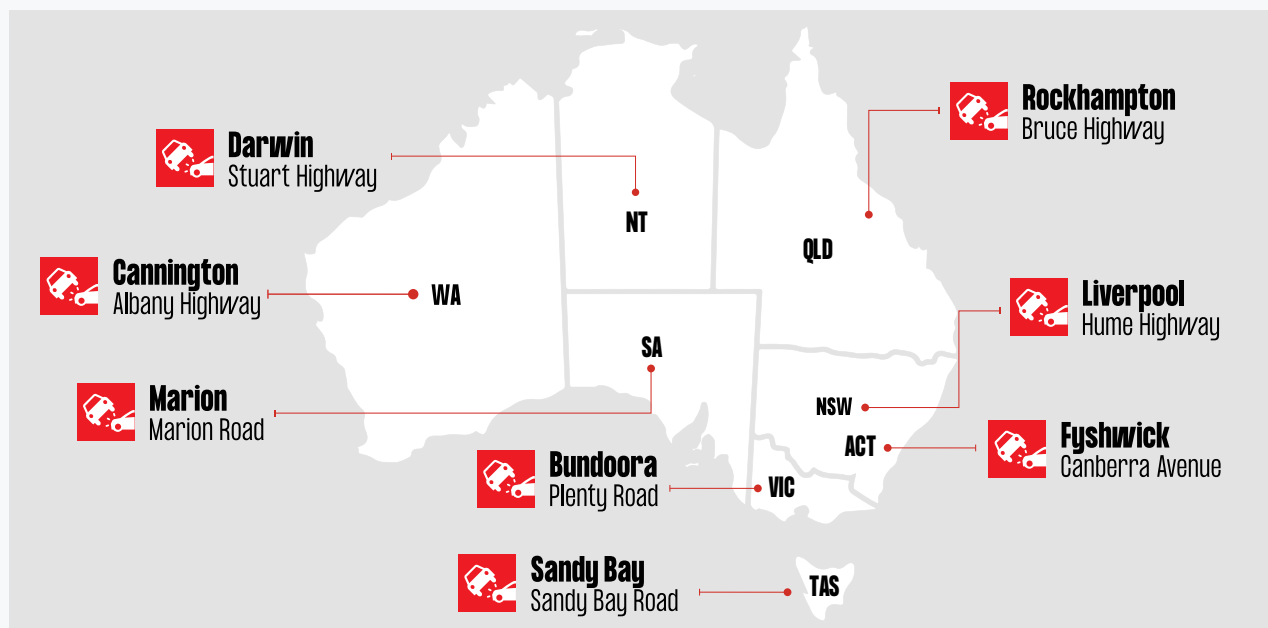
More than four million motor insurance claims from 2014 to 2023 have been analysed by AAMI to identify when, where, why and how we crash...

Whether you're on your way to work, picking the kids up from school or heading out for a weekend drive, accidents happen.

But what if we could identify the trends associated with accidents? What if we knew where, when, why and how most accidents on our roads occur? Would it make our roads safer?

## CRASH HOTSPOTS

Plenty Road, Bundoora, in Melbourne's north-east has the dishonourable title of being Australia's most dangerous crash hotspot of the past decade. However, other states shouldn't be too quick to gloat as AAMI's motor claims data identifies the following top crash hotspots around the country:



The #1 crash hotspot in each state and territory are all notorious for accidents and share similar attributes of being busy major roads or main thoroughfares through industrial, educational, shopping centre precincts or central business districts. In all states, except for Tasmania, the #1 hotspot has held the top position in their state for more than five of the past 10 years, indicating that not only are these roads busy, they are also dangerous.



## Throwing it back to 2014

- Motor vehicles registered in Australia<sup>1</sup> increased from 17.6 million in 2014 to 20.1 million in 2021.<sup>2</sup>
- Australians with a drivers licence increased from 16.6 million in 2014 to an estimated 19.8 million in 2024.<sup>3</sup>
- Motor vehicles registered in Australia travelled an estimated 244,369 million kilometres in the 12 months to 31 October 2014<sup>4</sup>.
- January 2014: AAMI's Rhonda and Ketut, the iconic couple known for their Balinese love story, got their happily ever after looking 'hot like a sunrise' when they exchanged vows saying: "Saya cinta kamu."

1. Australia Bureau of Statistics, 9303.0 – Motor Vehicle Census, Australia 31 January 2014

2. Motor Vehicle Census, Australia, 31 Jan 2021 | Australian Bureau of Statistics (abs.gov.au)

3. Australian Government, Department of Infrastructure and Regional Development, Bureau of Infrastructure, Transport and Regional Economics 'Drivers Licences in Australia' Information Sheet

4. Australian Bureau of Statistics, 9208.0 – Survey of Motor Vehicle Use, Australia, 12 months ended 31 October 2014

## Don't be nosey



**Nose to tail 26%**  
most common crash type

Nose to tail crashes were the most common crash type over the past 10 years, with more than a quarter the result of driving up someone's rear end.

AAMI's data also found that Aussies fail to give-way a lot, indicating when we get behind the wheel, we're a little impatient, in a rush, or aren't fully concentrating on the task at hand.

## Beware the afternoon slump



**Afternoon 28%**  
worst time of the day for accidents

Across the country, afternoons between 1pm and 4:30pm, when many drivers are rushing home from work and trying to pick kids up from school, has remained the worst time of day consistently over the past decade.

## TGI Friday?



**Friday 16%**  
worst time of the week for accidents

Friday has held the title of number one day for crashes since 2014, so while everybody may be 'working for the weekend', it seems, according to AAMI claims data, we should be focusing a little more on making it to the weekend in one piece.

Surprisingly, Saturday and Sunday were the safest days on our roads.

## Older, but not necessarily better



**Aged 65+ 26%**  
most likely involved in accidents

There's a misconception that younger drivers are less safe on the road. However, AAMI's data shows that over a quarter of the past decade's claims are attributed to older drivers aged 65+.

## Women on top



**Males 54%**  
more likely involved in accidents

When it comes to the battle of the sexes, women are safer drivers, with more than 54 per cent of motor vehicle claims in the last decade attributed to male drivers.

All percentages refer to claims lodged between 2014 - 2023.

# AUSTRALIA'S MOVERS & SHAKERS

The past 10 years have seen some ups and downs for Australia's most dangerous roads.

## ON THE MOVE

### Mitchell Freeway Osborne Park

Ranked #5 in 2014, however Western Australians must have heeded warnings regarding the road, as it closed out 2023 outside the top 10 at #14.

### Stuart Highway Palmerston

Ranked #3 in 2014. Over the years, it has dropped out of the top five and now finds itself just inside the top 10, ranked #9.

### Bruce Highway Townsville, Proserpine

Started the decade at #3, crept up to #1 in 2018 before starting its decline to #10 in 2023.

The Bruce Highway in Proserpine has improved, dropping out of the top 10 in the last two years.

### Pennant Hills Road Pennant Hills

Started the decade ranked #4 and slowly but surely moved out of the top 10, closing out 2023 at #24.

### Hume Highway Yagoona

Unfortunately moved from #16 in 2014 to #3 in 2023.

### Horse Park Drive Gunghalin

A promising start to 2014 at #16, but this road has closed out 2023 10 spots higher at #6.

### Tasman Highway Hobart

Kicked off 2014 at #8, over 10 years climbed to #2 in 2023.

### Main North Road Elizabeth

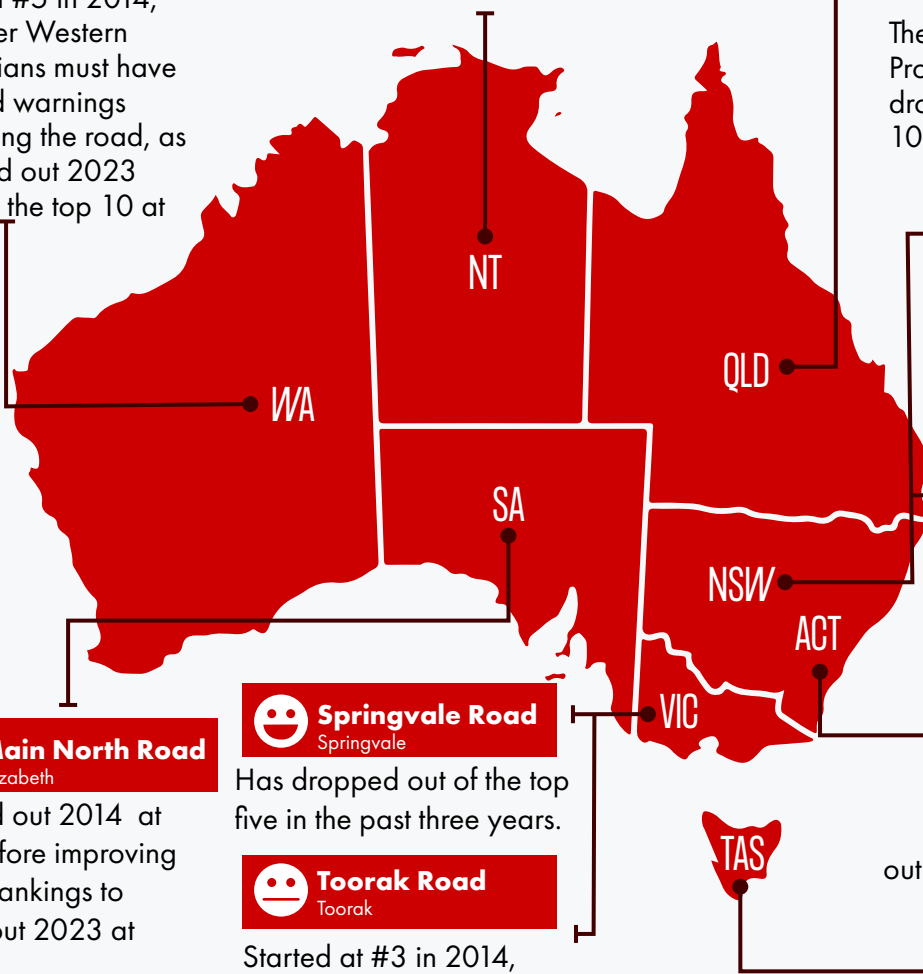
Started out 2014 at #9, before improving in the rankings to close out 2023 at #18.

### Springvale Road Springvale

Has dropped out of the top five in the past three years.

### Toorak Road Toorak

Started at #3 in 2014, dropped out of the top 10 for five years, only to reappear at #8 in 2023.





# HEADING IN THE RIGHT DIRECTION...

## Joondalup Drive

Joondalup

Ranked #5 in 2014, has improved significantly in the past decade – closing out 2023 at #20.

## Stuart Highway

Palmerston

A common entry in the NT's crash hotspots over the past 10 years, it is pleasing to note that it began the decade at #3 but closed out 2023 ranked #9. Hopefully in the coming decade we can see it leave the top 10 completely!

## Logan Road

Mount Gravatt

A well-known crash hotspot, but over the years it has improved in the rankings. Starting 2014 at #14, it did peak at #5 in 2019 before closing out 2023 at #16.

## Pennant Hills Road

Pennant Hills

A marked improvement over the past 10 years – moving 20 spots from #4 on the hotspots list, to finish the decade at #24!

## Newcastle Street

Fyshwick

Making some headway – starting out 2014 ranked #10, the road has had its ups (ranking #17 in 2018) and downs (#4 in 2020) but closing out the decade on the right track, outside the top 10 at #12.

## Davey Street

Hobart

Began outside the top five at #6, however has managed to improve over the years to leave the top 10 and close out 2023 at #13.

## North Terrace

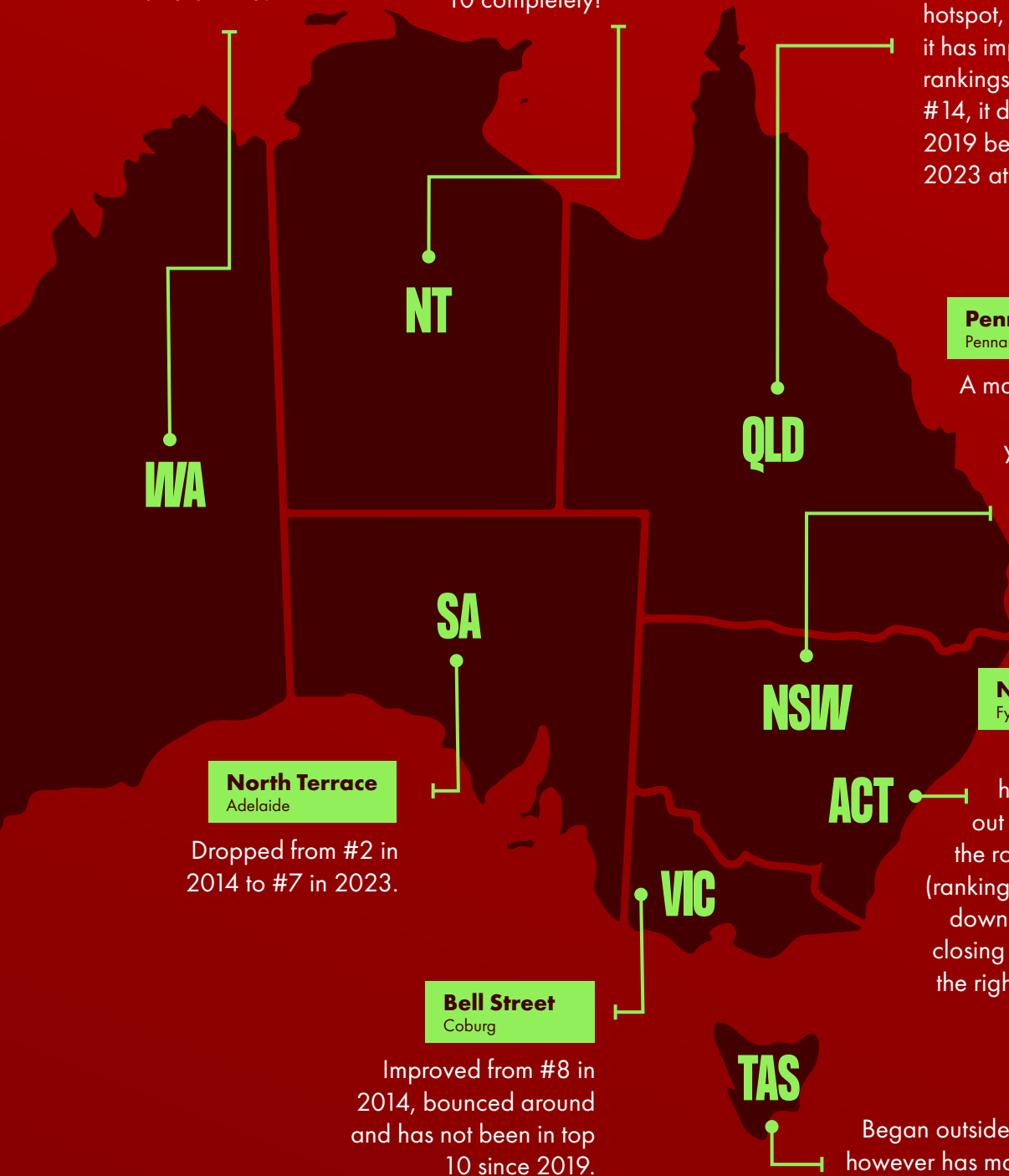
Adelaide

Dropped from #2 in 2014 to #7 in 2023.

## Bell Street

Coburg

Improved from #8 in 2014, bounced around and has not been in top 10 since 2019.





# UNFORTUNATE STAYING POWER...

## Albany Highway

Cannington

Held onto the #1 crash hotspot ranking for nine of the past 10 years, only relinquishing the position in 2020 when it came in at #2.

## Stuart Highway

Darwin

Remained consistently dangerous, taking out the #1 ranking for the past decade.

## Bruce Highway

Gympie

Stayed in the top four of Queensland's worst crash hotspots since 2014. Peaking at #1 in 2021 and 2022, before coming in at #2 in 2023.

## Hume Highway

Liverpool

Unfortunately ranked #1 for the past nine years. In 2014 it ranked #2 behind the Pacific Highway in Coffs Harbour.

## Marion Road

Marion

Held onto the unfortunate title of #1 crash hotspot consistently since 2014.

## Plenty Road

Bundoora

Held the unenviable title of VIC's worst crash hotspot for eight of the last 10 years. Only in 2014 and 2015 did it not take the title.

## Canberra Avenue

Fyshwick

## Monaro Highway

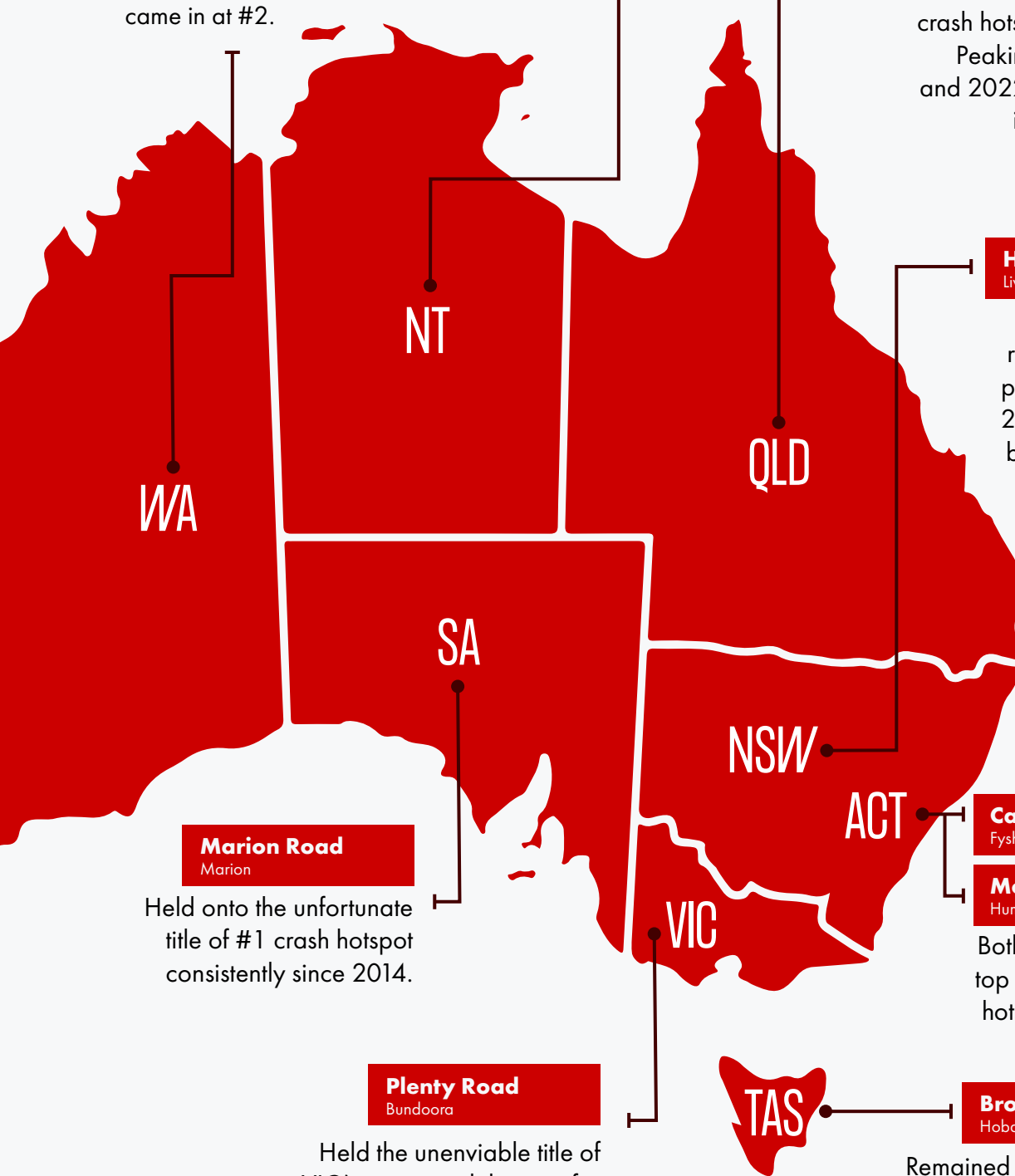
Hume

Both remained in the top three worst crash hotspots for the ACT since 2014.

## Brooker Highway

Hobart

Remained in the top five for nine of the past 10 years, only leaving in 2023 where it placed #8.





# AAMI DRIVER REWARDS APP

## AAMI telematics app feature keeping Aussies safer on the roads

AAMI Driver Rewards (ADR) is embedded in the AAMI mobile app, designed to keep Aussies safer on our roads.

ADR does this by using telematics, cloud, personalisation, mobile sensors, AI and data to inspire and guide safer driving. It provides users with driving trip insights and trends to help them improve their driving behaviours and awareness.

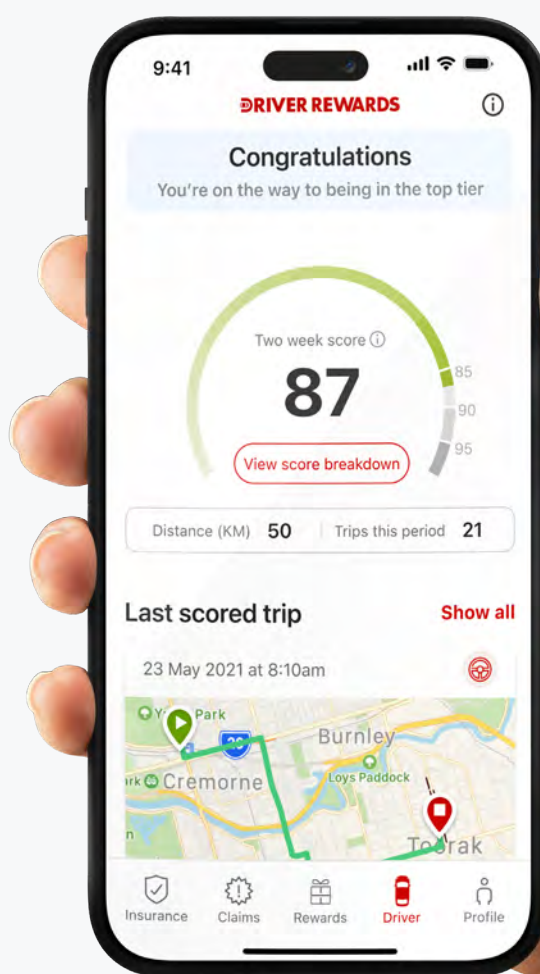
Using the app, customers can seamlessly monitor their driving to understand patterns and opportunities for improvement, which is achieved through smart scoring and gamification of their driving behaviours. Each customer's safe driving view is aggregated at a trip level with further encouragement and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

Since it launched in 2022, more than

 **270** MILLION KILOMETRES

of trip data has been analysed and communicated back to participants.

Data captured found that 39 per cent of drivers gradually improved their safe driving score, while more than half (52 per cent) who had low driving scores (below 85) when they started ended up improving their score, showing that that regular use of the app made them safer drivers.



Telematics data showed app users maintained or improved their score in...

**45%**  
Acceleration

**46%**  
Braking

**50%**  
Turning

**25%**  
Speeding

**41%**  
Phone use

# VICTORIA SNAPSHOT

## VIC Drivers Crash Plenty at Plenty Road in Bundoora

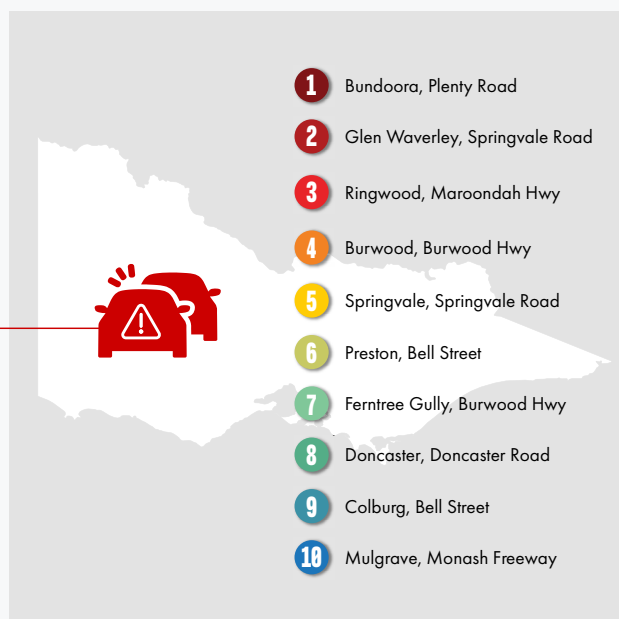
Victoria boasts a vibrant arts and culture scene, the best coffee you've tasted in your life, and unfortunately, the most dangerous crash hotspot in the country.

Plenty Road in Melbourne's northeastern suburb of Bundoora was Australia's (and Victoria's) most dangerous crash hotspot over the past decade. It's notorious for accidents and ranked #1 for crashes in the state for the past eight years, according to AAMI claims data.



## VICTORIA TOP 10 CRASH HOTSPOTS

FROM JAN 2014 TO DEC 2023



All percentages refer to claims lodged between 2014 - 2023.

## VIC drivers have a penchant for crashing nose to tail

 **Nose to tail 28%**  
most common crash type

Crashing nose to tail seems to be the preferred way to collide with another vehicle if you're a Victorian driver, with this type of accident coming in at #1 over the past 10 years.

VIC drivers also have a knack for failing to give way to other drivers, and accidentally damaging their car whilst parked.

These types of crashes reveal a tendency to be impatient and distracted while behind the wheel, as well as tailgate. All things that should not be happening while you're in the driver's seat.

## Afternoon commute most dangerous time



**Afternoon 29%**  
worst time of day for accidents

Victorian drivers aren't at their best in the afternoons, with 1pm to 4:30pm consistently the worst time of day for crashes across the State in the past decade. Unfortunately, Victorians aren't much better in the mornings (9.30am – 1pm), which was the second most common time for collisions, followed by evening peak hours (4.30pm – 8pm).

## Male drivers = menace behind the wheel



**Males 54%**  
more likely involved in accidents

Victorian male drivers have the dubious title of being top of the leader board for crashes every year for the past decade, when compared to female drivers (54 per cent vs 46 per cent).

Over a quarter of accidents from the past decade in Victoria are attributed to drivers aged 65 years and older.

## Not the best start to your weekend



**Friday 16%**  
worst time of week for accidents

Why do Victorians love to crash their vehicles on a Friday? Blame it on tiredness, lack of focus, impatience and rushing home to start the weekend. We're all guilty of doing these things so it's hardly surprising that Friday was ranked the #1 day for accidents each year for the past 10 years.

All percentages refer to claims lodged between 2014 - 2023.



## Speed Reduction Trial at Australia's #1 Crash Hotspot

- > In 2022 AAMI Crash Index data helped achieve a permanent 10-kilometre speed limit reduction at the most dangerous crash hotspot in the country - Plenty Road, Bundoora.
- > VicRoads cited AAMI data played a key role when proposing the speed limit trial, and to support the decision to make it permanent, achieving our goal of driving road improvements, reducing future crashes and saving lives.
- > Analysis of AAMI claims data revealed a 26 per cent reduction in crashes at this notorious hotspot because of the 10km speed reduction.

# NEW SOUTH WALES SNAPSHOT

Where the city meets the beach – as long as you don't get caught in the gridlock.

New South Wales – Australia's most populated state and unfortunately, home to some of Australia's most dangerous roads.

The Hume Highway in Liverpool takes out the top spot as the most dangerous road in NSW over the past 10 years. The road, well known due to being one of Australia's major inter-city national highways – has claimed the unfortunate title of #1 crash hotspot in the state for the past nine years... in 2014 it came second.



## NEW SOUTH WALES TOP 10 CRASH HOTSPOTS

FROM JAN 2014 TO DEC 2023

- 1 Liverpool, Hume Hwy
- 2 Coffs Harbour, Pacific Hwy
- 3 Chatswood, Pacific Hwy
- 4 Pennant Hills, Pennant Hills Road
- 5 Parramatta, M4 Motorway
- 6 Yagoona, Hume Hwy
- 7 Goulburn, Hume Hwy
- 8 Turrumurra, Pacific Hwy
- 9 Eastern Creek, M4 Motorway
- 10 West Ryde, Victoria Road



## Bad start to the weekend



**Friday 16%**

worst time of week for accidents

You won't hear many NSW drivers shout 'TGI Friday' when out on the roads. Fridays are the worst day for accidents across the State.

## Warning! Male drivers



**Males 55%**

more likely involved in accidents

Male drivers have not won the battle of the sexes when it comes to safe driving in NSW, with more than half of all accidents over the past 10 years attributed to men.

All percentages refer to claims lodged between 2014 - 2023.

## Clocking off and crashing



**Afternoon 28%**  
worst time of day for accidents

The afternoon hours between 1pm and 4:30pm have consistently been the worst time on the roads in NSW. This three-and-a-half-hour window has taken out the top spot for most accidents each year since 2014.

Mornings from 9:30am – 1pm and evenings from 4.30pm – 8pm have consistently come in second and third place, indicating that NSW drivers are consistent with the times they travel on the road.

## Young drivers, take a bow!



**Aged 65+ 26%**  
most likely involved in accidents

Drivers aged 17 – 24 are the safest on NSW roads, with just over three per cent of accidents from the past 10 years being attributed to them.

At the other end of the age spectrum, drivers aged 65+ have caused the most accidents on the road eight out of the past 10 years.

## No good being nosey



**Nose to tail 26%**  
most common crash type

These accidents have been the most prominent across NSW over the past 10 years, leading AAMI to remind drivers to remain vigilant behind the wheel and leave plenty of distance between you and the car in front.

Failure to give way took out the silver medal nine out of the past 10 years – only dropping down to third in 2022 when it was overtaken by accidental damage whilst parked.



## It can pay to drive safe

AAMI has launched an innovative new research project which will test if financially rewarding young drivers encourages them to drive safer. Funded by the NSW Compulsory Third Party insurance regulator (SIRA), AAMI will test the driving skills of up to 500 young NSW drivers by using the telematics feature, AAMI Driver Rewards in the AAMI app to see if their driving behaviour can be influenced with financial incentives to help reduce accidents and injuries.

Once the driver enables permissions through the AAMI app at the start of the research period, the app will automatically track the user's driving without them touching it for six months and score them on key behaviours like speeding, acceleration, cornering, braking and phone use. They'll be offered financial incentives over the course of the project and based on their scores; they could end up with more than \$100 worth of rewards. We'll then analyse the data and work with SIRA to see if this approach can help improve road safety for young drivers and reward them for good driving behaviour.

All percentages refer to claims lodged between 2014 - 2023.

# QUEENSLAND SNAPSHOT

Beautiful one day, perfect the next – unless of course you’re driving along the Bruce Highway...

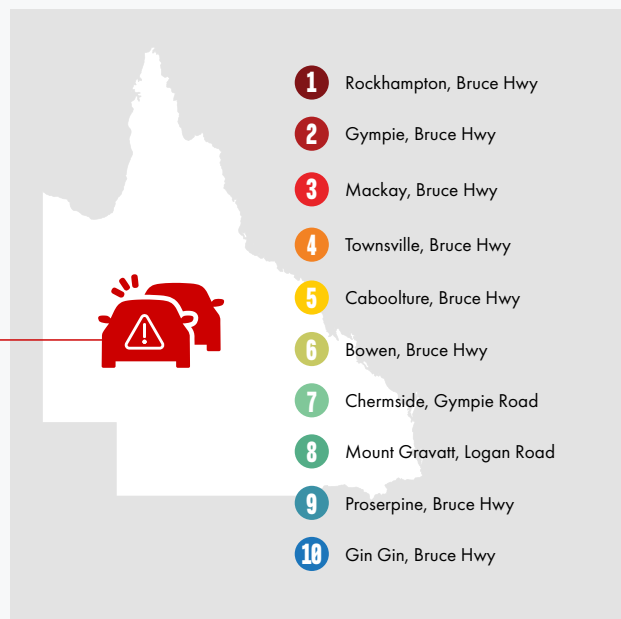
The Sunshine State – as Queensland is affectionately known – is home to one of the worst roads for accidents in Australia, the notorious Bruce Highway.

Starting in the state’s capital Brisbane, the Bruce Highway stretches 1,679 kilometres to Cairns in Far North Queensland. According to AAMI claims data from 2014 to 2023, this renowned stretch of road has been responsible for almost 11,000 motor claims and has taken out eight of the top 10 hotspots for the state.



## QUEENSLAND TOP 10 CRASH HOTSPOTS

FROM JAN 2014 TO DEC 2023



All percentages refer to claims lodged between 2014 - 2023.

## Terrible tailgaters and distracted drivers

 **Nose to tail 25%**  
most common crash type

Queenslanders tend to follow a little too closely with 25 per cent of accidents in the past decade being caused by nose-to-tail collisions, making it the number one cause of crashes.

Collisions with a stationary object (20 per cent) and accidental damage whilst parked (18 per cent) round out the top three.

These data insights lead AAMI to believe that Queenslanders aren’t keeping their mind on the job, or their surroundings, when behind the wheel – leading to unnecessary accidents.

## Afternoon gridlock and grind



**Afternoon 28%**  
worst time of day for accidents

It seems Queenslanders aren't a fan of the afternoon gridlock, with 28 per cent of accidents occurring between the hours of 1pm and 4:30pm. For eight of the past 10 years, afternoons have been the worst time on Queensland roads, however in 2022 and 2023, mornings (between 9:30am and 1pm) took out the top spot.

## Older, but not necessarily wiser



**Aged 65+ 26%**  
most likely involved in accidents

While age might come in handy when it comes to some life skills, it seems for Queensland drivers, the younger you are the safer you are, with less than three per cent of accidents over the past decade being attributed to 17 to 24 year olds.

Drivers over the age of 65 have consistently been at the other end of the spectrum and are responsible for over a quarter (26 per cent) of motor vehicle claims.

## Bring on the weekend!



**Friday 16%**  
worst time of week for accidents

Queensland drivers appear to be most safe on the road over the weekend, with Saturday and Sunday consistently coming in as the two days of the week when the least number of accidents occur.

Unfortunately, while the weekends seem safer, the same can't be said for Friday, which consistently came in as the worst day on Queensland roads for accidents every year this past decade.

## Bad boys, bad boys...



**Males 52%**  
more likely involved in accidents

It seems that Queensland's male population can't claim bragging rights for being the safest behind the wheel as they have been responsible for more motor claims over the past 10 years than females (52 per cent vs 48 per cent).



All percentages refer to claims lodged between 2014 - 2023.

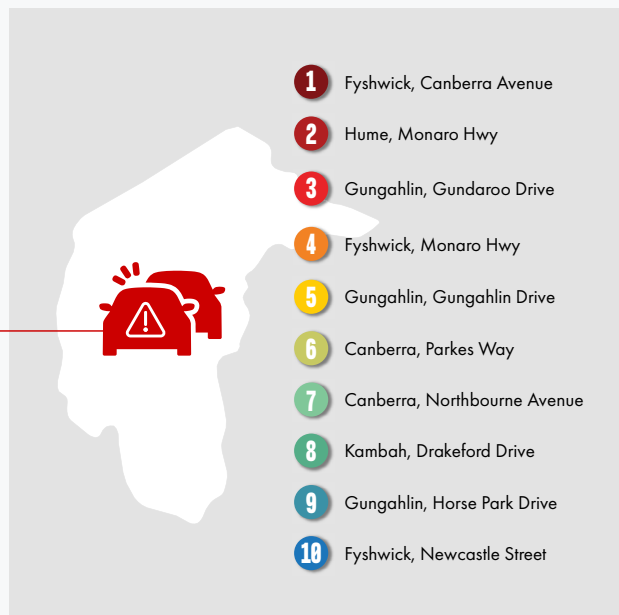
# ACCIDENTS ACROSS AUSTRALIA

Looking at the rest of the country, AAMI's Crash Index identifies several similarities – providing opportunities for Australian drivers to change their behaviour behind the wheel and enjoy safer roads.

With over 19 million licenced drivers in Australia<sup>6</sup>, we cover a lot of kilometres each and every year. In fact, in 2022-23, 158.3 billion passenger kilometres were travelled by car on Aussie roads<sup>7</sup>... and at AAMI, using our motor claims data, we've been able to identify the worst roads for accidents across the Australian Capital Territory, Northern Territory, Tasmania, Western Australia and South Australia:

## ACT TOP 10 CRASH HOTSPOTS

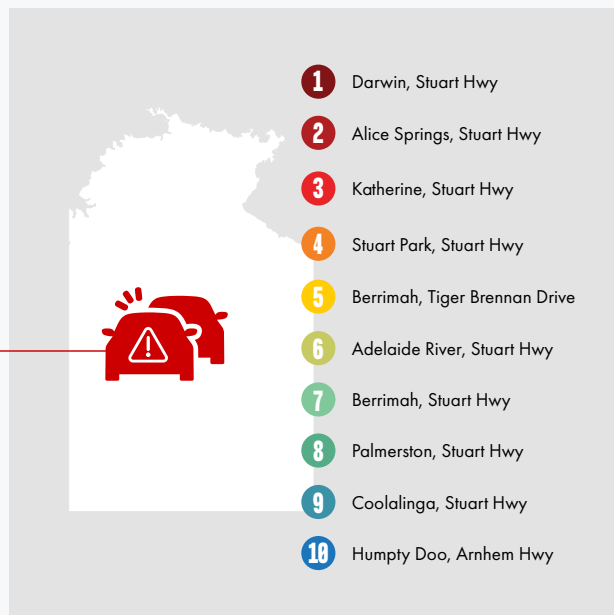
FROM JAN 2014 TO DEC 2023



While the ACT may be small, both in terms of its actual size and its population, our nation's capital unfortunately makes up for it with dangerous roads.

## NORTHERN TERRITORY TOP 10 CRASH HOTSPOTS

FROM JAN 2014 TO DEC 2023

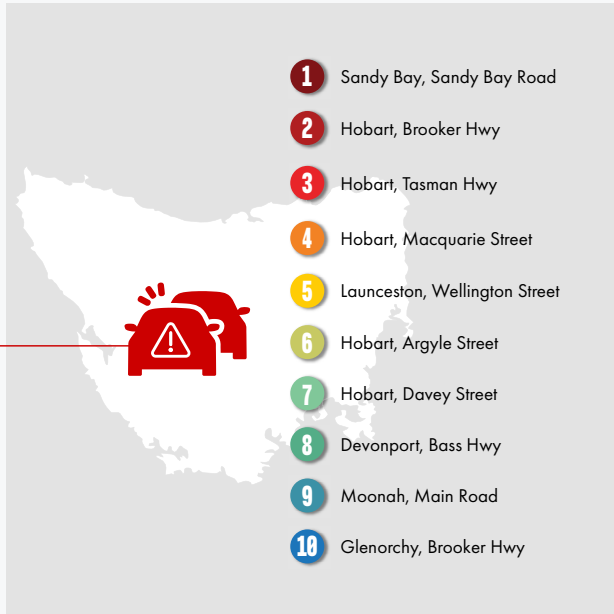


Beware the Stuart Highway when travelling in the Northern Territory – this highway runs all the way from the top of the territory, down to the border with South Australia... and has taken out eight of the top 10 accident hotspots for the Northern Territory over the past 10 years.



# TASMANIA TOP 10 CRASH HOTSPOTS

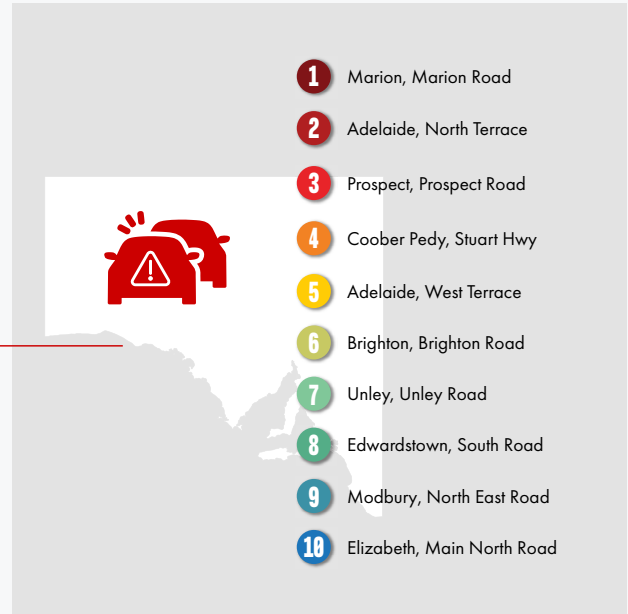
FROM JAN 2014 TO DEC 2023



Known for having the cleanest air in the world, Tasmania also boasts some of the best scenery and wildlife Australia has to offer – just don't try looking at it when driving along any of these roads!

# SOUTH AUSTRALIA TOP 10 CRASH HOTSPOTS

FROM JAN 2014 TO DEC 2023

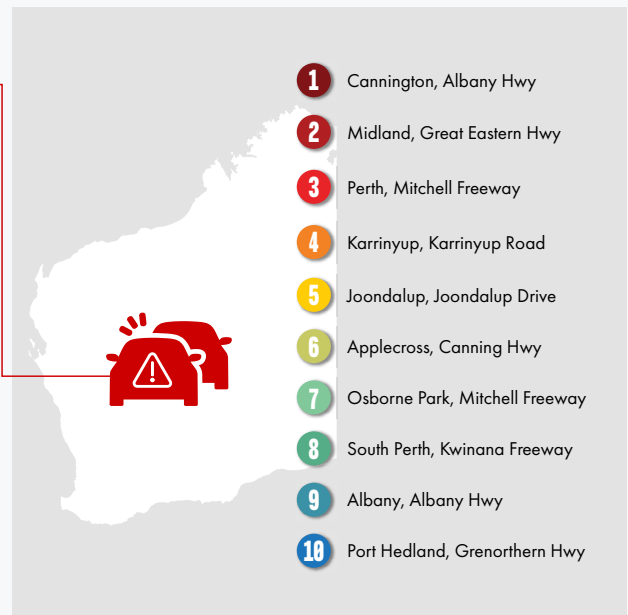


Home to the City of Churches (Adelaide), 18 different wine regions and the opal capital of the world, South Australia has so much going for it, unless of course you're one of these crash hotspots...

# WESTERN AUSTRALIA TOP 10 CRASH HOTSPOTS

FROM JAN 2014 TO DEC 2023

Western Australia covers one third of the Australian continent – and is almost the size of Western Europe! It is home to Argyle Mine – the world's largest producer of diamonds, the whitest beaches and one of the world's oldest living cultures, but unfortunately it has some pretty dangerous roads too...



6. Australian Government Department of Infrastructure, Transport, Regional Development, Communication and the Arts Australian Infrastructure and Transport Statistics Yearbook 2023, December 2023, pg. 158

7. Australian Government Department of Infrastructure, Transport, Regional Development, Communication and the Arts Australian Infrastructure and Transport Statistics Yearbook 2023, December 2023, pg. 21

## School's out, accidents up



### Afternoon

worst time of day for accidents

Afternoons between 1 pm and 4:30pm are not a great time to be on the roads in the ACT, Tasmania, Western Australia or South Australia, with this time coming in as the worst on the roads for accidents from 2014.

### NT Morning

However, in the Northern Territory mornings are the time to avoid driving – with the hours of 9:30am to 1 pm taking out the top spot for the past five years, and overall for the past 10.

## Age ≠ experience



### Aged 65+

most likely involved in accidents

Young drivers cop a bad rap when it comes to road safety, however the younger you are, the safer you are on the roads in the ACT, Northern Territory, Tasmania, Western Australia and South Australia!

### NT + ACT Aged 35–44

Middle aged drivers aged 35 to 44 years were the worst on the roads in the ACT and Northern Territory, while older drivers aged 65 plus took out the top spot in Tasmania, Western Australia and South Australia.

## Distracted drivers out in force



### Nose to tail

most common crash type

Nose to tail accidents were the #1 cause of claims in the ACT and Western Australia.



### Collisions with a stationary object

While it seems drivers in the Northern Territory, Tasmania and South Australia have a love affair with bollards as collisions with a stationary object come out on top.

## First the worst, second the best...



### Males

more likely involved in accidents

Males have been responsible for more motor claims across the ACT, Northern Territory, Tasmania, Western Australia and South Australia since 2014. Meaning when it comes to the battle of the sexes behind the wheel, second really is the best.

## Weekend? Let's hit the road!



### Friday

worst time of week for accidents

Saturdays and Sundays are the safest days to be on the roads – as both days consistently made up the bottom two places when looking at the day most accidents occur over the past decade.

Friday took out the top spot, cementing its place as the worst day for accidents.

## ? Did you know?

For drivers in Western Australia, Tasmania, ACT and Northern Territory making a U-turn is allowed at all intersections – but NOT at traffic lights (unless signed otherwise) or if a 'no U-turn' sign is located at the intersection.

For drivers in SA, a U-turn is only permitted when signed.

# ANIMAL COLLISIONS

You can see amazing wildlife anytime, and anywhere in Australia, including on the road...as many drivers have unfortunately found out.

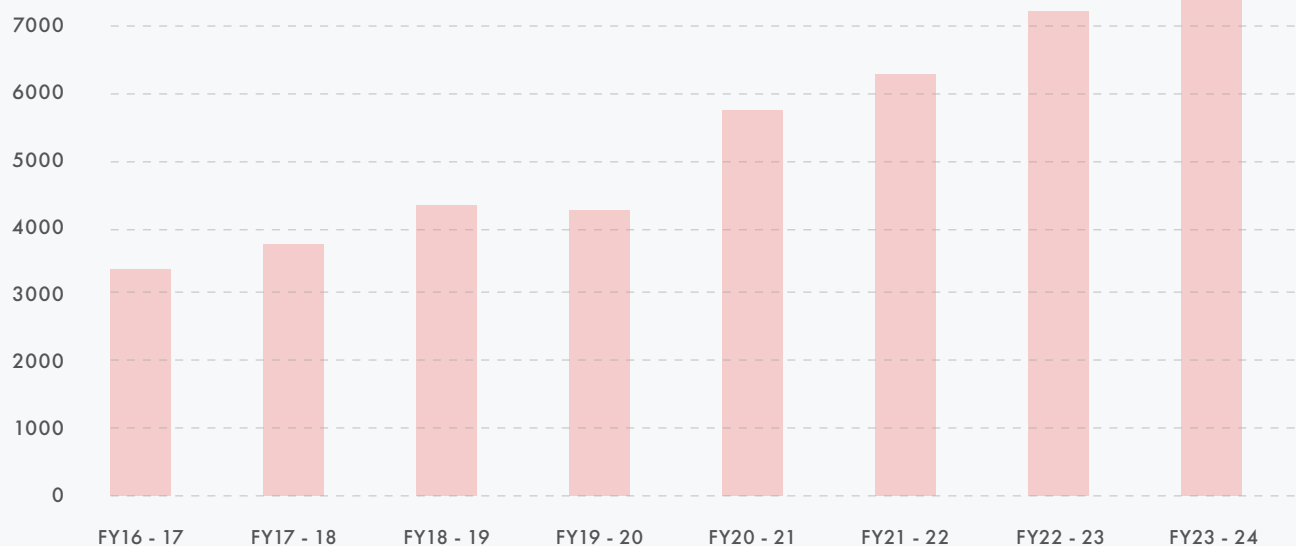
WIRES is Australia's largest wildlife rescue organisation and has been rescuing and rehabilitating native wildlife for over 35 years.

Since 2016, WIRES have partnered with AAMI on their annual Animal Collisions campaigns, which educates drivers on how to avoid these types of accidents, and what to do if they encounter an animal on the road.

According to AAMI's claims data in 2023, animal collisions have increased by 22 per cent year-on-year. \*\*This is reflected in WIRES data which shows an increase in calls for assistance each year. Furthermore, WIRES data revealed that the number of animals killed by cars has more than doubled in the past eight years.



## COLLISIONS



Source: WRO figures for road collisions (inclusive of all species)



## WIRES Top Tips to protect both yourself and our native animals:

- 1** Note wildlife signs – they are placed on specific roads known to intersect across wildlife territory.
- 2** Understand the high-risk times (dusk and dawn) for wildlife and be extra vigilant.
- 3** Carry a “rescue kit” in your car, a simple cardboard box, towel and gloves are enough to save an animal’s life.
- 4** Safely stop and pouch check – many marsupial joeys survive vehicle collisions when in their mum’s protective pouch.
- 5** To report a rescue please contact WIRES on 1300 094 737 or visit [www.wires.org.au](http://www.wires.org.au) for more information.

More frequent natural disasters and ongoing habitat destruction due to urbanisation means there are more animals on the move. This means drivers need to be more alert and aware of their surroundings when behind the wheel than ever before.

Supporting AAMI’s Animal Collisions and Crash Index campaigns along with their commitment to road safety benefits not only drivers but our wildlife too. As the safer we are on the roads, the safer our roads will be for our wildlife.

Donate to WIRES to aid in the continuous rescue and rehabilitation of native animals impacted by motor vehicle accidents.

[www.wires.org.au/donate](http://www.wires.org.au/donate) ➔



## ? Did you know?

- More than 40 per cent of Aussie drivers don’t pay attention to wildlife warning signs.
- 60 per cent of drivers would dangerously swerve or slam on the brakes to avoid colliding with an animal, putting themselves and other drivers at risk.\*
- Roadkill is a significant problem in Australia, for both humans and animals. Between 2018 and 2022, national figures show there were 36 fatal crashes caused by a vehicle hitting an animal.
- 10 million native animals die on our roads each year.

\*The research findings were compiled through a national survey with a representative sample of 1,004 Australians aged 18+ and was conducted by Pure Profile in March 2024 on behalf of AAMI.

\*\*AAMI motor claims data comparing animal collisions from 2023 compared to 2022.

# PARTNERS IN ROAD SAFETY

## VICTORIA STATE EMERGENCY SERVICE

### A message from Tim Wiebusch, VICSES Chief Operations Officer

Over the last 22 years, Victoria State Emergency Service (VICSES) has worked closely with AAMI with an eye to providing positive, tangible road safety-related outcomes for community members across the state through a range of targeted awareness campaigns, funding initiatives and road safety messaging.

This rich relationship has also improved the emergency capability of VICSES members across the state, who have directly benefited from updated equipment which supports road crash rescue (RCR).

VICSES has long played a vital role in responding to road crash emergencies across the state, and is the nation's largest provider of RCR capability, with 104 VICSES Units across the state accredited to safely manage road crash emergencies.

Unfortunately, VICSES volunteers have attended many of the crash sites featured in AAMI's annual Crash Index, and while our members are always available to lend their support, we hope to see their pagers less active in the coming years as motorists improve their road safety behaviours. We're excited to continue developing our relationship with AAMI and exploring ways we can further lessen the impact of road trauma on communities and volunteers.



### AAMI has been the Principal Community Partner of the VICSES since 2002.

Over the 22-year partnership, AAMI has provided over \$9 million which has helped VICSES:

- Purchase over 20,000 pieces of equipment – distributed to VICSES units across the state as part of the AAMI Equipment Program
- Deliver life-saving community education campaigns including 15 to Float
- Hold events for community engagement and volunteer development.



## Q&A with VICSES Volunteer

AAMI has been lucky enough to sit down with Caroline Taylor, VICSES South Barwon Unit Deputy Controller to discuss her role, the importance of VICSES in the community and how we can have safer roads.



**Caroline Taylor**  
South Barwon Unit Deputy Controller

### What do you love about your job?

Working with a great team to help people involved in serious road accidents. I enjoy the challenge of learning the skills required for a road rescue, and to be as prepared as possible for the next rescue 'call-out'.

### What training do you receive?

VICSES offers extensive training in Road Crash Rescue, and regular training and workshops to hone our skills.

### How important is the equipment to your rescue work?

The rescue equipment we use is critical to performing safe, efficient, and effective rescues. Vehicles are getting stronger and more complex in their design, so having the right equipment is essential. My unit and many others across VICSES have been fortunate to be issued with battery-operated hydraulic tools, which are more powerful, portable, and efficient than their predecessors.

### What message do you have for Aussie drivers?

Take your time and always drive to the conditions.

### What do you do when you arrive at the scene of a road crash?

Our focus is on ensuring the scene is safe and rescuing those trapped or injured. Often the scene is a little chaotic, so liaising with others who are there to understand what has happened is essential.

[www.ses.vic.gov.au](http://www.ses.vic.gov.au)

# PREVENTING CRASHES BEFORE THEY HAPPEN

## A message from the Australian Road Safety Foundation

As a dedicated not-for-profit organisation committed to reducing death and injuries on our roads, the Australian Road Safety Foundation (ARSF) commends AAMI's longstanding commitment to improving road safety outcomes.

For over 18 years, AAMI has been a valued partner of the ARSF, playing a crucial role in our mission to create safer roads. AAMI's extensive support has enabled us to implement regular innovative awareness programmes, educational initiatives, community events and advocate for change so that we can save lives on the road.

Last year, Australia recorded its third straight annual rise in the road toll with 1,266 lives cut short. Thousands more were seriously and permanently injured. Road trauma is a growing pandemic that can no longer be ignored. It is a tragic problem that affects us all. It is also a problem that requires all of us to solve. Road safety is everyone's responsibility. It is the sum of our small individual

choices that equate to significant outcomes.

ARSF is dedicated to making sure our choices are positive ones, and to ensure all Australians hold themselves, and each other, accountable each time we use the road. Every day, ARSF works towards this goal, advocating for safer roads and responsible driving habits. But we cannot do it alone, and the support of partners like AAMI is critical in making our vision a reality. AAMI's long serving dedication to driving a difference allows us to identify issues with critical data so that we may advocate harder and educate further.

Together, ARSF and AAMI are fostering a future where every journey ends safely. Our major campaigns, such as Fatality Free Friday and Rural Road Safety Month, alongside initiatives targeting peak road trauma periods such as Christmas and Easter, along with workplace road safety initiatives and roundtables, reflect this commitment.

ARSF congratulates AAMI on 30 years of making roads safer through the AAMI Crash Index,

which helps provide a deeper understanding of the complex challenges of road safety and promotes a pathway to positive change.

I implore all Australians to help us in our combined mission to drive down road trauma rates. Together, we can make a world of difference and save lives by choosing road safety.



**Russell White**  
ARSF Founder and Chair

[www.arsf.com.au](http://www.arsf.com.au)

# Driver Reviver and AAMI

## Helping Aussies arrive safe

Driver Reviver Australia is a national charitable road safety program operating in Australia since 1989. Powered by more than 5,000 volunteers from a wide range of service organisations and community groups, members give up their own time to provide the age-old service of hospitality for travellers, promote road safety and help reduce the road toll.

The national program aims to provide opportunities for local communities to contribute to addressing fatigue-related road trauma.

By visiting one of 180 Driver Reviver sites across the country, travellers can take a break in their journey for a free cuppa and biscuit and most importantly, a chance to stop and revive.

Over

 **25 MILLION** free teas and coffees

and 28 million snacks have been served to drivers and their passengers over the past 34 years of the program, which aims to promote road safety and reduce the road toll at peak traffic periods such as school holidays and long weekends.

Together, Driver Reviver and AAMI work to help Aussies arrive at their destination safely. The four-year partnership is all about encouraging drivers to take a break, and STOP, REST, REVIVE and SURVIVE. The long-standing volunteer aspect is also helping to build more resilient and safer communities.

Ashley Pittard  
National Manager Driver Reviver



# DRIVER REVIVER

## VOLUNTEERS SAVING LIVES ACROSS AUSTRALIA



[www.driverreviver.com.au](http://www.driverreviver.com.au)



LUCKY YOU'RE WITH  
**AAMI**

Find out more at [www.aami.com.au/crash-index](http://www.aami.com.au/crash-index)

