



Transport
for NSW

Road Rules and Road Safety



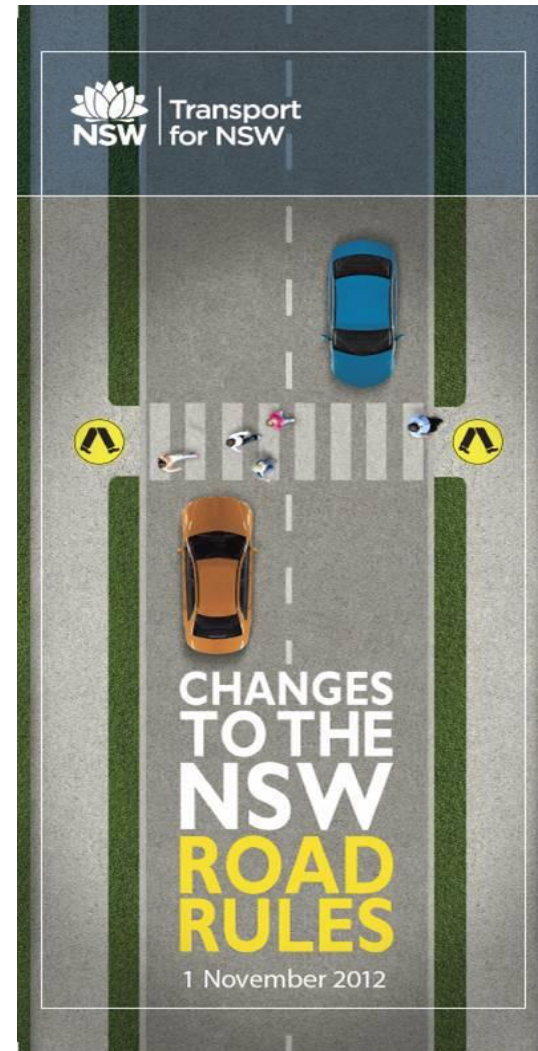
Road Rules Package

- NSW implements changes in the Australian Road Rules 7th, 8th & 9th Amendment Packages.
- Major focus is use of mobile phones.



Minor changes

- Mostly minor changes to original rules.
- Brochure produced outlining the changes.
- Promoted through advertising and available in registries.



Confusion

- What are the road rules again?
- When do I indicate at a roundabout?
- Do I have to give way to pedestrians when turning a corner?
- Media gets road rules wrong?
- Urgent need for clarification.



Building Clarity

- Road Rules Awareness Week
- Increased community engagement
- Continual awareness
- Top Ten Misunderstood Road Rules guide



Our Top Ten

1. Roundabouts
2. Giving way to pedestrians when turning
3. Mobile phones



All drivers are required to drive carefully and slow down or stop when there is a chance of a crash with another vehicle.

Our Top Ten

4. Merging

5. Keeping left

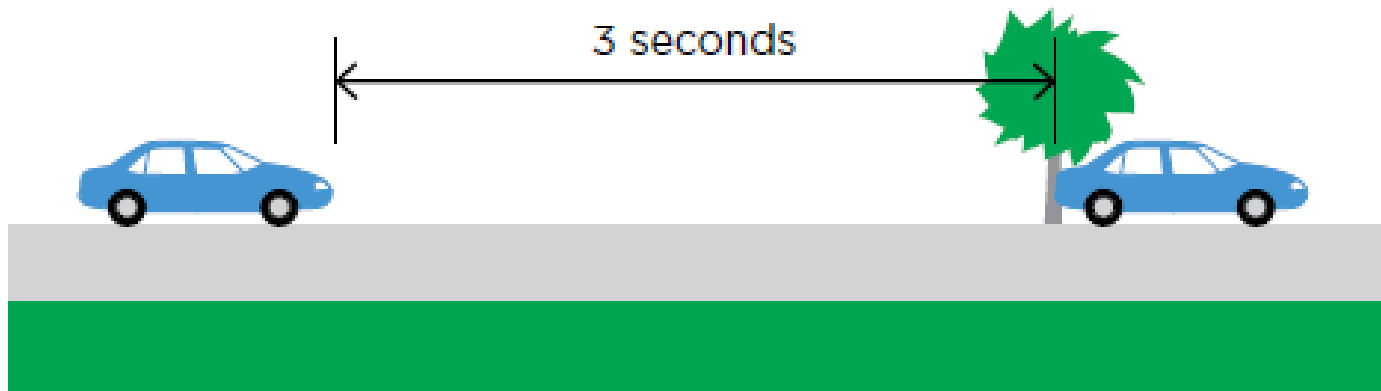
6. Using headlights
and fog lights



Our Top Ten

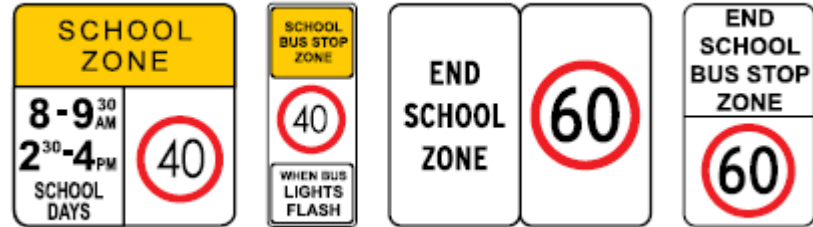
7. U-turns

8. Safe following distances



Our Top Ten

9. School zones

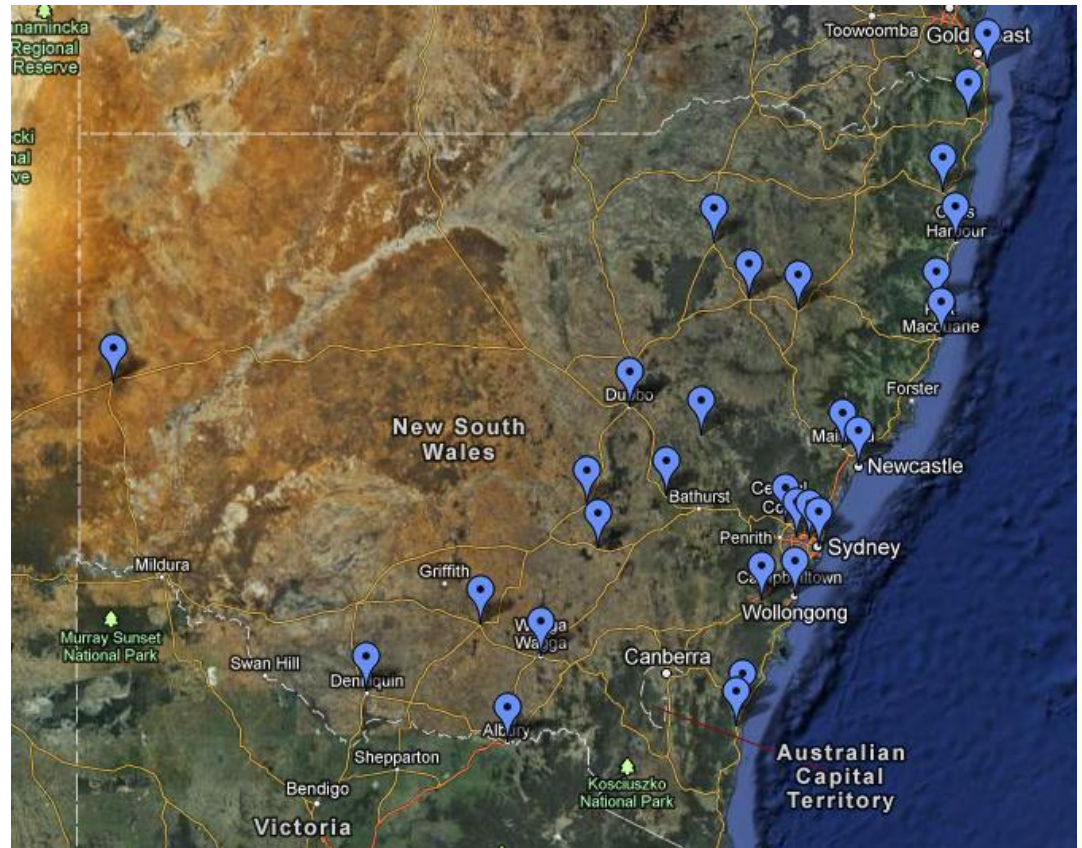


10. Yellow traffic lights



Results

- 100 media reports
- 12,000 votes in SMH online
- 40,000 guides
- \$400K free media coverage



Continued awareness

- Easter show
- Campaign element
- Annual focus

