

Kings Highway Road Safety Partnership – “Reduce Speed on the Kings Highway” – Road Safety Campaign

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Abstract

Saving and preserving lives along the Kings Highway is the major focus of the Kings Highway Road Safety Partnership (KHRSP). The KHRSP is an interstate multi-agency, multi-jurisdictional partnership coordinating road safety programs with members from NSW and ACT policing, ACT Government, Transport for NSW and NSW Local Governments. Acting on the Roads and Maritime Services 2012 Kings Highway Road Safety Review, the Partnership capitalised on a \$35m road safety engineering program by designing a coordinated behavioural and enforcement program, implemented from 2016-2018 and it saw a reduction in the rate of road trauma on the Kings Highway.

Background

The Kings Highway while only 140km in length navigates through two state territories, one Australian Federal Police (AFP) enforcement jurisdiction, two NSW Police jurisdictions and three Local Government Areas (LGA). KHRSP was established in 2008 to provide a safe system approach to reduce road trauma on the Kings Highway. A major strength of the partnership is the successful coordination of multi-agencies and different jurisdictions, utilising State and local educational and enforcement initiatives.

Method

In 2016 KHRSP reviewed their program strategies and identified the need for a new re-invigorated approach, recommending enhanced communication with communities residing along the Kings Highway. Crash statistics indicated 29% of controllers involved in crashes on the Kings Highway resided in the LGA's along the Kings. Controllers from ACT were also targeted with 28% of all casualty crashes involving ACT residents.

New approach aimed to:

- Create a new educational campaign specific to drivers of the Kings Highway during peak holiday times of summer and Easter.
- Deliver educational messages about the risks of speeding, aiming for repeated exposure before and along the Kings Highway journey.
- Promote Police enforcement activities during peak holiday times. The Police's goal was for every driver during peak periods to encounter at least one highly-visible Police vehicle on the Kings Highway.
- The campaign added strategies to support and measure this police goal.

Resulting Campaign

- An ACT advertising company was engaged, developing the following Towards Zero catch phrase **‘Reduce Speed on the Kings Highway...Your family is counting on it’** tailored to summer and Easter road users and secondary message to promote police enforcement.



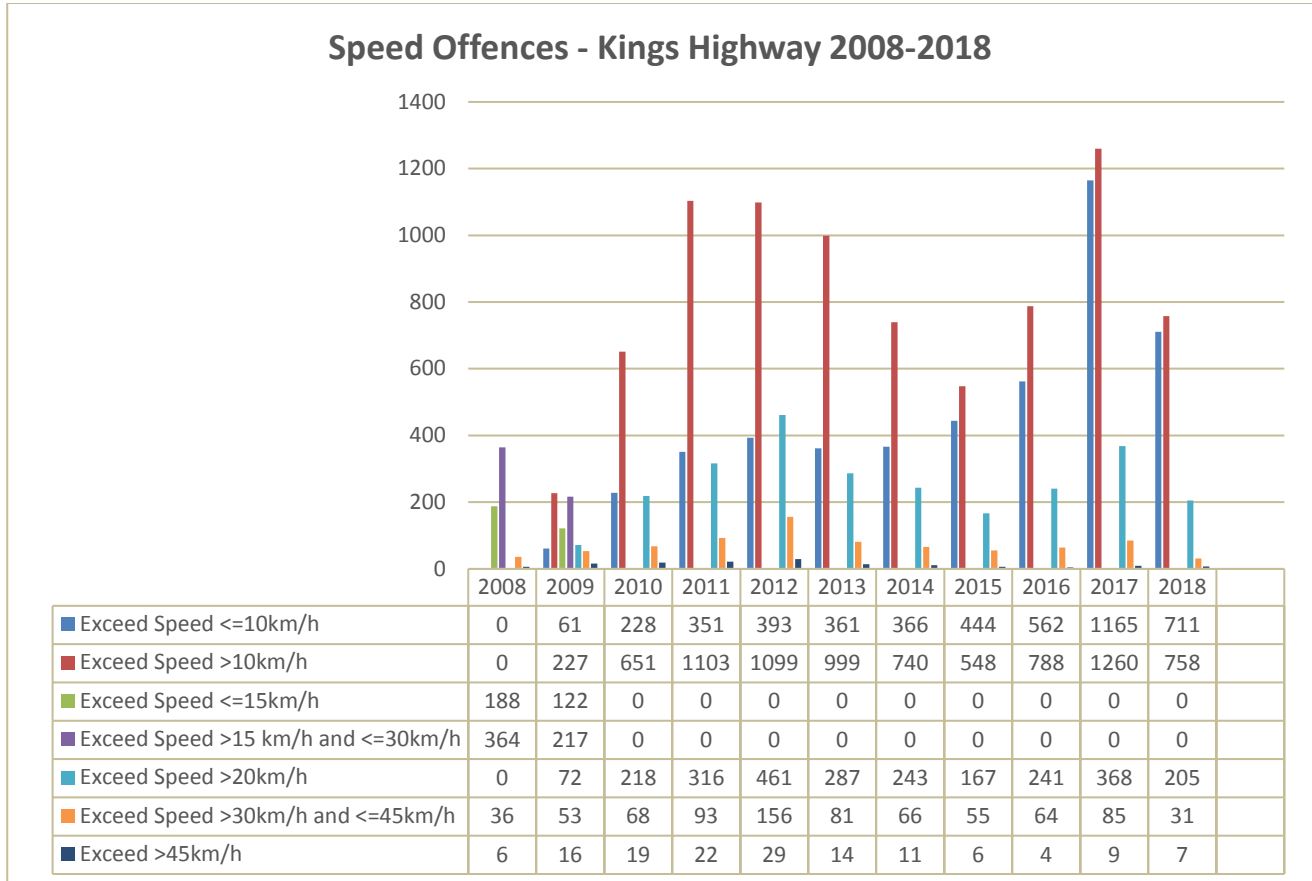
Figure 1. Reduce Your Speed Easter: Poster with police message.

- NSW and ACT Governments funded this campaign using various platforms to distribute the road safety message. Including:
 - Petrol pumps and in venue advertising at petrol stations in ACT, Queanbeyan, Batemans Bay,
 - Social media by AFP and press releases/ACT media
 - Roadside banners

- Shopping Centre advertising and summer/Easter holiday timed posters displayed at key rest stops and cafes on route

Towards Zero Results

Table 1. NSW Speed Offences – Kings Highway 2008-2018



- NSW Police task year round Operation Monarch alongside Statewide operations on the Kings Highway. Operation Monarch activity increased in both 2016 and 2017 to support ‘**Reduce Speed on the Kings Highway... Your family is counting on it**’ campaign as evident in speed offences issued in Table 1.
- Prior to the implementation of the campaign the number of speed related crashes peaked at 51 in 2012, reducing to 22 in 2017. Severity of crashes reduced from 8 serious injuries in 2016 to 3 in 2017 and 1 in 2018.
- The campaign featured Police on-location at highly recognisable destinations along the Kings. Driver expectation versus actual exposure to Police enforcement on the Kings was measured by driver surveys at the Braidwood Driver Reviver over long weekend holidays. In 2018 89% of respondents indicated likely, very likely or almost certain to see police along the Kings Highway, 76% reporting they had seen police already on their journey.

The KHRSP is working Towards Zero.

References

Kings Highway Road Safety Review (2013) NSW Government, Transport for NSW
 Transport for NSW Crash Data 2008-2018
 NSW Police Speed Fine data 2016-2018