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## **AAMI Crash Index: Plenty Road in Bundoora named Australia's most dangerous crash hotspot for sixth consecutive year**

- **Male drivers** in Melbourne and VIC more likely than females to crash
- **Drivers aged 35-49** worst offenders across VIC
- **Nose to tail** crashes account for more than half of crashes at Melbourne's top spot
- **Thursday** is the worst day on the #1 road, **afternoons** most dangerous for crashes
- **Two new entries** in Melbourne's top 10

Plenty Road in Bundoora has unfortunately been named Australia's most dangerous crash hotspot for the sixth year in a row, according to new data from national insurer AAMI.

The 2023 AAMI Crash Index, which analysed more than 350,000 motor insurance claims across the country from 1 July 2022 – 30 June 2023<sup>i</sup>, 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 interestingly that male drivers in Melbourne (58 per cent) were significantly more likely than females (42 per cent) to crash, and the worst offenders were drivers aged 35-49 (29 per cent).

When looking at the number one hotspot, nose to tail collisions were the most common type of crash, with more than half (56 per cent) crashing this way. Thursdays were the most dangerous day of the week to be on Plenty Road in Bundoora, with most accidents occurring in the afternoon, between 1pm – 4.30pm<sup>ii</sup>.

"Plenty Road in Bundoora has a reputation for congestion and collisions, feeding into many other main roads which is why it's a repeat offender when it comes to being top of AAMI's crash hotspot list," Ms Hall said.

"There is a lot happening along this multi-lane road, including traffic from two major universities, a high school and tram lines. There is also a lot of student accommodation, catering to international students attending La Trobe University, with students making up a large proportion of drivers on Plenty Road.

"If you speak to anyone who travels regularly along this busy stretch of road, and they will tell you that it's not uncommon to see accidents, almost daily.

"On a positive note, analysis of our crash data on Plenty Road in Bundoora revealed fewer crashes compared to 2022, in line with a 26 per cent reduction of motor accident claims from FY19 (prior to a 10-kilometre speed reduction and COVID-19 lockdowns when many cars were off the roads) to FY23 (once the permanent speed reduction was in place).

"The drop in crashes at Melbourne's #1 crash hotspot is significant, and proves that the lowered speed limit, which our AAMI Crash Index data informed, has had a positive impact on the number of accidents at this notorious location.



“Our AAMI Crash Index data played a key role in identifying the need for action to reduce the ongoing rate of collisions at this hotspot, and we supported the decision to trial a speed limit reduction to help drive much needed road improvements, reduce future crashes and save lives.

“We know that even small reductions in driving speed has the potential to greatly reduce crashes, injuries and fatalities, so we’re thrilled to have seen less crashes as a result of the permanent speed reduction along Plenty Road in Bundoora.”

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, so it’s no surprise that these locations appeared in the list this year.”

In 2023, two new locations entered the top 10 – Dandenong Road in Chadstone, home to Chadstone Shopping Centre, one of Melbourne’s largest shopping centres, and Burwood Highway in Burwood.

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 – Melbourne

2023 Rank	Road	Suburb	2022 Rank	Change
1	Plenty Road	Bundoora	1	←
2	Springvale Road	Glen Waverley	2	←
3	Maroondah Highway	Ringwood	6	↑
4	Doncaster Road	Doncaster	5	↑
5	Craigieburn Road	Craigieburn	4	↓
6	Dandenong Road	Chadstone	-	New
7	Bell Street	Preston	8	↑
8	Sydney Road	Campbellfield	3	↓
9	Burwood Highway	Burwood	-	New
10 - Tied	Stud Road	Rowville	7	↓
10 - Tied	Springvale Road	Springvale	9	↓

## 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 – Melbourne Vs Victoria

	Melbourne	Victoria
<b>Most common day</b>	Friday (17%)	Friday (16%)
<b>Most common time</b>	Afternoons (24%)	Afternoons (29%)
<b>Gender</b>	Males 58% Vs Females 42%	Males 53% Vs Females 47%
<b>Most common accident type</b>	Nose to tail (27%)	Nose to tail (25%)
<b>Most common age</b>	35-49 (29%)	35-49 (26%)

When comparing crash statistics between drivers in Melbourne and the rest of Victoria, AAMI data revealed nose to tail collisions to be the most common type of accident on both Melbourne and Victorian roads.

“Tailgating, driver distraction and potentially road rage can lead to nose to tail collisions, and to avoid them, Victorian drivers need to travel at a safe distance behind the car in front and ensure they are paying attention at all times,” Ms Hall said.

“A good rule of thumb, according to the Victorian Government, is to always drive at least 3 seconds behind the car in front (often called the 3-second gap).<sup>iii</sup> This should be a larger gap if the driving conditions are poor, or you’re driving a heavy vehicle. This allows adequate time to react and respond to a situation safely and avoid a crash.

“Bumper to bumper collisions 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.

“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 Victoria 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](#).



[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.

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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

<sup>iii</sup> [Learner: 2.4 Creating safe distances \(mylearners.vic.gov.au\)](https://mylearners.vic.gov.au)