



Embargoed until Thursday 14 September 2023

AAMI Crash Index: Adelaide’s West Terrace named most dangerous road for crashes in Adelaide.

- *Six new entries in Adelaide’s top 10*
- *Nose to tail crashes account for more than half of crashes at top spot*
- *Saturday is the worst day on the #1 road, mornings & evenings most dangerous for crashes*
- *Male drivers in Adelaide and across SA more likely than females to crash*
- *Drivers aged 35-49 worst offenders on SA roads*

West Terrace in Adelaide has been revealed as the city’s most notorious crash site, one of six new locations in Adelaide’s crash hotspot list, according to new data from national insurer AAMI.

The 2023 AAMI Crash Index, which analysed more than 350,000 motor insurance claimsⁱ 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 Adelaide (58 per cent) were significantly more likely than females (42 per cent) to crash, and the worst offenders were drivers aged 35-49 (23 per cent).

When looking at the number one hotspot, nose to tail collisions were the most common type of crash, with more than half (58 per cent) crashing this way. Saturdays were the most dangerous day of the week to be on Adelaide’s West Terrace, with most accidents occurring in the morning between 9.30am – 1.00pm or between 4.30pm and 8.00pm.ⁱⁱ Younger drivers aged 25-34 were also most likely to be involved in a crash.

“West Terrace in Adelaide is a major road leading out of, and into the CBD from the Western suburbs, so traffic can be heavy and congested – which can lead to an increase in collisions,” Ms Hall said.

“The Royal Adelaide Hospital is located near West Terrace, and the hotspot is also home to a high school, shops, hotels and food outlets, so it’s hardly surprising that it has been ranked Adelaide’s worst hotspot.”

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, six new locations entered the top 10 – with West Terrace and North Terrace in Adelaide, The Parade in Norwood, Main North Road in Munno Para, Hindley Street in Adelaide and North East Road in Holden Hill all featuring in the list.

“With more than half the top 10 being new hotspots this year, it shows 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 - Adelaide

2023 Rank	Road	Suburb	2022 Rank	Change
1	West Terrace	Adelaide	-	New
2	The Parade	Norwood	-	New
3	North Terrace	Adelaide	-	New
4	Unley Road	Unley	2	↓
5 - Tied	Brighton Road	Brighton	8	↑
5 - Tied	Main North Road	Munno Para	-	New
6	Hindley Street	Adelaide	-	New
7 - Tied	North East Road	Holden Hill	-	New
7 - Tied	North East Road	Modbury	6	↓
7 - Tied	Diagonal Road	Oaklands Park	10	↑

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 - Adelaide Vs South Australia

	Adelaide	South Australia
Most common day	Friday (18%)	Friday (17%)
Most common time	Afternoons (26%)	Afternoons (29%)
Gender	Males 58% Vs Females 42%	Males 58% Vs Females 42%
Most common accident type	Nose to tail (22%)	Collision with stationary object (19%)
Most common age	35-49 (23%)	35-49 (20%)



When comparing crash statistics between drivers in Adelaide and the rest of South Australia, AAMI data revealed nose to tail crashes to be the most common type of accident in Adelaide, while collisions with a stationary object are more common across the state.

“Tailgating, driver distraction and potentially road rage can lead to nose to tail collisions, and to avoid them, South Australian drivers should 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 thumbⁱⁱⁱ, is to always drive at least 2 seconds behind the car in front (often called the 2-second gap).^{iv} 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.

“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 at 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 South Australian 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:

Angela Wilkinson: E: Angela.wilkinson@suncorp.com.au T: 0477 395 119

Bridget Dixon: E: Bridget.dixon@suncorp.com.au T: 0438 169 935

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

ⁱⁱ 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

ⁱⁱⁱ [My Licence - The Hazard Perception Test - Safe following distance](#)