

## WHAT IS THE ISSUE?

*Animal-related (90% is Kangaroos) car accidents on the rise in Australian winter nights*

## SIGNIFICANCE OF ISSUE:

**42% of fatal accidents in NSW where animals were implicated in the crash were caused by people swerving to avoid the animal.**



Data matching to official Government records found underreporting of animal-related crashes to be an issue of concern.

Of the more than 13,000 animal strikes on NSW roads in 2019, approximately 90 per cent involved kangaroos – a similar proportion to figures from Queensland and Victoria – according to data from NRMA Insurance.



## 2-3 KEY USERS:

Ross is a 60 years old uber driver.

Kevin is a scooter driver who often delivers meals in remote areas.

Steven is a night bus driver who often works overtime



## 2-3 POINT OF VIEW STATEMENTS:

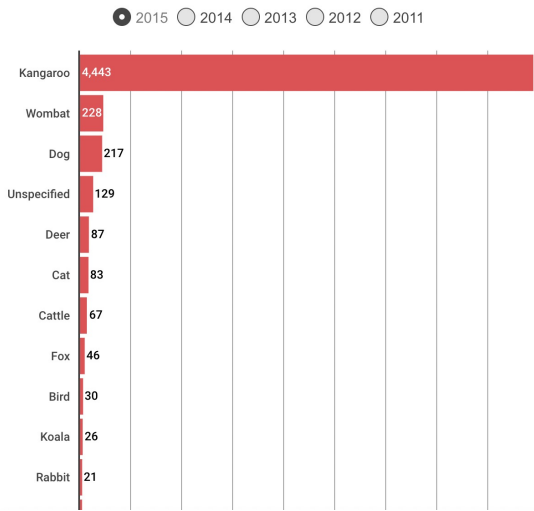
Ross needs better vision at night due to frequent encounters with animals.

Kevin needs to be more effective at avoiding these animals because motorcycles are prone to fall over obstacles.

Steven has multiple car accidents because fast-moving animals at night are difficult to prevent He needs better ways to prevent or avoid animals

**KEY IMAGES: (2-3 key images with annotation)**

Animals that cause car insurance claims in Victoria



Annotation and description of image



When smaller animals like echidnas are hit, it often goes unreported or unnoticed.

**INDUSTRY SECTORS:**

- Car industrial
- Government
- Ministry of Transportation
- Animal management centre



"The famous 'kangaroo, slow down' sign doesn't work." Finland even tried spraying their reindeers' antlers with reflective paint to warn drivers in the dark, but that didn't work either.

**SOURCES OF INFORMATION:**

- <https://www.abc.net.au/news/2019-06-22/you-have-hit-a-roo-so-what-do-you-do-next/11235596>
- <https://www.smh.com.au/national/the-horrible-thud-what-can-we-do-to-reduce-roadkill-20211103-p595t5.html>
- <https://www.aami.com.au/aami-informed/on-the-road/safe-driving/aami-animal-car-accidents-data.html>
- [https://www.researchgate.net/publication/23643632\\_Road\\_crashes\\_involving\\_animals\\_in\\_Australia](https://www.researchgate.net/publication/23643632_Road_crashes_involving_animals_in_Australia)

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