

**ROADS AND TRAFFIC AUTHORITY.  
SPEEDING. NO ONE THINKS BIG OF YOU.**



**2009 AUSTRALIAN EFFIE AWARDS**



**CLEMENGER BBDO**

## Executive Summary

Young Aussie blokes – particularly P-platers – love speeding. They love it to death.

Up until 2006 the youth speeding toll was climbing, and the RTA's best weapon – graphic car-crash advertising – was unable to stop it.

Faced with this seemingly insurmountable problem, Clemenger BBDO and the RTA developed a communications solution that succeeded where previous anti-speeding campaigns had fallen on deaf, young ears.

'Pinkie' is the most persuasive youth speeding campaign ever. It elicited a crucial behavioural shift, provoked global media storm and empowered the community to render speeding socially unacceptable.

Most importantly, 'Pinkie' helped save young Aussie blokes.

Word Count 97

## Introduction: don't stop me now, cos I'm havin' a good time

*"If you tell the guy to slow down, you might as well pull on a skirt and criticise the condition of his fingernails."*

*Dan Gregory discussing the RTA 'Pinkie' campaign on The Gruen Transfer*

No-one loves speeding more than young Aussie blokes. For Aussie blokes aged around 17-25, speeding is not just socially acceptable; it has big-time social cachet.

Speeding is theatre; it makes regular, young blokes feel like big-shots; it's freedom.

But most importantly, speeding is a deeply ingrained part of their masculinity. It is a rite of passage from boyhood to manhood.

Ask a young bloke to slow down? Don't be a pussy.

With these blokes, speeding is not the casual, 10kms/h over the speed limit speeding that 90% of drivers do regularly.<sup>1</sup> For them speeding is a high-risk affair, routinely taking them 30 or 40kms/h over the speed limit.

The fact was that young Aussie males thought speeding was cool.

And they were paying for being cool with their lives.

## The Problem: living fast, dying young

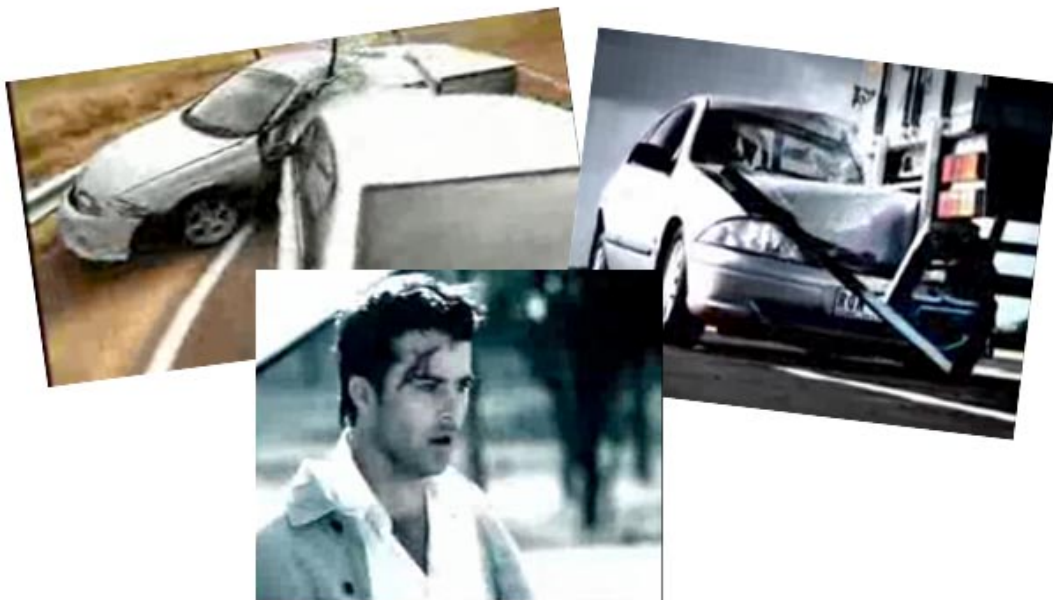
In New South Wales, the Roads and Traffic Authority (RTA) is responsible for improving road safety by educating drivers about a range of road safety issues and encouraging behaviour change.

Speeding remains the RTA's biggest problem. Speeding is the biggest contributor to the annual NSW road toll, consistently accounting for around 40% of deaths.<sup>2</sup>

Over the five year period from 2002 to 2006, 1051 people died on NSW roads in speed-related crashes. 85% of those victims were blokes.<sup>3</sup>

For twenty years the RTA has tried to convince drivers, particularly males, to slow down with graphic depictions of a speeding crash and the aftermath:

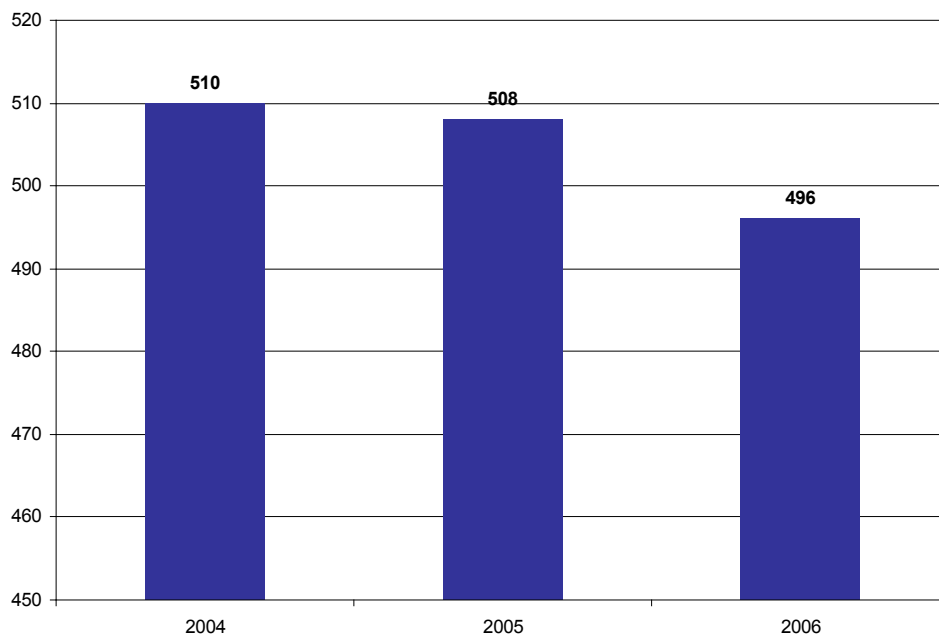
*Figure 1: Previous RTA anti-speeding advertising*



This was the RTA's bread-and-butter. And it seemed to be working.

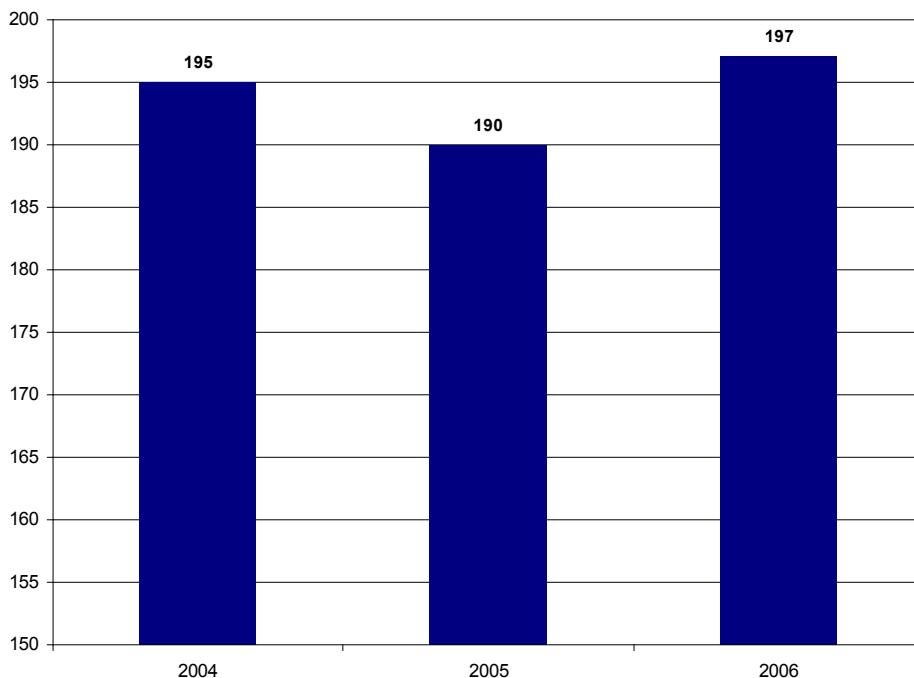
NSW road fatalities were in decline:

Figure 2: NSW Road Toll in decline<sup>4</sup>



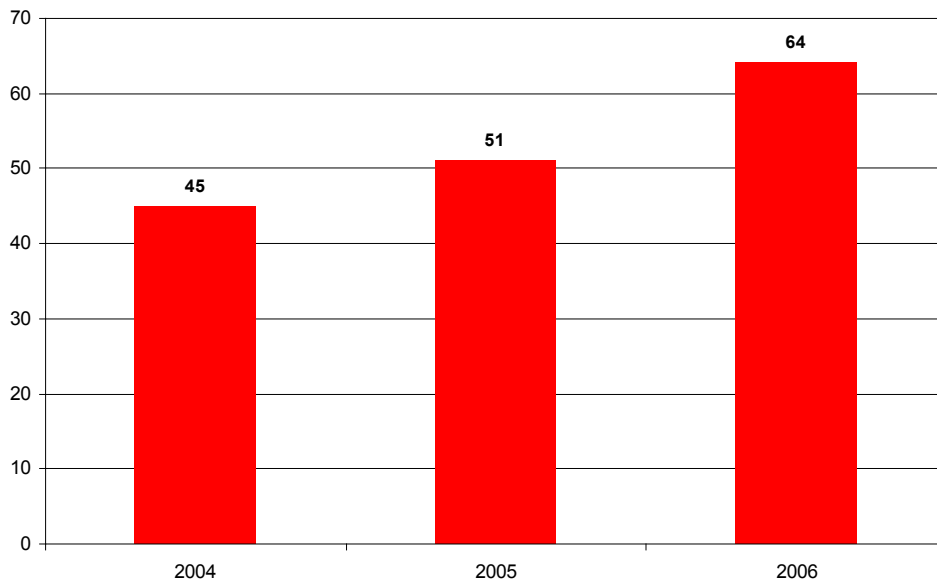
Furthermore, total speeding fatalities remained steady, indicating that speeding behaviour was largely being curbed:

Figure 3: Total NSW speeding deaths were consistent<sup>5</sup>



But one group was not heeding the RTA's warning. Young drivers, particularly those on their P-plates (provisional drivers), 90% of whom were male, were still dying in speed-related crashes, and they were dying in increasing numbers:

Figure 4: Speed-related fatalities for males 17-25 increasing to 2006<sup>6</sup>



The saddest thing was that 17-25 year-olds only account for 14% of all licence-holders, yet they were responsible for about one third of speeding deaths.<sup>7</sup>

If they weren't dying, they were driving with a death wish. P-platers, a significant chunk of 17-25 year-old drivers, represent just 7% of licence-holders but accounted for one third of speeding infringements 30km/h and above and 41% of speeding infringements 45km/h and above in the same period.<sup>8</sup>

Youth speeding, it seemed, was getting out of control.

## It gets worse: media scrutiny intensifies...

In late 2004, seemingly not a week went by without a young driver speeding to their death. It wasn't strictly P-platers dying, but the P-plate itself became a symbol of irresponsible, fatal behaviour. In the media, P stood for 'premature death' and the RTA was held responsible.

Figure 5: Media pressure mounts on the RTA



The details were even more startling than the headlines:

- "A P-plate driver was dying in NSW every six days,"
- "Each day seventeen P-platers crash their cars,"
- "48 youths killed in one year."

The media and distraught parents were crying out for a solution to this grievous problem.

## ...And new legislation didn't seem to be working

In 2005, the State Government introduced legislation to curb youth speeding behaviour. P-plate drivers were banned from driving turbo/supercharged cars and from having more than one passenger if they committed a serious driving offence. They also enforced a zero alcohol limit on P-platers where previously 0.02 had been allowed.

But youth speeding behaviour continued. In 2006, 64 young blokes died in speeding-related crashes, a 16% increase on 2005, whilst P-plate deaths increased by 30% in 2006.<sup>9</sup>

## Planning for a solution

In 2006, Clemenger BBDO approached the RTA with the aim of developing a communications strategy to stop youth speeding.

Our instinct was that communications could give legislation social credence. We were inspired by campaigns that had successfully influenced driver behaviour like 'Stop. Revive. Survive.' for driver fatigue, or augmented legislation, like 'Bloody Idiot' for drink-driving.

## Young males: driving with their penises

Our initial pub chats with our audience were disheartening. Rational arguments – either physical consequences or science – were rejected outright:

*"Speeding kills. We all know that. But it hasn't happened to me yet so why would I stop?"*

If ever there was a way to sum up youthful masculinity, this was it. Cavalier; obstinate; untouchable. You have the balls to flirt with death or you're a pussy. The old cliché rang true: these guys were thinking with their penises. Driving was an opportunity to be the 'Big Man' and let all their mates know about it.

That's also why an empathetic approach didn't work. The RTA 'Notes' campaign ran in 2005, highlighting the consequences of young people's tendency to rush through life:



Figure 6: The RTA 'Notes' campaign asked young people to slow down



Even this was casually dismissed: “It just makes my mum worry,” quipped one respondent. “That happens to bad drivers, not me.”

These guys thought they were bullet-proof. Death was a distant, abstract event. Young blokes who admitted to speeding regularly pointed to their continued existence as evidence that it wasn’t as serious as the RTA made out. We had to find an immediate consequence of speeding other than injury or death that would compel them slow down.

## The fast and the furious

Searching for a different approach, we tapped into ‘speed culture’ – modified cars, *Autosalon*, professional drag racers, *Fast Fours* magazine – thinking prominent members of this community could legitimize an anti-speeding message.

We quickly learned this approach would be incredible. But this community proved an unlikely source of inspiration.

## The light-bulb moment: stop talking to drivers

At an illegal drag race in Sydney's south west, we asked some young drivers what the big attraction was in driving at excessive speeds, risking their lives and their beloved cars in the process. The answer was because that's what good showmen do.

Drivers were putting on a show for those around them – specifically passengers, but also other mates, girls and the wider community.

*“You do it [speed] cos you want to show you're the best...you wouldn't red-line it on every gear change, or take a corner at 40 if there was no-one in the car with you, because then there's no point.”*

Indeed, a lot of high-risk speeding behaviour was down to a young driver's need to impress his passengers. This was cited as the reason young guys were speeding to their deaths:

*“They're driving around in their dad's Commodore with their mates, and their mates egg them on to drive faster, and they crash.”*

And in extreme cases, it was like drivers weren't even in control of their car:

*“If your friends are in your ear yapping away, you do what they want.”*

Now we had a more useful hypothesis to pursue: a young driver's audience was as important – maybe more important – as the driver in determining the way he drives. Specifically, passengers were a potential route to influencing the driver's behaviour that the RTA had never pursued before.

## The stats pointed to the importance of passengers

RTA crash statistics correlated with our respondents' comments. Young drivers have a greater risk of involvement in a fatal crash if they have two or more passengers.<sup>10</sup> Speed was a primary cause of these passenger-influenced accidents.<sup>11</sup>

## The truth about passengers

We took our new hypothesis on the road with young drivers. We insisted on going with them in a group of mates, not as a lone passenger, to witness first-hand the vicious cycle of showboating and egging-on that we had heard about.

Driving with these guys, we realized the truth: passengers egg-on their driver mates to hide their own fear and avoid being paid out by the driver for being 'soft' or a 'mummy's boy.'

*"When I tell them [drivers] to slow down, they just hammer it even more, they speed even faster, so usually I just sit quietly and hope to get home safely."*

Privately, lots of guys told us about times when, genuinely fearing for their safety, they made up "bullshit excuses" to avoid driving with a speed-loving friend. Especially after a close call, like drifting too far around a corner, passenger fear was palpable. They were looking for an out.

## The brief

Passengers were looking for an out, and now we knew how to give it to them. The key was in undermining the driver's masculinity; a more real and immediate concern than death would ever be.

Our objective: to stop young blokes – P-platers amongst them – from speeding to their deaths.

Our audience: passengers (and by extension the wider community) who provide the audience for young speeding males.

Our role for communications: make speeding uncool by empowering passengers to undermine their speeding driver's masculinity.

## Setting the criteria for success

This would never be a case of running ads and watching the road toll decrease. We reasoned that we would save young lives by achieving four sequential results:

### **1. Achieve high salience, quickly**

By definition, a social awareness campaign must make a lot of people aware of the issue and the solution quickly. Even more so, our campaign had to have social currency to damage speeding's social aura. It had to be bigger than a single TVC; it had to live in the public consciousness and create a critical mass of involvement and media impact beyond its modest spend.

### **2. Be persuasive and enlist passengers and the wider community as ambassadors**

The RTA had to take an untried peer-to-peer approach to cut-through and persuade the audience. We had to empower passengers and onlookers and make speeding socially unacceptable. If drivers wouldn't listen to the RTA, they would have to listen to their mates.

### **3. Bring about a decrease in the incidence of speeding**

Deaths from speeding would only decrease as incidences of speeding behaviour decreased.

### **4. Save young lives**

Lowering the youth speeding road toll was our priority, but we wanted the conversation to be overheard by all drivers and save other drivers too.

## The Campaign: 'Speeding. No one thinks big of you.'

The creative idea was to undermine the speeding driver by giving him a very real, very immediate consequence to his actions. You might not die, but speed and everyone will think you're an idiot.

### TV AND CINEMA

The TVC introduced the new endline and gesture.

Figure 7: 'Pinkie' TVC and cinema



We show young guys speeding. They think it makes them big men. A young guy screeches off at traffic lights trying to impress two girls on the footpath.



The girls looked half interested in him but as soon as he burns rubber forget it. They wiggle their pinkie fingers...you idiot.



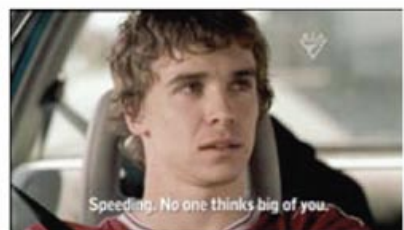
A guy speeds through a pedestrian crossing forcing a woman to step back out of the way.



Another woman who has witnessed this wiggles her pinkie in disapproval.



A guy dangerously fishtails around a corner. His mates in the back are genuinely concerned for their own safety. One of them gives the driver the pinkie.



The driver thinks he's a champion. But his expression becomes downcast as he realises his mates think he's an idiot.



## OUTDOOR, PRESS AND AMBIENT

Posters were used to drive wider community awareness. Press and ambient were used to talk to young guys right when they would be feeling most masculine – reading Ralph, FHM and Zoo magazines and at the pub.

Figure 8: 'Pinkie' outdoor and press

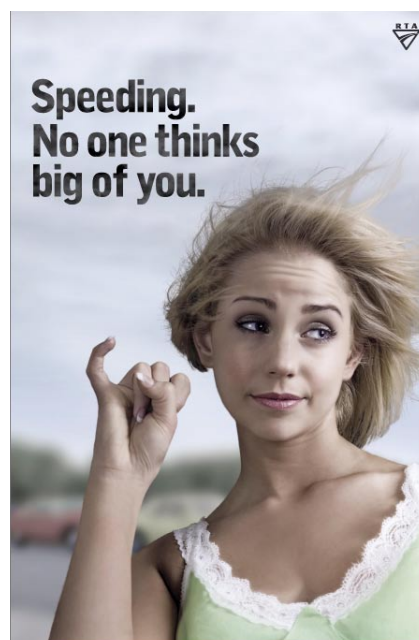


Figure 9: 'Pinkie' pub coasters



## DIGITAL

The XX Small condom – strictly for guys who liked 'tearing it up' at any given opportunity – was advertised virally and led to [cashewboy.com](http://cashewboy.com) where you could find out how you measured up and send a speeding mate a friendly message.

Figure 10: XXS Condom and viral film



Figure 11: cashewboy.com



## PROACTIVE PARTNERSHIP

Movement magazine proactively offered to tip-on the XXS condom to take the idea to their youth audience.

Figure 12: Movement magazine front cover tip-on





# Measuring Campaign Effectiveness

'Pinkie' launched in June 2007 and for a cost of \$2 million fulfilled our four success criteria:

1. It was the most salient youth speeding campaign ever, causing a pop-culture storm and making one of the biggest global media impacts in Australian communications history.
2. It was the most persuasive youth speeding campaign ever and successfully empowered passengers to brandish the 'Pinkie' gesture.
3. It brought about a decrease in the incidence of speeding behaviour.
4. It helped save over 50 young Aussie blokes from speeding to their deaths and helped reduce the total road toll due to speeding.

## 1. WE ACHIEVED HIGH SALIENCE, QUICKLY

Within a few months of 'Pinkie' launching in 2007, total campaign awareness reached 97% amongst the target audience and 95% amongst the general population.<sup>12</sup>

78% of young drivers felt the campaign was different and believable.

83% of our core audience was correctly playing back the anti-speeding message within one month, rising to 95% after one year.<sup>13</sup>

## Unprecedented media attention, here and overseas

Media coverage of 'Pinkie' was worth millions:

- Most highly covered online news item on ninemsn, [www.smh.com.au](http://www.smh.com.au) and [www.dailytelegraph.com.au](http://www.dailytelegraph.com.au),
- Widespread coverage on Channel 9, 10, 7, ABC and talk-back radio,
- Metropolitan and national newspapers, along with various suburban and regional newspapers, carried a story,
- Within days, the RTA website registered 100,000 downloads of the ad<sup>14</sup>,
- On YouTube, the 60-second ad was viewed 500,000 times,
- The ABC's *The Gruen Transfer* discussed the campaign at-length.

After being ‘the third most emailed story in the world’ on BBC News London, online interest was piqued:

Figure 13: The web was awash with ‘Pinkie’ discussion



### Interest from international road safety bodies

Following coverage on the BBC, ABC US, CTV Canada, The Times, The Irish Independent and Newsweek, from Asia to Europe to South America, the RTA received a large number of expressions of interest from road safety and policing bodies to use the campaign in countries including the US, Canada, Scotland, Wales, England, Ireland, Switzerland, South Africa and New Zealand.

### Other ads rode the crest of our wave

The TV advertisement appeared on YouTube in no fewer than 31 listings, many of which were customised with the seeder’s own interpretation of the commercial.

MTV Australia introduced ‘The Remake Award,’ urging young people to make their own version of the ‘Pinkie’ TVC – underscoring the popularity of the commercial amongst its target audience.

Figure 14: MTV Remake Award winners



The now-infamous 'Pinkie' was also parodied on the NRL Footy Show and used by Eagleboys Pizza and Top Gear Australia magazine in their advertising.

Figure 15: Top Gear Australia and Eagle Boys Pizza parodies of 'Pinkie'





## 2. THE CAMPAIGN WAS PERSUASIVE AND CREATED A COMMUNITY OF AMBASSADORS

People became campaign ambassadors. They brandished their pinkies at speeding drivers, finally empowered to fight the cause of so many needless young deaths.

Figure 16: The Pinkie gesture goes mainstream



Qualitative research revealed that young people – particularly girls – used the gesture at speeding blokes.

*"I've done it [the Pinkie gesture] in my neighbourhood with a guy that drives a hotted up car and he slows down now."*

Female, 22, Western Sydney, May 2008

The advertising was felt to be 'disempowering' to speeding drivers, and its persuasion actually increased as the campaign continued. The audience was not switching off.

Figure 17: Ad is disempowering' take-out increased during the campaign period<sup>15</sup>

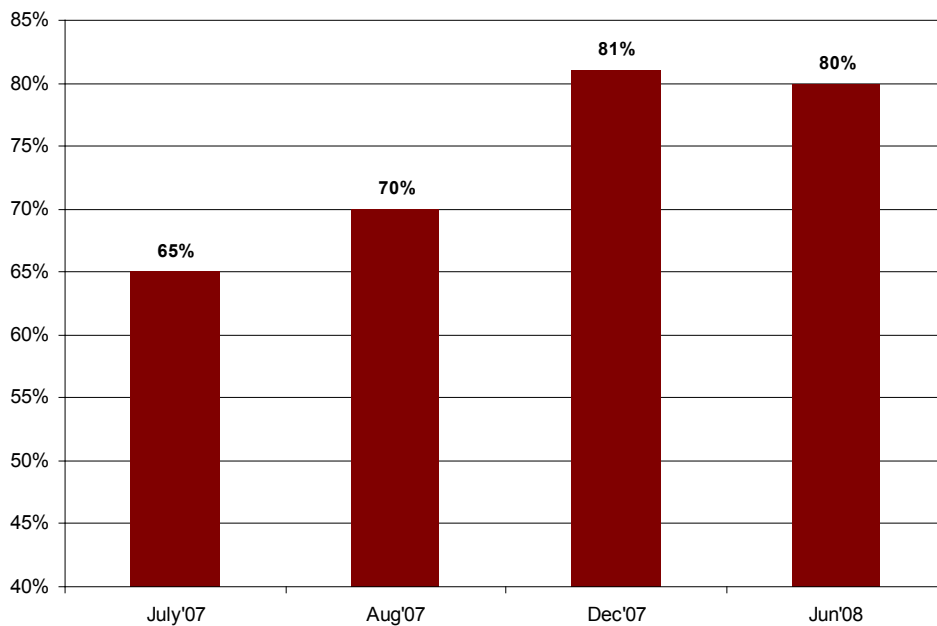
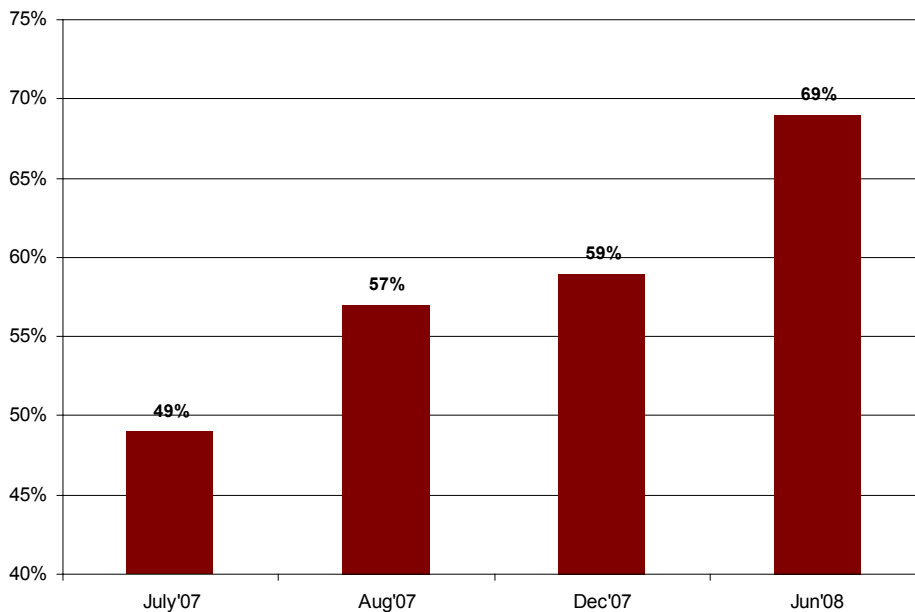


Figure 18: Young drivers who said the campaign was 'effective' at encouraging people to slow down<sup>16</sup>



The campaign was changing the way young blokes felt about their passengers, saying that they would be even more reluctant to casually speed if they had friends and girlfriends in the car with them.

Figure 19: Young males who said 'drivers are less likely to speed if they have their friends in the car with them' increased<sup>17</sup>

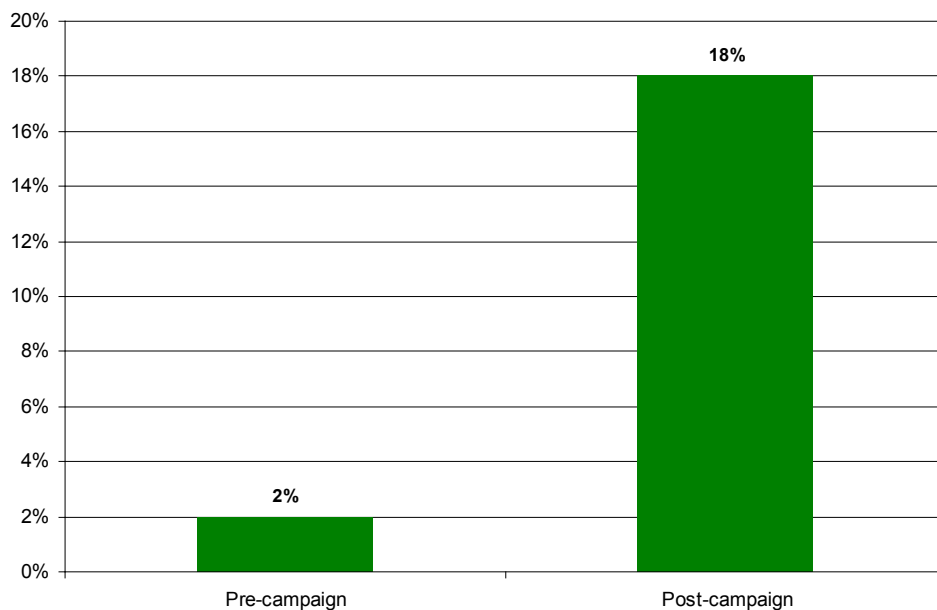
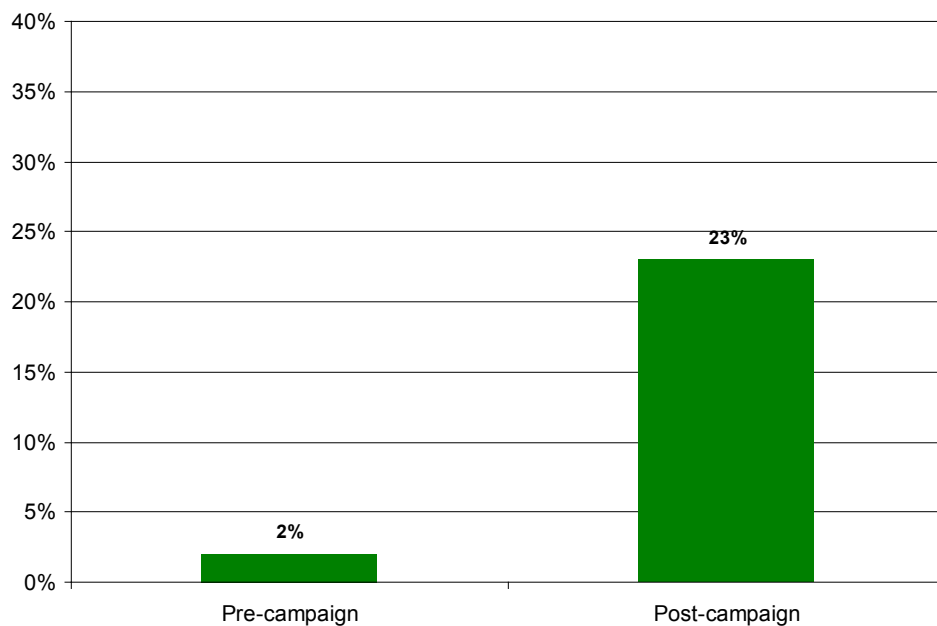


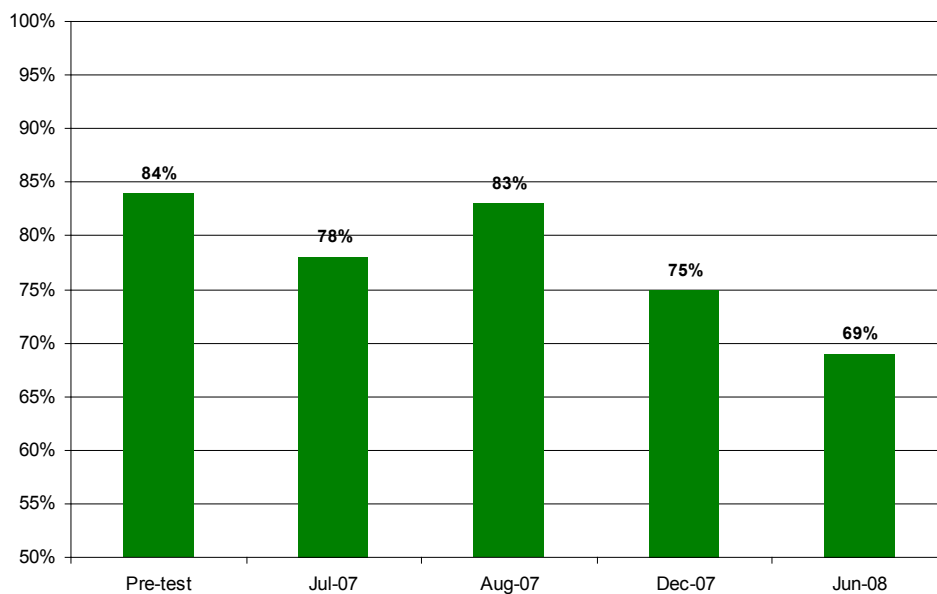
Figure 20: Young males who said 'drivers are less likely to speed if they are being watched by the opposite sex' increased<sup>18</sup>



These results were mirrored in the general population, indicating that the message was being overheard by all drivers.<sup>19</sup>

Our audience was also telling us that less of them had been in a car being driven above the speed limit during the last few weeks. Their mates were learning a lesson:

Figure 21: Young males report having been in a car being driven above the speed limit decreased during the campaign<sup>20</sup>



Qualitative research<sup>21</sup> affirmed these results, but also pointed to the creative originality of the campaign.

*“...That’s the most effective ad so far...they have done a good job of demoralising some these guys who think they are cool...”*

*Female, 17, Bathurst, May 2008*

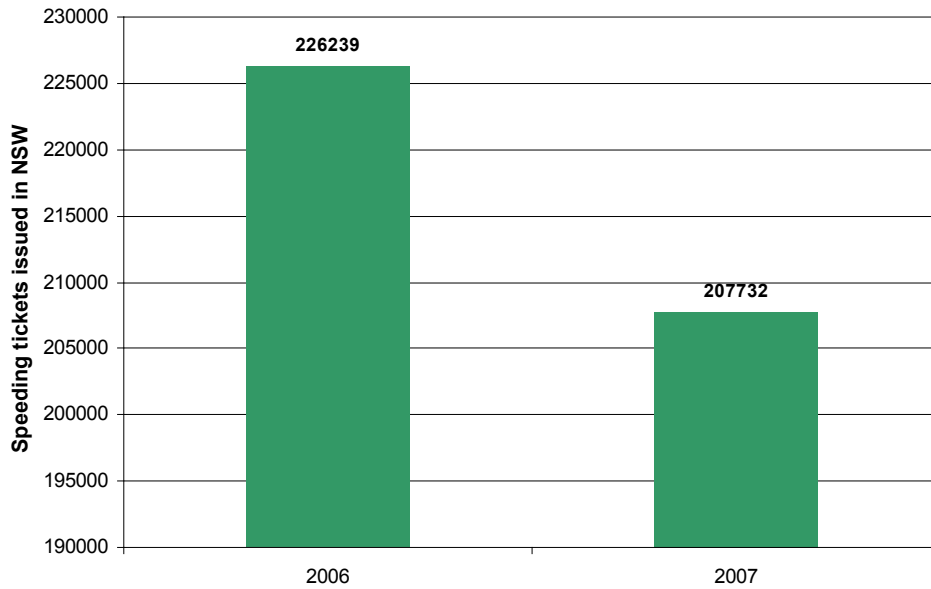
*“I see a lot of that stupidity especially at my age – red P-plates – and it’s often egged on by people in the back or front...talking about a small penis and speeding is really effective for your male ego.”*

*Male, 17-25, Western Sydney, June 2008*

### 3. THE INCIDENCE OF SPEEDING DECREASED

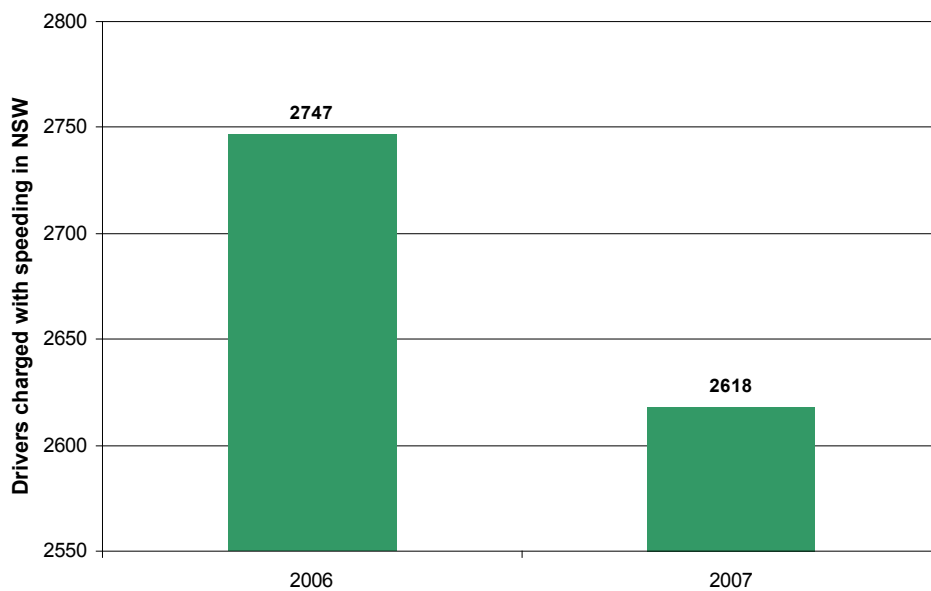
On top of claimed behaviour, actual incidences of speeding decreased in the full year after 'Pinkie' launched.<sup>22</sup> Speeding tickets issued – a proxy measure for moderate speeding – decreased significantly:

Figure 22: Total speeding tickets issued decreased the year 'Pinkie' launched<sup>23</sup>



Drivers charged with high-risk speeding offences also fell in the same period.

Figure 23: High-risk speeding infringements decreased in the first campaign year<sup>24</sup>





## 4. YOUNG LIVES WERE SAVED, AND THE TOTAL SPEEDING ROAD TOLL FELL

But all this would be meaningless if 'Pinkie' didn't achieve its original objective: to stop young blokes from speeding to their deaths.

On January 1st 2008 then NSW Premier Morris Lemmy welcomed the 2007 road toll figures, saying 445 fatalities was 10% lower than 2006. Mr Lemmy noted the significant reduction in the number of P-plater deaths – 46% less – and crashes in 2007.

Figure 24: The P-plate toll fell significantly in the year 'Pinkie' launched<sup>25</sup>

**Safest year on roads since World War II**

**Jano Gibson**  
Urban Affairs Reporter

SAFER cars, better roads and driver education campaigns have been credited with a dramatic drop in the number of deaths on NSW roads over the past year. Preliminary figures show 445 people were killed on the state's roads last year, about 10 per cent fewer than 2006. It was the lowest rate since 1945 despite a doubling of the state's population and 13 times as many vehicles on the road. It was a vast reduction on the state's peak of 1384 road deaths in 1978.

**ROAD TOLL 2007**

- Total deaths - 445
- Drivers - 225
- Passengers - 76
- Motorcyclists - 63
- Pedestrians - 67
- Cyclists - 14

Across Australia more than 1500 people died on the nation's roads last year. The Minister for Police, David Campbell, welcomed the NSW reduction. "That's 50 less trips to

the morgue, 50 less funerals organised and 50 less families had their lives ruined because people are starting to get the message," he said.

There were 58 fewer speed-related deaths and 22 fewer P-plate drivers died in crashes compared with 2006.

Pedestrian and passenger deaths fell to their lowest level since records began in 1928 and 1939, respectively. But cyclists bucked the trend; 14 were killed – double the number last year.

The NRMA president, Alan Evans, linked the overall downward trend to ever-improving safety technology, such as side air bags and electronic stability control, and to drivers being more aware of safety campaigns.

The state's holiday road toll remains at six, nine fewer deaths than at this stage last year. The national toll is 36. Fourteen of those deaths were in Victoria.

Since December 21 more than 325,000 drivers have been breath-tested, with 1003 charged with driving under the influence of alcohol.

One was a 48-year-old man at Tocumwal who recorded a blood alcohol level of 0.290 – almost six times the legal limit.

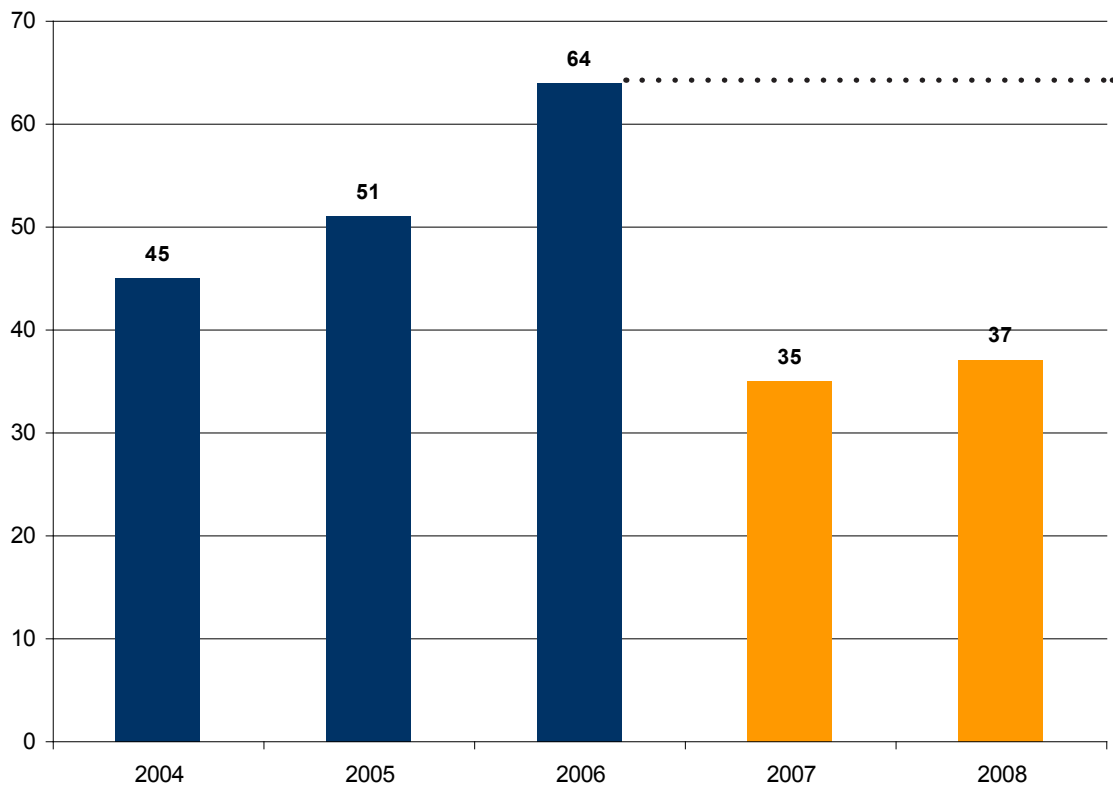
### The number of youth speeding fatalities was nearly halved

The number of 17-25 year-old males killed in speeding crashes dropped from 64 in 2006 to 35 in 2007, the year 'Pinkie' launched. The toll remained significantly lower than pre-campaign levels, with just 37 young deaths in 2008.

Before 'Pinkie' launched in 2007, youth speeding fatalities were increasing. Without 'Pinkie' this upward trend might have continued, or at the very least stayed the same.

Looking at actual youth speeding deaths, we see that 29 lives were saved in 2007 and another 27 lives saved in 2008, given this assumption.

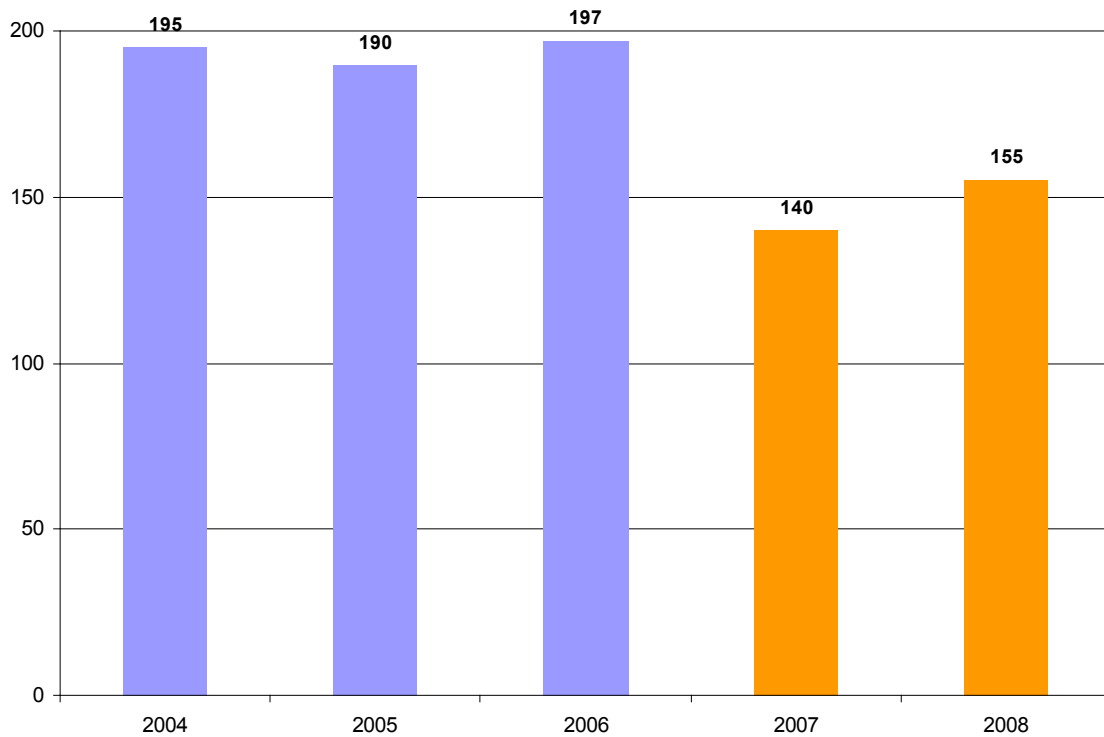
Figure 25: Actual youth speeding fatalities decreased in 2007 and were maintained in 2008 after the launch of 'Pinkie'<sup>26</sup>



We assert that 'Pinkie' helped save at least 56 young lives over 2 years

Furthermore, the campaign had an affect on total speeding fatalities. In 2007 and 2008, speeding fatalities accounted for just over 30% of total fatalities, 10% less than the 40% norm of 2004-2006. 'Pinkie' was overheard by all drivers and had an impact lowering the total NSW road toll due to speeding:

Figure 26: Total speeding fatalities mimicked youth speeding fatalities, indicating that 'Pinkie' had an effect on total speeding<sup>27</sup>



## Discounting other factors

### **Tougher legislation?**

In 2005, 18 months before 'Pinkie,' the NSW Government banned P-plate drivers from operating cars with turbo/supercharged motors or from having more than one passenger if they committed a serious driving offence. However, youth speeding behaviour and deaths did not decline significantly until 2007, the year 'Pinkie' aired.

### **Radically changed NSW driving conditions?**

The majority of youth speeding accidents occur on well-maintained urban and suburban streets. Roads are maintained for safety consistently; there were no extraordinary road improvements in the campaign period.

### **An influx of safer cars?**

Cars are safer than ever. However, a car's safety does not impact the incidence of speeding, and we have seen that incidences of speeding fell in the campaign period.

### **Other youth speeding campaigns?**

'Notes' was discussed previously. Whilst the work effectively raised awareness, it did not have the social impact of 'Pinkie' and did not affect a significant decrease in the youth speeding road toll.

### **Increased media coverage?**

Because 'Pinkie' actually created media coverage, we will not discount its influence. Instead, we claim it as an effect of the advertising. The intense media scrutiny from 2004-2006 was accompanied by an increasing youth road toll. After 'Pinkie' launched in June 2007, the media rallied around 'Pinkie' positively, and the youth speeding toll began to fall. 2008 saw a similarly low youth speeding toll without the level of coverage of previous years as campaign momentum continued.

## Putting a finger on the value of Pinkie

This campaign set out to save lives, not make money.

Its return on investment is the return to the community in the form of the young people who can now speak up in a speeding car, the parents who know their kids are now more reluctant to speed and, most importantly, the 56 or more young people who are still alive.

We have attempted to put a hypothetical value on 'Pinkie' in the form of taxpayer dollars that could be invested in other community projects because they weren't spent on youth speeding accidents.

In 2007 the RTA estimated that the road toll costs the NSW community \$4.4 billion.<sup>28</sup>

By the end of 2008, a full year-and-a-half after 'Pinkie' launched, there were 100 fewer fatalities than in 2006. This represents a 20% decrease in fatalities and, we might argue, a 20% saving to taxpayers. 20% of \$4.4 billion is \$880 million.

We also established that 30% of those decreased fatalities were due to speeding, so 30% of that saving is \$264 million.

Potentially, the NSW community benefited from \$264 million saved in 2007 and 2008 because of the \$2 million 'Pinkie' campaign.

But the true ROI is on young lives saved. We'll take that every year.

## And its value to the marketing community

'Pinkie' is an example of how planning and creative daring leads to effectiveness. In 2008, honours for 'Pinkie' included:

- *AdNews* Campaign of the Year
- *B&T* Campaign of the Year Runner-up
- Winner - Social Marketing category, Australian Marketing Institute Awards
- AWARD Silver for Integrated Campaigns
- Cannes Finalist for Titanium and Integrated Campaigns.

## Conclusion

It's no exaggeration to say that convincing young Aussie blokes to slow down is one of the hardest tasks a communications agency will face.

Yet with a powerful blend of clear insights, a client determined to succeed and a dedicated agency team, we got there.

'Pinkie' was the most salient and persuasive youth speeding campaign ever; it made one of the biggest global media impacts in Australian communications history; it made passengers ambassadors and decreased the incidence of speeding.

And it helped save young lives.

Word Count 2,997 (excluding titles and quotes)

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- 1 RTA Crash Statistics 2006
- 2 RTA Crash Statistics 2006
- 3 RTA Crash Statistics 2006
- 4 RTA Crash Statistics 2006
- 5 RTA Crash Statistics 2008
- 6 RTA Crash Statistics 2008
- 7 RTA Crash Statistics 2006
- 8 RTA Crash Statistics 2006
- 9 ABC News, 2/1/2007
- 10 "Crashes Involving Young Drivers," [www.rta.nsw.gov.au](http://www.rta.nsw.gov.au), published 2006
- 11 "Crashes Involving Young Drivers," [www.rta.nsw.gov.au](http://www.rta.nsw.gov.au), published 2006
- 12 TNS Social Research, Pinkie Campaign Evaluation, June 2008
- 13 TNS Social Research, Pinkie Campaign Evaluation, June 2008
- 14 'Aussie TV ad aims below the belt at young male speeders,' Edmonton Journal, 22/8/2007
- 15 TNS Social Research, Pinkie Campaign Evaluation, June 2008
- 16 TNS Social Research, Pinkie Campaign Evaluation, June 2008
- 17 TNS Social Research, Pinkie Campaign Evaluation, June 2008
- 18 TNS Social Research, Pinkie Campaign Evaluation, June 2008
- 19 TNS Social Research, Pinkie Campaign Evaluation, June 2008
- 20 TNS Social Research, Pinkie Campaign Evaluation, June 2008
- 21 Consumer Contact, Riley Research Pty Ltd
- 22 2008 data was not yet available from the NSW Police at time of writing
- 23 NSW Police, Computerised Operational Policing System
- 24 NSW Police, Computerised Operational Policing System
- 25 The Sydney Morning Herald, 1/1/2008
- 26 RTA Crash Statistics 2008
- 27 RTA Crash Statistics 2008
- 28 RTA Crash Statistics 2007