

ROADS, ANTI-SPEED CAMPAIGN, SHOCK ADVERTISING

667. Hon Ljiljanna Ravlich to the Minister for Transport:

Will the Minister advise -

- (1) Who has conducted the research to justify using the death of a child to put forward the anti-speed message?
- (2) How much is the campaign costing?
- (3) Are the people who did the research into the advertisement the same people who made the advertisement?
- (4) What research was conducted into the efficacy of 'shock advertising' in achieving behavioural modification.

Hon M.J. CRIDDLE replied:

- (1) Donovan Research
- (2) The total cost of the television speed campaign is \$543 811. This figure encompasses production and placement costs for the child on the tricycle advertisement and the speed enforcement advertisement, which both make up the television speed campaign.
- (3) No. Donovan Research provided the qualitative research, Marketforce provided the concept development and Soulfilm produced the advertisement.
- (4) All road safety community education campaigns, including the current speed campaign, are thoroughly researched, tested and evaluated based on sound professional methodologies for achieving target audience awareness and changes to attitudes and behaviours.

There is a body of knowledge supporting the use of this type of road safety advertisement, some of it conducted by researchers in Western Australia. This approach in advertising uses a fear response but directs the viewer towards a positive desired behaviour. According to Donovan et al (1998), people have a poor ability to understand the concept of risk but are well able to comprehend how they feel about an experience. Thus, advertisements that focus on feelings are more effective than those that give only a cognitive appreciation of risk. Using the "consequences" approach to behaviour is part of the Road Safety Council's Five Year Community Education Plan that was developed by the Monash University Accident Research Centre.