



ZONEIN

ROAD SAFETY EDUCATION GRANT

OUTCOMES REPORT AND ACQUITTAL STATEMENT

Project: TMAA Community Road
Safety Campaign - Zone In

**Funding
Program:** Queensland Government
Road Safety Education Grant
- Department of Transport
and Main Roads (TMR)

**Grant
Recipient:** SARAH Group in
partnership with Traffic
Management Association
of Australia (TMAA)

**Reporting
Period:** Campaign delivery 4
December 2025 - 23
December 2025

**Total Project
Value:** \$50,000

**TMAA Co-
contribution:** \$10,000 inc. GST
(cash contribution)

**Grant
Contribution:** \$40,000 inc. GST

Executive Summary



This report outlines the outcomes, impacts, and financial acquittal for the Zone In Community Road Safety Campaign, delivered with support from the Community Road Safety Education Grant. The campaign was designed to improve public understanding of traffic management, promote safer behaviours around roadworks, and support the shared goal of reducing road trauma for workers and road users across Queensland and nationally.

The project successfully delivered a targeted, evidence-based education campaign using digital channels, social media, and member amplification. Strong engagement outcomes were achieved relative to spend, with content shared organically by key road safety stakeholders, including StreetSmarts, RACQ and SARAH Group, alongside extensive sharing by TMAA members.

TMAA contributed \$10,000 to the project, with all remaining costs covered by the grant. All grant funds were expended in accordance with the initial grant application

► Project Objectives

The project objectives, as approved in the grant application and with the guidance of Brisbane based creative agency Flip, were to:

- Increase awareness of traffic management roles and responsibilities.
- Improve drivers' understanding of how to interact with roadworks and traffic controllers safely.
- Reinforce safe behaviours, such as reducing speed, complying with instructions, and maintaining situational awareness.
- Leverage trusted road safety voices and industry members to amplify consistent safety messaging.
- Deliver a scalable education campaign aligned with Queensland road safety priorities.



Campaign Overview

The TMAA Community Road Safety Campaign was delivered as a digital-first education initiative supported by:



Professionally developed creative assets (static, video and audio).



A coordinated social media rollout across TikTok, Instagram, Facebook, and LinkedIn.



A dedicated Zone In campaign website, incorporating educational content and branded merchandise to reinforce key messages.



Release of a campaign song on Spotify, extending reach into non-traditional road-safety channels and supporting message recall.



Organic amplification through TMAA members and aligned road safety organisations.

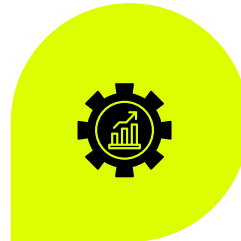
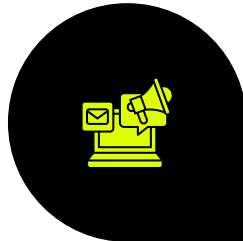
The campaign messaging focused on humanising traffic controllers, explaining their role in keeping everyone safe, and encouraging respectful, compliant behaviour in roadwork zones.



Delivery Against Approved Scope

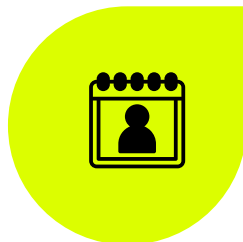
The project was delivered in line with the approved scope outlined in the Flip report and the Statement of Work. Key deliverables included:

Development of campaign messaging informed by the National Traffic Controller Safety Survey and previous TMAA research.



Production of creative assets suitable for multi-platform distribution.

Scheduled and organic social media distribution



Stakeholder engagement to encourage third-party sharing and endorsement.

The final delivery met or exceeded the intended outcomes outlined in the Flip report, supported by strong quantitative indicators of reach and engagement.



Outcomes and Impact

5.1 Reach and Awareness (Paid Campaign – Flip Report)

The paid Zone In campaign delivered by Flip exceeded planned benchmarks and resonated strongly with priority audiences, particularly young and novice drivers in Queensland.

Key paid campaign outcomes included:



TikTok Ads:

Impressions:	Clicks:	Click-through rate (CTR):	Spend
1,408,252	24,085	1.71 %	\$4,451.73



Instagram Ads:

Link clicks:	CTR (all):	Cost per link click:	Spend
6,006	5.96%	\$0.38	\$4,427.60



Campaign Website:

Total sessions:	Primary device:	Driver Safety Quiz responses:	Traffic Sources
29,260	Mobile (approx. 93%)	93 , with over 90% correct responses on key roadwork safety questions	Instagram TikTok 2,400 sessions

These results exceeded the expected awareness and engagement benchmarks for campaigns of this type and duration, confirming that the creative approach resonated strongly with the campaign's priority audiences

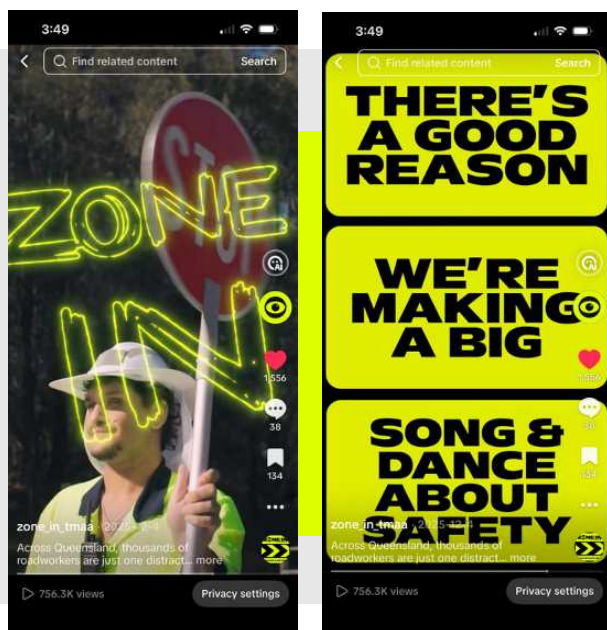
5.2 Organic Reach and Member Amplification (TMAA Channels)

In addition to paid activity, TMAA achieved significant organic reach through its owned social media channels and member networks. Campaign content was shared by StreetSmarts, RACQ and SARAH Group, as well as widely across TMAA member organisations, extending reach beyond paid placements at no additional cost.

Organic activity reinforced campaign credibility, demonstrated industry alignment, and supported consistent road safety messaging across trusted platforms.



Social Media Performance Metrics and Interpretation



The TMAA social media performance reports cover organic (unpaid) activity on Facebook, Instagram and LinkedIn during the campaign period. These results sit alongside, but are separate from, the paid media outcomes reported by Flip.

Key Metrics Explained



Impressions

The total number of times content was displayed on users' screens. Higher impressions indicate broader exposure.



Reach

The number of unique users who saw the content at least once. This represents the size of the audience exposed to the message.



Engagements

Total interactions including reactions, likes, comments, shares and clicks. This indicates audience interest and relevance.



Engagement Rate

Engagements divided by reach or impressions. A higher rate suggests stronger resonance with viewers.



Link Clicks

The number of times users clicked through to additional information. This reflects deeper engagement and intent.



Video Views

The number of times video content was viewed for a minimum duration, indicating message consumption.



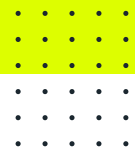
Shares

The number of times content was shared to other networks, extending organic reach.



Follower Growth

Net increase in followers over the reporting period, demonstrating sustained interest beyond the campaign.



Platform Interpretation (TMAA Organic Results)



Facebook (Organic)

Reach: **36,257**

Impressions (Views): **47,346**

Engagements: **3,509**

Clicks: **2,231**

Shares: **391**

Facebook proved to be the strongest organic amplification channel, driven by member and stakeholder sharing. High share volumes significantly extended campaign visibility into community and industry networks.



Instagram (Organic – Posts and Stories):

Post Reach: **511**

Post Views: **660**

Post Engagements: **10**

Instagram delivered modest organic scale but strong visual reinforcement, particularly supporting younger audience familiarity with campaign assets.



LinkedIn (Organic):

Impressions: **13,380**

Clicks: **1,150**

Reactions: **323**

Comments: **22**

Reposts: **81**

LinkedIn played a critical role in credibility and advocacy, with strong reposting behaviour indicating endorsement from industry leaders and organisations. Together, these organic results complemented paid media activity by reinforcing messages, extending lifespan, and demonstrating genuine industry endorsement.

Total reach across all social media channels

Reach, Impressions and Views:	Clicks, reactions, shares:	Website visits:
1,475,644	35,164	29,260

Financial Acquittal Statement

TMAA confirms that all grant funds were expended in accordance with the approved funding agreement.

Total Project Value:	TMAA Cash Contribution:
\$50,000 (\$40,000 grant funded)	\$10,000



Grant Funding:

Applied to creative development, media placement, campaign delivery, website development and evaluation activities.

All expenditure aligns with approved items. No unapproved variations were made. Supporting financial documentation is retained in accordance with grant requirements.



Value for Money Statement

The campaign delivered exceptional value for money by combining paid media with significant organic amplification. For a \$50,000 investment, the project achieved over 1.4 million paid impressions, extensive unpaid reach through trusted road safety partners, and sustained engagement across multiple platforms. The integration of creative assets, a dedicated campaign website, merchandise, and a Spotify-hosted campaign song further extended campaign life and audience touchpoints, maximising return on investment and creating reusable assets for future road safety education initiatives.

Learning and Continuous Improvement

Key learnings from the project include:



Campaign outcomes exceeded benchmarks:

Paid and organic results met or exceeded planned performance targets, demonstrating strong message relevance.



Third-party amplification is highly effective

Shares by SARAH Group, StreetSmarts and RACQ materially extended reach and credibility.



Strong resonance with priority audiences:

Engagement patterns confirmed alignment with young and novice driver cohorts.



Member advocacy is a force multiplier:

Organic sharing by TMAA members and the industry significantly increased exposure without cost.

Future Measurement Opportunities

To further enhance insight into reach, sentiment and message penetration, TMAA recommends exploring social listening and analytics tools such as:

- **Brand24:** Advanced sentiment analysis and audience segmentation. Integrated social listening and comparative reporting.
- **Hootsuite Insights:** Real-time monitoring of brand and campaign mentions.

These tools would enable a deeper understanding of how road safety messages are discussed, shared and interpreted beyond owned channels.





Conclusion

The Zone In Campaign successfully delivered against its objectives, demonstrating substantial reach, engagement and stakeholder support. The project represents a scalable, cost-effective model for future road safety education initiatives and supports the shared goal of safer roads for everyone.

SARAH and TMAA appreciate the support of the Community Road Safety Education Grant program and look forward to building on these outcomes through continued collaboration and evidence-based advocacy.

This initiative is supported by funding from the Queensland Government's Community Road Safety Grants scheme.

