GRIFFITH UNIVERSITY

Macropod Sign Evaluation Report

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Contents

Introduction

Macropods, such as kangaroos and wallabies are iconic Australian species. The Sunshine Coast Council Macropod Conservation Plan 2023 provides a targeted framework for macropod conservation within the region. The plan identifies four desired outcomes, each supported by specific actions to safeguard macropod populations. Particularly relevant is **Desired Outcome 3**, which focuses on reducing macropod injuries and mortality caused by road incidents. **Action 3.3.1** within this outcome emphasises the need to:

> *"Install appropriate and effective injury/mortality mitigation measures, such as strategic sign installation, virtual fencing, and targeted traffic calming, at kangaroo-related road accident hotspots. Monitor for efficacy."*

Temporary wildlife road signs are one such mitigation measure designed to alert drivers to areas of high macropod activity and encourage speed reduction to lower collision risks. Sunshine Coast Council has recently developed new imagery and messaging for these signs to enhance driver awareness and response. This report evaluates the effectiveness of these temporary signs by examining both driver behaviour and community perceptions

This report combines findings from:

1. Speed data collection pre and post temporary sign installation in an urban, peri-urban and rural location in the Sunshine Coast region.
2. Survey data evaluating Sunshine Coast Council temporary wildlife road sign recall and slowing down behaviour among Sunshine Coast residents.

Methods

Sunshine Coast Council invested in new temporary road sign messages that aimed to increase community awareness of macropods when driving. Temporary road signs were installed over a three-week period (22nd November 2024 – 13th December 2024) at 22 locations where macropods are often present, and/or car strikes have previously occurred. Once installed, the temporary road signs remained in place at each location for the duration of the study, which concluded in January 2025. Data was collected from urban, peri-urban and rural locations to compare responses in these different landscapes.

To evaluate the effectiveness of these signs in increasing awareness and encouraging drivers to reduce their speed, a multi-method study was conducted. The evaluation methods included a community survey to measure sign recall and self-reported driving behaviours and pre-post temporary sign installation speed tracking.

Community Survey

A community survey was administered after the installation of the temporary macropod road signs to measure temporary road sign recall and self-reported driving behaviours in response to seeing the signs. The survey focused on awareness, attitudes, and behaviours of the community about driving and wildlife.

The survey was conducted from 25th November 2024 – 6th January 2025, after the installation of the signs. During the first week, the survey was administered by a panel provider. A panel provider is a specialised company that maintains an online 'panel' of individuals who have signed up to take part in survey research. Panel providers can target surveys based on specific demographic, geographic and behavioural characteristics of their panel of individuals. A key benefit of utilising an online panel provider is their access to a more neutral participant pool, which isn't solely comprised of individuals that have a particular interest in wildlife or conservation. The panel provider was contracted to collect responses from Sunshine Coast Council region.

A Facebook ad was also implemented to gather additional survey responses from Sunshine Coast Council residents. The ad ran from 5th December 2024 – 2nd January 2025, reaching 41,692 people and generating 1,239 clicks that directed users to the survey. The Sunshine Coast Council media team also posted about the survey on their Facebook page.

The survey included aided and unaided sign recall questions, slowing down for wildlife behaviour, and actions drivers take to minimise their chance of collisions with wildlife. For the full survey, see Appendix A.

Once data collection was completed, data from the surveys was inputted into SPSS software. The data was cleaned prior to analysis and coding was undertaken to identify themes for open-ended questions. A range of bivariate and multivariate statistical tests were used to analyse the data.

Pre-post Temporary Sign Speed Data

To assess the impact of wildlife-awareness signage on vehicle speeds, data was collected using speed tubes installed at three sites across the Sunshine Coast region. The sites were chosen to represent urban, peri-urban, and rural areas, to understand if there was a difference across the traffic and environmental conditions.

The Sunshine Coast Council team selected the three locations for speed tube installation based on areas that are high-risk during peak wildlife activity and prone to wildlife strikes. At each site, temporary corflute road signs were installed. Every effort was made to choose locations that had minimal disturbance such roundabouts and street turnoffs as these can have an influence on vehicle speeds after passing the signs.

Bi-directional speed tubes were installed at the three target locations from November 11, 2024, to December 8, 2024. The speed tubes were placed 50 metres away from the sign to ensure reaction time was captured. Data was collected by an external contractor, Austraffic, an industry leader in traffic and transport studies with prior experience working with Sunshine Coast Council.

Data collection periods:

- **Pre-installation data** was collected over a two-week period, from November 11, 2024, to November 24, 2024.
- **Post-installation data** was collected for the following two weeks, from November 25, 2024, to December 8, 2024.

Site			Sign	Speed
Urban	Ballinger Road (Southbound)	26°41'26.5"S 153°03'12.8"E		60 km/h
Peri-urban	Duke Road (Eastbound)	26°26'48.2"S 152°59'01.3"E		70 km/h
Rural	Roys Road (Eastbound)	26°51'03.9"S 152°59'48.3"E		100 km/h

Survey Results

Demographics

A total of 523 survey responses were collected from Sunshine Coast residents. There were 195 responses collected by the panel provider and 328 from the Facebook ad and post. Most respondents were female (72.5%) and aged 55 and above (56.7%). See Figure 1 and Figure 2 for a more detailed breakdown. Respondents came from all postcodes across the Sunshine Coast region, with higher responses from postcodes 4556 (18.4%), 4551 (17.6%) and 4573 (12.0%) (see Table 1 for full breakdown across postcodes and suburbs). Most respondents (73.0%) drive on average 5 or more days a week, with the majority (n=192, 36.7%) driving on average seven days a week.

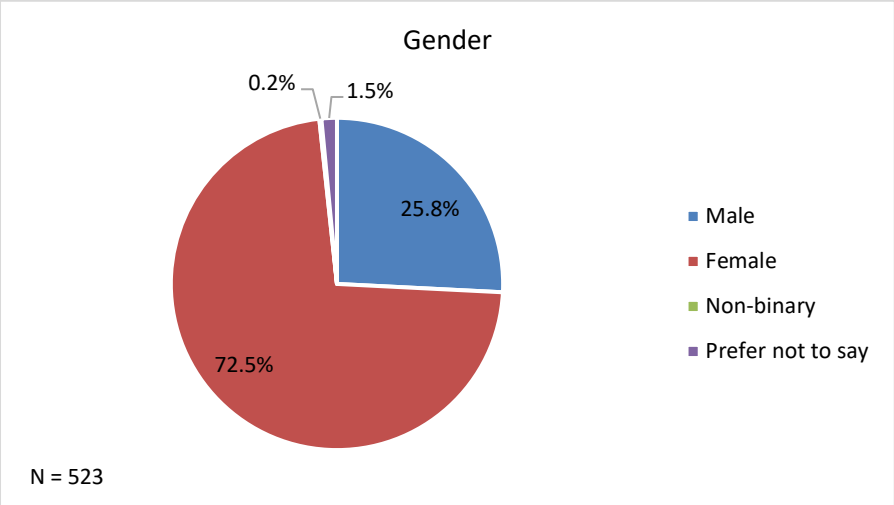


Figure 1 Gender breakdown

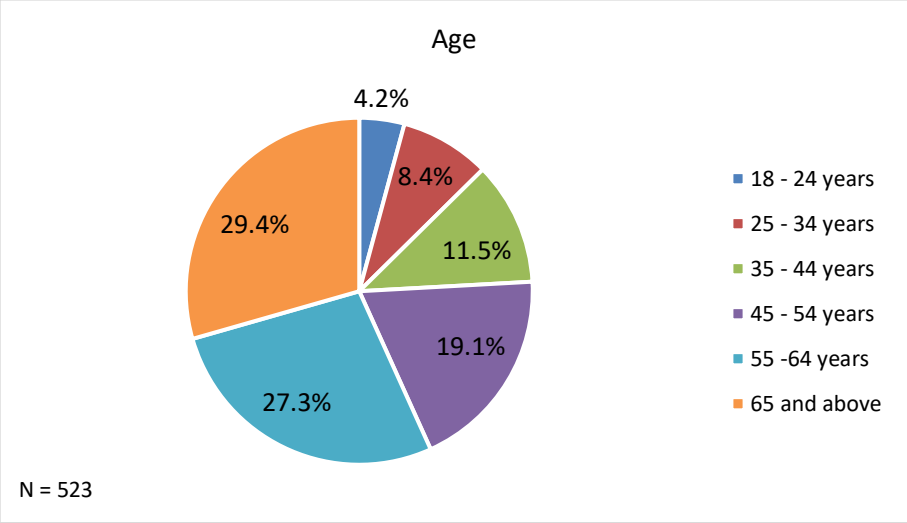


Figure 2 Age breakdown

Table 1 Postcode breakdown

Postcode	Suburbs	N	%
4517	Beerburrum	2	0.4%
4518	Glass House Mountains	4	0.8%
4519	Beerwah, Peachester, Coochin Creek and Crohamhurst	14	2.7%
4550	Landsborough and Mount Mellum	4	0.8%
4551	Caloundra, Caloundra West, Aroona, Battery Hill, Baringa, Bells Creek, Banya, Corbould Park, Currimundi, Dicky Beach, Gagalba, Golden Beach, Kings Beach, Little Mountain, Meridan Plains, Moffat Beach, Nirimba, Pelican Waters and Shelly Beach	92	17.6%
4552	Cambroon, Witta, Elaman Creek, North Maleny, Curramore, Bald Knob, Balmoral Ridge, Conondale, Wootha, Reesville, Booroobin and Maleny	20	3.8%
4553	Mooloolah Valley, Diamond Valley, Glenview and Palmview	13	2.5%
4554	Eudlo and Ilkley	5	1.0%
4555	Chevallum, Hunchy, Landers Shoot and Palmwoods	10	1.9%
4556	Buderim, Forest Glen, Kunda Park, Mons, Sippy Downs and Tanawha	86	18.4%
4557	Mooloolaba and Mountain Creek	20	3.8%
4558	Maroochydore and Kuluin	26	5.0%
4559	Woombye, Diddillibah, Kiels Mountain and West Woombye	12	2.3%
4560	Bli Bli, Burnside, Coes Creek, Cooloolabin, Dulong, Flaxton, Highworth, Image Flat, Kiamba, Kulangoor, Kureelpa, Mapleton, Montville, Nambour, Parklands, Perwillowen, Rosemount and Towen Mountain	53	10.1%
4561	Bridges, Maroochy River, Ninderry, North Arm, Valdora, Yandina and Yandina Creek	22	4.2%
4562	Belli Park, Doonan, Eerwah Vale, Eumundi, Verrierdale and Weyba Downs	22	4.2%
4564	Marcoola, Mudjimba, Pacific Paradise and Twin Waters,	16	3.1%

Postcode	Suburbs	N	%
4572	Alexandra Headland	5	1.0%
4573	Coolum Beach, Peregian Beach, Peregian Springs, Point Arkwright, Mount Coolum, Yaroomba	63	12.0%
4574	Coolabine, Gheerulla, Kenilworth, Kidaman Creek and Obi Obi	4	0.8%
4575	Birtinya, Bokarina, Buddina, Minyama, Parrearra, Warana and Wurtulla	30	5.7%

Temporary Road Sign Recall

Unaided Recall

An unaided recall question was first asked to understand what survey respondents remembered. Unaided recall is the strongest form of awareness. Respondents were asked to describe any wildlife warning road signs they noticed on the Sunshine Coast in the last three months. Analysis of the results showed that 89.3% (n = 467) of respondents recalled one or more wildlife warning road sign messaging. Using content analysis, the recalled responses were sorted into categories. Each response was coded to one or more of six categories. See Table 2 for a detailed summary of the recalled categories and examples. The most recalled messages related to the specific types of animals observed on the signs (n=423), followed by specific messages recalled (n=324). Many respondents (n=162) named multiple species including types of macropods–indicating that their recall included the targeted signs–while fewer (n=43) noted multiple species or referenced "wildlife" in general without mentioning macropods. When multiple species including macropods were mentioned, kangaroos comprised the vast majority (96%) noted by respondents, with wallabies being mentioned only 4% of the time. The "we live here (too)" message was recalled verbatim by 38 individuals. Respondents also noted the types of signs and imagery they contained, with some mentioning the locations where they saw the signs. A few respondents also used the question as an opportunity to provide general comments; these have been included in Appendix B which compiles additional comments received from all open-ended survey items.

Table 2 Unaided recall of sign content

Unaided Recall of Sign Content	n
Species Mentioned	**423**
multiple species were mentioned (including specific examples of macropod species)	162
koalas	114
kangaroos	80
multiple species mentioned (including general mentions of "wildlife") but no specific macropod species were mentioned	43
ducks	6
wallabies	6
echidnas	5
other	4
magpies	2
bats	1
Specific Messages	**324**
wildlife ahead/present/ "warning" (including 38 instances of recall of "we live here" or "we live here too" wording)	115
crossing site	67
slow down	64
impact to wildlife (hurt/killed)	35
crash zone	17
on the move/breeding	13
other	13
Specific Location or Area	**94**
multiple locations	34
Buderim Area	16
other	12
David Low Way	7
Maleny	4
Coolum/Coolum Beach	3
Little Mountain	3
Ninderry	3

Unaided Recall of Sign Content	n
Noosa	3
Caloundra	2
Doonan	2
Nambour	1
Tanawha	1
Valdora	1
Verrierdale	1
Yaroomba	1
Signage Type and/or Material Noted	**60**
multiple types observed (including 3 instances of "temporary" signs being observed)	30
homemade/local	16
"official" [i.e., participant identified sign as "Council" or noted existing signage types (e.g., "standard yellow") or road markings, as opposed to handmade	6
other	3
stencils/art	2
temporary	2
flashing/electronic	1
Imagery Noted	**33**
animal symbols/photos	12
colour & shapes	5
noted both categories or other	16
Opportunity to Provide a Comment	**24**
complaint	2
general observation	11
increase in signage noted/new signs	9
suggestion or request	1
other	1

Aided Recall

All respondents were then presented with a selection of six of the temporary wildlife warning road signs. Respondents were asked to indicate which temporary wildlife warning road signs they remembered in an aided recall question. The results showed that 59.1% (n = 309) of the respondents recalled seeing one or more of the temporary wildlife warning road signs, meaning 40.9% (n = 214) did not recall seeing the signs.

Of those that recalled seeing the messages, the 'wildlife & vehicle crash zone; we live here too' was recalled by 67.3%, with the next most recalled being 'slow down; we live here too' with 51.5% (see Figure 3 for all sign recall). The panel provider respondents recalled seeing the temporary wildlife warning road signs significantly less than the other community survey respondents (52.3 % vs. 63.1%, respectively).

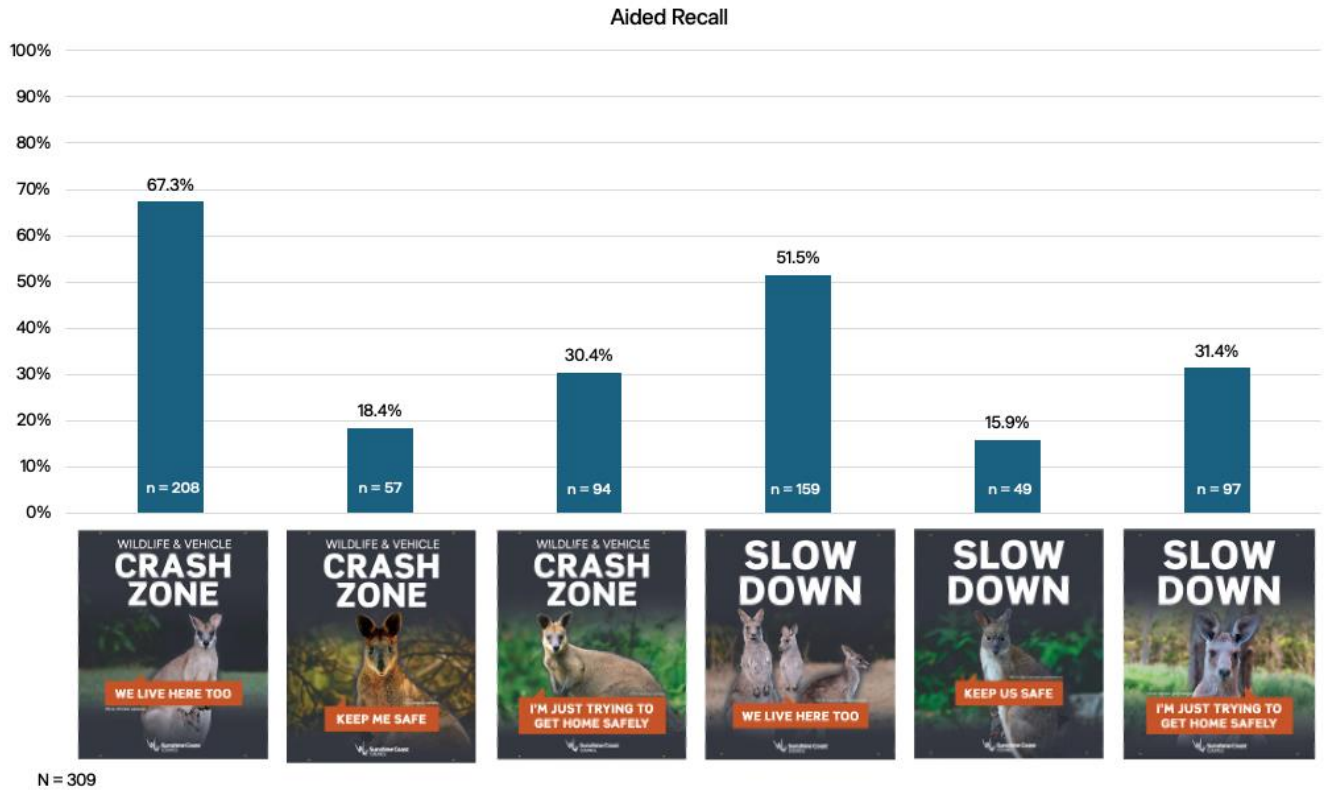


Figure 3 Sign aided recall

Figure 4 shows the percentage of respondents in each age group who selected that they did not recall any of the signs when given a prompt. No recall of one or more signs was lowest among those aged 25–34 (22.7%) and highest among those aged 65 and above (54.5%). Generally, no recall of the signs tended to decrease with age, with older age groups showing higher rates of non-recall compared to younger groups.

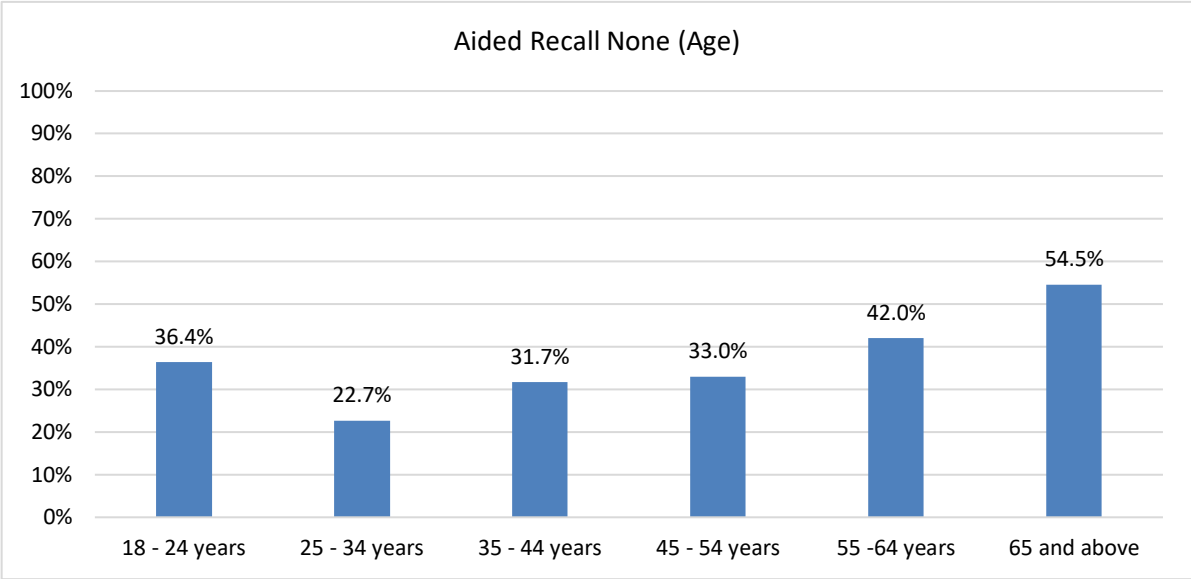


Figure 4 Aided recall none selected (age)

Recalled Sign Locations

Respondents who selected they recalled any of the six temporary road signs were asked to specify where they remembered seeing these signs. They were prompted to provide as much detail as possible, such as the names of streets, suburbs, or nearby landmarks. As the placement of signs varied over the last eight months, it is possible that some respondents recalled locations where signs had been previously installed, rather than their positions during the data collection period. A content analysis of the recalled locations was conducted, and the findings are summarised in Table 3 according to suburb. Locations in bold denote actual sign locations during the data collection period. When prompted to recall the locations, the suburb Buderim was the most recalled with 38% of all respondents recalling Buderim. With sign placements in four separate locations throughout the suburb of Buderim, it is unsurprising this area had the highest recall rate. Additionally, during the data collection period, anecdotal reports indicate that local residents had reinstalled signs (that had previously gone missing) along multiple locations on Dixon Road; this may account for the relatively high instances of recall (n=22) for this area.

Table 3 Recall of sign locations

Unaided Recalled Locations	n
Buderim (n=120)	
Buderim	42
Ballinger Road	**26**
Dixon Road	22
Mons Road	15

Unaided Recalled Locations	n
Mooloolaba Road	6
Lindsay Road	**3**
Stringybark Road	**4**
Jones Road	2
Yaroomba (n=26)	
Yaroomba	15
David Low Way near Palmer Coolum Resort Golf Course	8
David Low Way	3
Coolum (n=21)	
Coolum	16
South Coolum Road	**3**
Arcoona Drive	2
Caloundra (n=14)	
Caloundra	4
Sugar Bag Road	**10**
Sippy Downs (n=14)	
Sippy Downs	8
University of the Sunshine Coast	6
Beerwah (n=13)	
Beerwah	10
Beerwah (Roys Road)	**2**
Australia Zoo	1
Twin Waters (n=13)	
Twin Waters	12
Ocean Drive	1
Little Mountain (n=12)	
Little Mountain	6
Parklands Blvd	**3**
Sugar Bag Road	2
Sunset Drive	1
Ninderry (n=10)	
Ninderry	4

Unaided Recalled Locations	n
Fairhill Rd	3
Ninderry Road	**3**
Maleny (n=8)	
Maleny	4
Mountain View Road	**3**
Mary Cairncross Scenic Reserve	1
Noosa (n=7)	
Landsborough (n=6)	
Doonan (n=5)	
Doonan	2
Duke Road	3
Eudlo (n=5)	
Eudlo	3
Ilkley Road	2
Mountain Creek (n=5)	
Mountain Creek	3
Karawatha Drive	2
Valdora (n=5)	
Valdora	2
Palmwoods	3
Yandina (n=5)	
Maroochydore (n=4)	
Mount Coolum (n=4)	
Nambour (n=4)	
Mudjimba (n=3)	
Glass House Mountains (n=2)	
Sahara Road	**1**
Ilkley (n=2)	
Ilkley Road	**1**
Peachester (n=2)	
Peregian Beach (n=2)	
Tanawha (n=2)	

Unaided Recalled Locations	n
Verrierdale (n=2)	
Woombye (n=2)	
Unaided Recall Locations (OTHER)	**n**
Could not recall (n=32)	
Nonspecific location; e.g., "local roads" or "bush areas" (n=14)	
Unknown suburb (n=41)	
David Low Way	13
Sunshine Coast	8
Bruce Highway	6
Arcoona Road	2
Gympie Road	2
Brisbane Highway	2
Sunshine Motorway	2
Crosby Hill Road	1
Golflinks Drive	1
Peter Crosby Road	1
Stanley River Road	1
Steve Irwin Way	1
Hinterland Road	1
One sighting only (n=21)	
Bells Creek (Aura Blvd), Birtinya, Caboolture, Chevallum, Coochin Creek (Roys Road), Cooroy, Corbould Park (Racecourse Road), Eerwah Vale (Gold Creek Road), Eumundi, Forest Glen, Kawana Waters, Mapleton, Marcoola, Meridan Plains, Noosaville, Palmview, Pelican Waters, Pomona (Yurol Forest Road), Rosemount, Warana, Woodford (Woodford-Beerburrum Road)	

Prompted Actions

Respondents who recalled one or more of the six signs were also asked whether the signs prompted them to take any action, via the open-ended question, “Did the signs prompt you to do anything differently?”. Among them, 76.7% (n = 237) reported that the signs encouraged them to take action, while 23.3% (n = 72) stated that the signs did not prompt any action. Respondents recruited through the social media

advertisements were significantly more likely to report taking action (82.6%) compared to those from the panel provider (64.7%). No significant differences were observed across genders.

Those who indicated that the signs prompted them to act were further asked to elaborate on the specific actions they took in response to seeing the target signs. 223 respondents provided comments, summarised in Table 4. Most respondents (82%, n=183) noted that the signs made them more aware or alert and/or caused them to slow down or check their speed. Some (9%, n=20) noted that they already drive cautiously and are aware of wildlife, which is consistent with observed driving patterns.

Table 4 Actions taken in response to signs

Prompted Action	n	%
be (more) aware/alert	92	41%
be more aware/alert AND slow down or check their speed	54	24%
slow down	37	17%
already aware/doing	20	9%
check their speed	16	7%
drive more carefully	2	1%
other action (use high beams, scan ahead)	2	1%

Respondents who did not recall seeing any of the signs (n = 214) in the aided recall question were asked how likely they would be to slow down if they encountered one of the signs while driving. Of these respondents, 38.7% (n = 83) indicated they would be 'extremely likely' to slow down, while 50% reported they would be 'likely' to slow down. Only 1.9% (n = 4) indicated that they would be 'extremely unlikely' to slow down in response to the signs.

Knowledge, Behaviours and Perceptions

The majority of the respondents (85.9%, n = 449) are aware that wildlife is most active between dusk and dawn. Additionally, 83.6% (n = 437) selected that they slow down during these high activity periods as a precaution to avoid wildlife collisions (see Figure 5), this is reflected in the driving data with on average decreased speeds during the peak movement periods. The most common action selected was being aware of the side of the road (scanning the sides), with 85.7% (n = 448) indicating they engage in this behaviour.

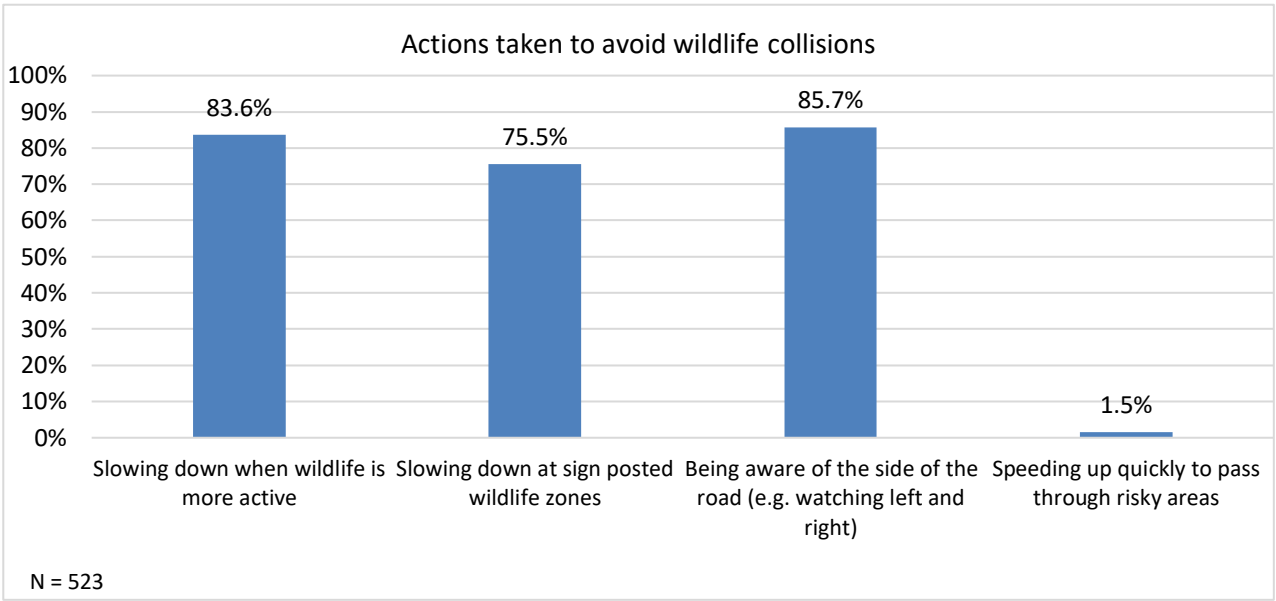


Figure 5 Actions taken to avoid wildlife collisions

Kangaroos were the most reported wildlife seen on the road, with 64.8% of respondents identifying them. This was followed by possums (36.1%) and wallabies (32.7%), see Figure 6 for a breakdown of all wildlife selected. Several respondents (36.7%) indicated encountering other wildlife on the road. Analysis of these responses (n=144) revealed that “snakes” in general (n=49), ducks (n=32), and brush turkeys (n=29) were the most frequently mentioned additional species seen on the road. Table 5 provides a more detailed summary of the other types of wildlife respondents report seeing along roadways in the Sunshine Coast.

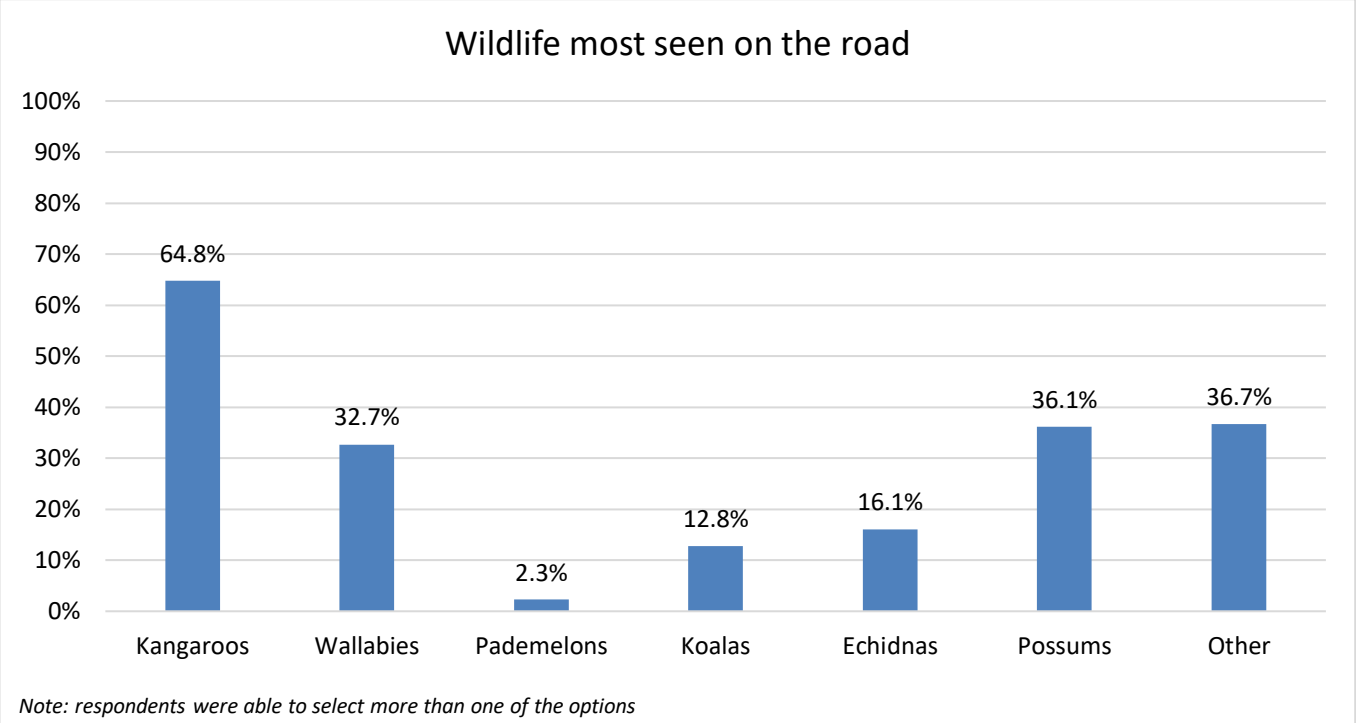


Figure 6 Wildlife seen by the road

Table 5 Other wildlife observed by the road

Wildlife Recalled	n
Birds	**117**
ducks	32
brush/bush/scrub turkeys	29
"birds" general	23
magpies	4
swamp/water hens	4
plovers	3
ibis	3
owls	3
swans	3
water/wading birds	3
masked lapwings	2
tawny frogmouths	2
other bird species (lorikeets, corellas, chickens, kookaburras, crows, pheasants)	6
Reptiles and Amphibians	**113**

Wildlife Recalled	n
"snakes" general	49
"lizards" general	18
water dragons	10
pythons	10
monitors	6
frogs	6
turtles	5
"reptiles" general	2
blue-tongued lizards	2
other reptile and amphibian species (pink-tongued lizard, bearded dragon, eastern brown snake, common tree snakes, cane toads)	5
Mammals	**27**
bandicoots	7
hares	7
other mammal species (rats, rodents, small marsupials, foxes, cats, dingoes, bettongs, wombats, uncertain species)	9
Unclear	**2**

Self-Reported Slowing Down Behaviour

When asked how often they slow down when they see signs asking them to because wildlife is present, 40.9% (n = 214) said they slow down 100% of the time. Figure 7 shows that the data is highly skewed, with over half (58.7%, n = 307) indicating they slow down over 90% of the time in response to the signs. Females (mean = 85.9%) were significantly more likely ($p < 0.001$) to agree that they slow down more frequently in response to these signs compared to males (mean = 75.7%).

This self-reported slowing behaviour is not entirely reflected in the observed speed data. Notably, observed speeds are often already lower than the posted speed limits, and speed reductions tend to compare with traffic volume rather than solely with the presence of signage (see speed data; Figure 10, Figure 12 and Figure 14).

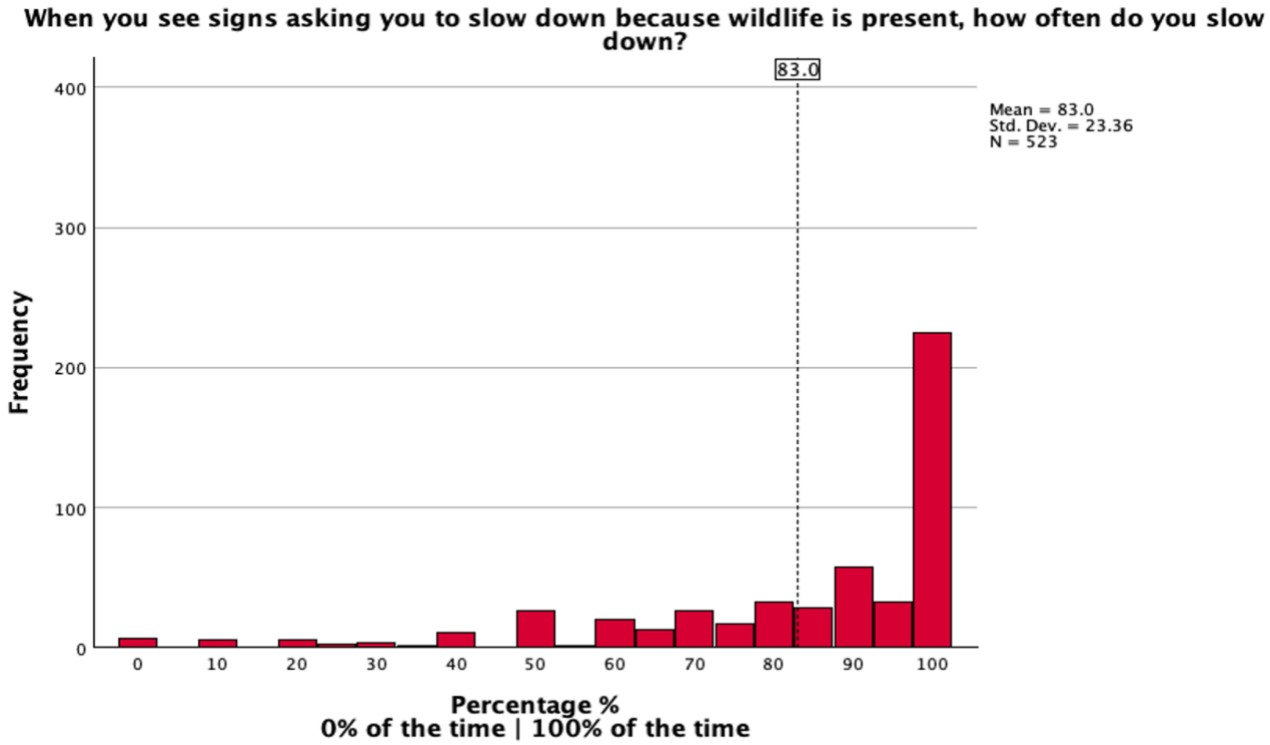


Figure 7 Slowing down behaviour

Figure 8 illustrates responses on the perceived importance of slowing down in areas where wildlife signs are present to prevent collisions. Most respondents (57.4%) rated this as extremely important, demonstrating a strong consensus that reducing speeds is important for wildlife safety. Similarly, 54.5% (n = 285) of respondents completely agreed that slowing down can reduce wildlife collisions.

Consistent with the reported slowing down behaviour above, women were significantly more likely ($p < 0.001$) to perceive slowing down as important (92.6%) and agree that slowing down can reduce collisions

(92%) compared to men (83.2% and 83.9% respectively). This suggests a notable gender difference in attitudes toward driving and wildlife.

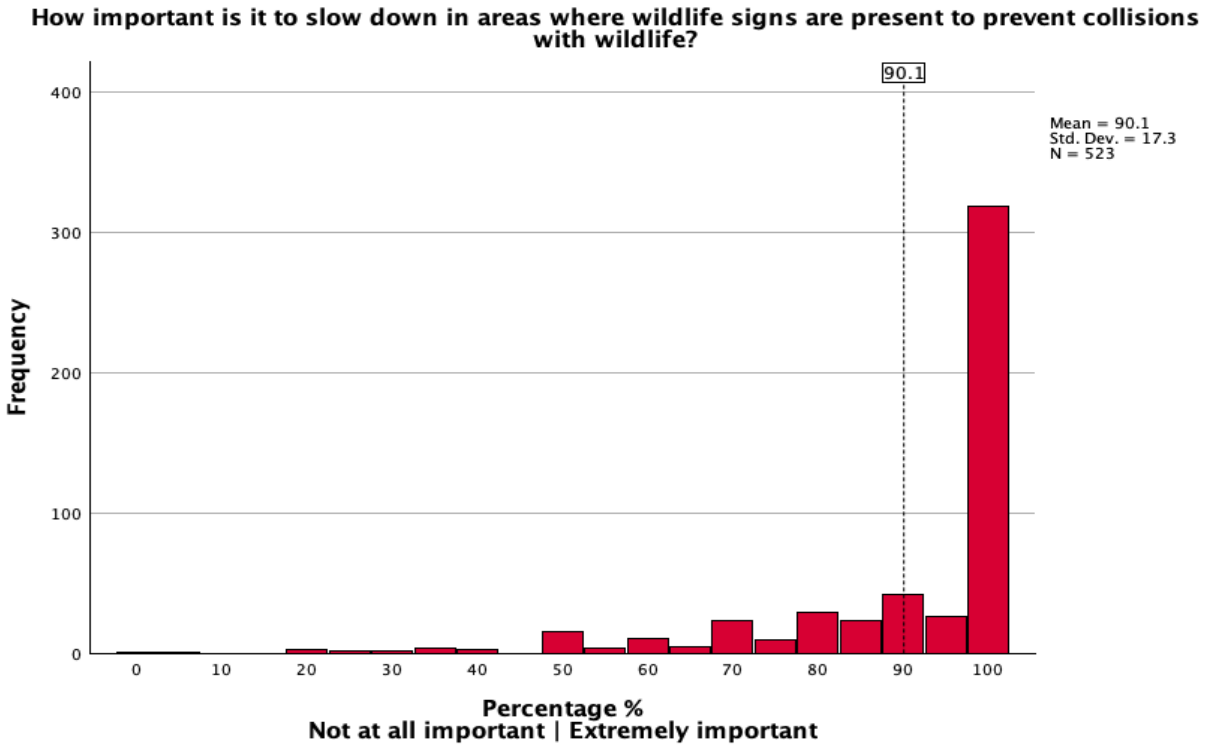


Figure 8 Perceived importance of slowing down

Respondents were also asked whether they agreed that slowing down at wildlife warning signs would increase their travel time. The average agreement was 42%, with just over half of respondents (53.9%) falling below this point. This suggests a general tendency to disagree that slowing down has a significant impact on travel time.

As shown in Figure 9, responses were widely distributed, indicating varying opinions on this issue. Women (39.6%) were significantly more likely ($p < 0.001$) to disagree that slowing down affects travel time compared to men (48.4%). Interestingly, among respondents who completely agreed that slowing down would increase their travel time, there was little difference between genders, with 6.3% of women and 6.7% of men holding this view. This suggests that while overall trends show gender differences in perceptions of travel time impact, those with the strongest agreement were equally represented across both groups.

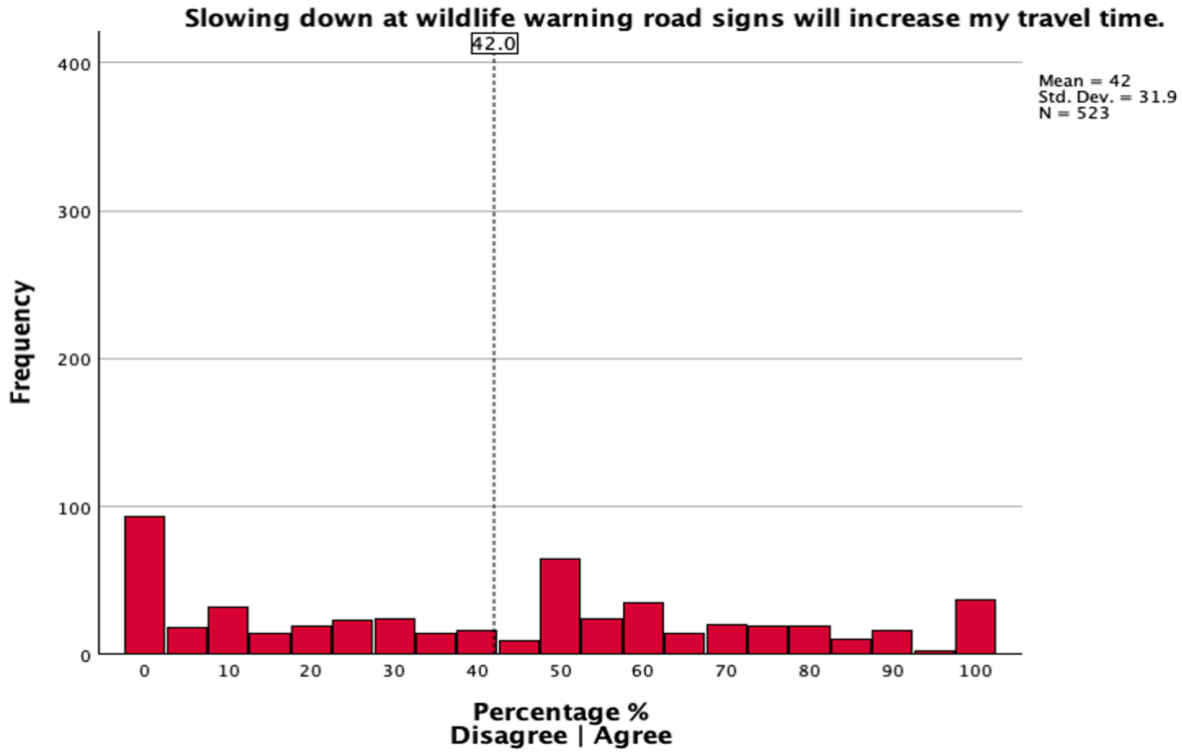


Figure 9 Perceived impact on time

Additional Comments Provided by Respondents

Respondents were provided with several open-ended questions on the survey, including a final item at the end ("If there is anything else you would like to tell us, please comment below"). Many respondents took the opportunity to provide comments throughout the survey. These comments were compiled and analysed to create four overarching categories: 1) general observations and opinions, 2) specific suggestions or requests, 3) complaints, and 4) notes of appreciation. Representative comments for each category are presented in Appendix B.

Many respondents noted the need for more signs, and requested them for specific locations. Respondents also shared observations from their regions and noted the species most impacted by vehicle strikes. Many shared views about speed limits and made suggestions to increase enforcement action alongside continued efforts to raise awareness about the issue. While there were some complaints lodged, there were notably more notes of appreciation for both the installation of the new signs as well as the present research effort.

Pre – post Temporary Sign Speed Data Results

Overall Speed Change Summary

Table 6 compares changes in vehicle speeds before and after the installation of the temporary macropod signs at three locations with varying speed limits. At Ballinger Road (60 km/h), a minimal increase in both average speed and 85th percentile speed (0.48km/h) was recorded after the signs were installed, indicating that the signs did not aid in overall speed reduction. At Duke Road (70 km/h), average speed decreased by 0.42 km/h and the 85th percentile speed decreased by 0.17 km/h showing a modest positive impact in reducing speeds. Meanwhile, at Roys Road (100 km/h), there was a slight reduction in average speed (0.20 km/h) but a small increase in the 85th percentile speed (0.06 km/h) suggesting mixed results. Overall, the signs were somewhat effective at Duke Road but showed limited or no change in speed at the other locations.

Table 6 Summary of speed changes

Site	Speed limit (km/hr)	Sign	Speed changes pre-sign to post-sign installation			
			Change in average speed (km/hr)	Change in average speed (%)	Change in 85th percentile speed (km/hr)	Change in 85th percentile speed (%)
Urban Ballinger Road (southbound)	60		0.48	0.86	0.48	0.79
Peri-urban Duke Road (eastbound)	70		-0.42	-0.73	-0.17	-0.26

Site	Speed limit (km/hr)	Sign	Speed changes pre-sign to post-sign installation			
			Change in average speed (km/hr)	Change in average speed (%)	Change in 85th percentile speed (km/hr)	Change in 85th percentile speed (%)
Rural Roys Road (eastbound)	100		-0.20	-0.23	0.06	0.06

Urban, Peri-urban and Rural Sign Location Summaries

Urban - Ballinger Road (Southbound)

The data in Figure 10 shows minimal changes in average vehicle speeds before and after the installation of temporary road signs on Ballinger Road, however average speeds were below the 60km/h speed limit. Pre-installation, average speeds ranged from 54.2 km/h to 57.7 km/h, while post-installation speeds varied slightly, staying within ±1 km/h of pre-installation levels. For example, the first Monday speed decreased from 56.5 km/h to 55.8 km/h, while the Thursday speed increased from 55.2 km/h to 56.6 km/h. Traffic volume fluctuations likely contributed to these minor variations in speed, as lighter traffic appears to connect with higher speeds. For example, both Sundays had the lowest traffic volumes (1,857 pre and 1,772 post) which coincides with higher speeds. Similarly, Thursdays drop in traffic volume from 3,397 (pre) to 2,708 (post) may explain the slight speed increase in the post-installation period.

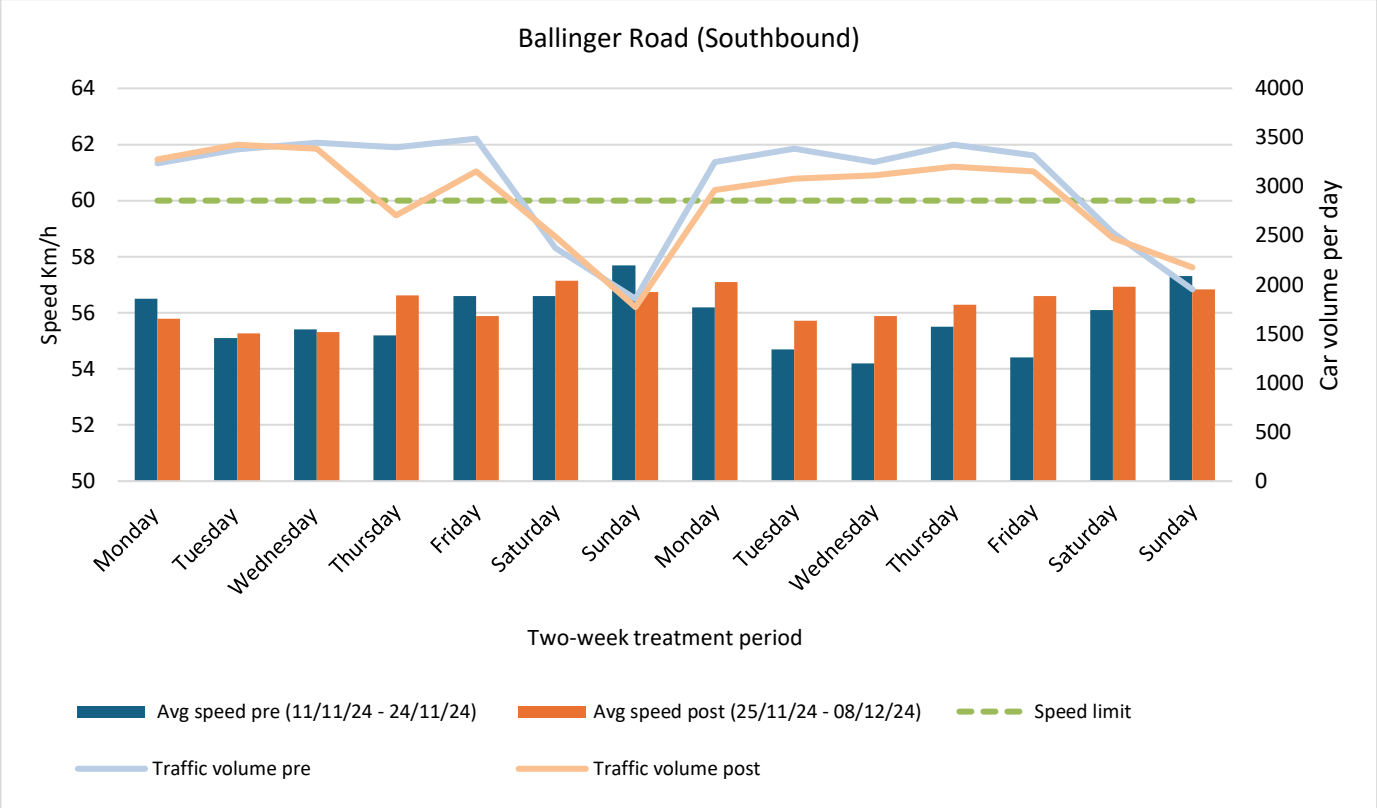


Figure 10 Ballinger Road (pre-post speed and traffic volume)

Figure 11 shows the averaged speed data of the post sign installation period to showcase fluctuations in vehicle speeds throughout the day to understand any potential variations between dusk and dawn, which coincides with peak macropod movement times. Around dusk, vehicle speeds generally remain close to the speed limit. However, throughout the night (20:00 – 4:00), speed fluctuations become more evident, peaking at 65.8 km/h at 2:15 and dropping to a low of 47.5 km/h at 3:00. These variations may reflect differing driver behaviours, such as increased caution during late-night hours versus higher confidence or reduced awareness. Between 4:00 – 6:15, speeds gradually increase, reaching the highest peak of 66.8 km/h at 5:15, before settling into a more consistent pattern throughout the day.

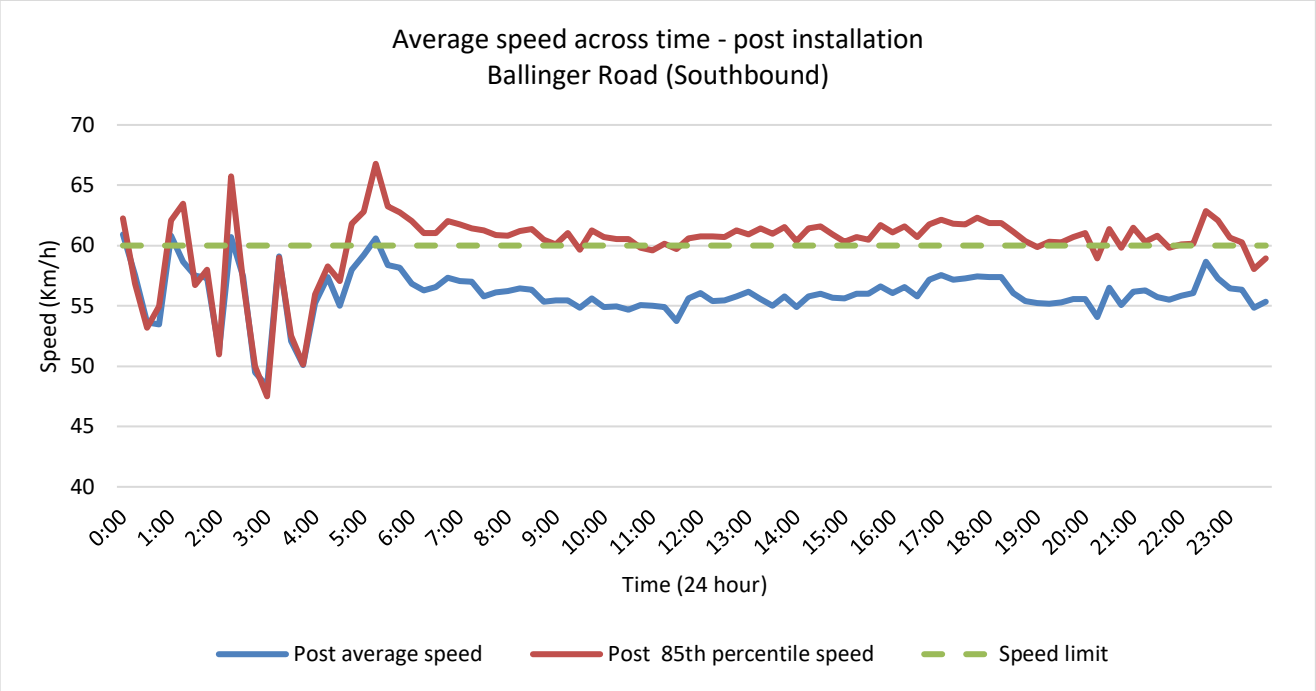


Figure 11 Ballinger Road (post average hourly speed)

Peri-urban - Duke Road (Eastbound)

Figure 12 compares average vehicle speeds and traffic volumes pre-post sign installation, with a speed limit of 70 km/h on Duke Road. Pre-installation, average speeds ranged from 55.4 km/h to 59.3 km/h, with higher speeds typically occurring on weekdays, such as Monday and Tuesday. Post-installation, average speeds showed a slight overall reduction, ranging from 56.0 km/h to 59.0 km/h. However, the average speed both pre and post installation is consistently well-below the speed limit of 70km/h.

Traffic volumes on this road were considerably less than the other two locations and had fluctuated across the days, however it does not appear to explain the variations in speed in this case. For example, despite lower traffic volumes on weekends (e.g., 292 pre and 278 post on Saturday), speeds remained relatively stable, with Saturday post-installation speeds increasing slightly (56.5 km/h compared to 57.2 km/h pre-installation). Similarly, some weekday reductions in speed, e.g., the first Monday's drop, occurred despite an increase in traffic volume (336 pre to 365 post).

Overall, while there is a small reduction in speeds post-installation and traffic volume alone does not reliably account for the variations, suggesting other factors may influence driver behaviour in this area. The eastbound section of Duke Road features a downhill gradient, which may naturally encourage lower speeds as drivers apply their brakes. Additionally, regular commuters or local residents familiar with the area may be more aware of wildlife presence, leading them to proactively reduce their speed.

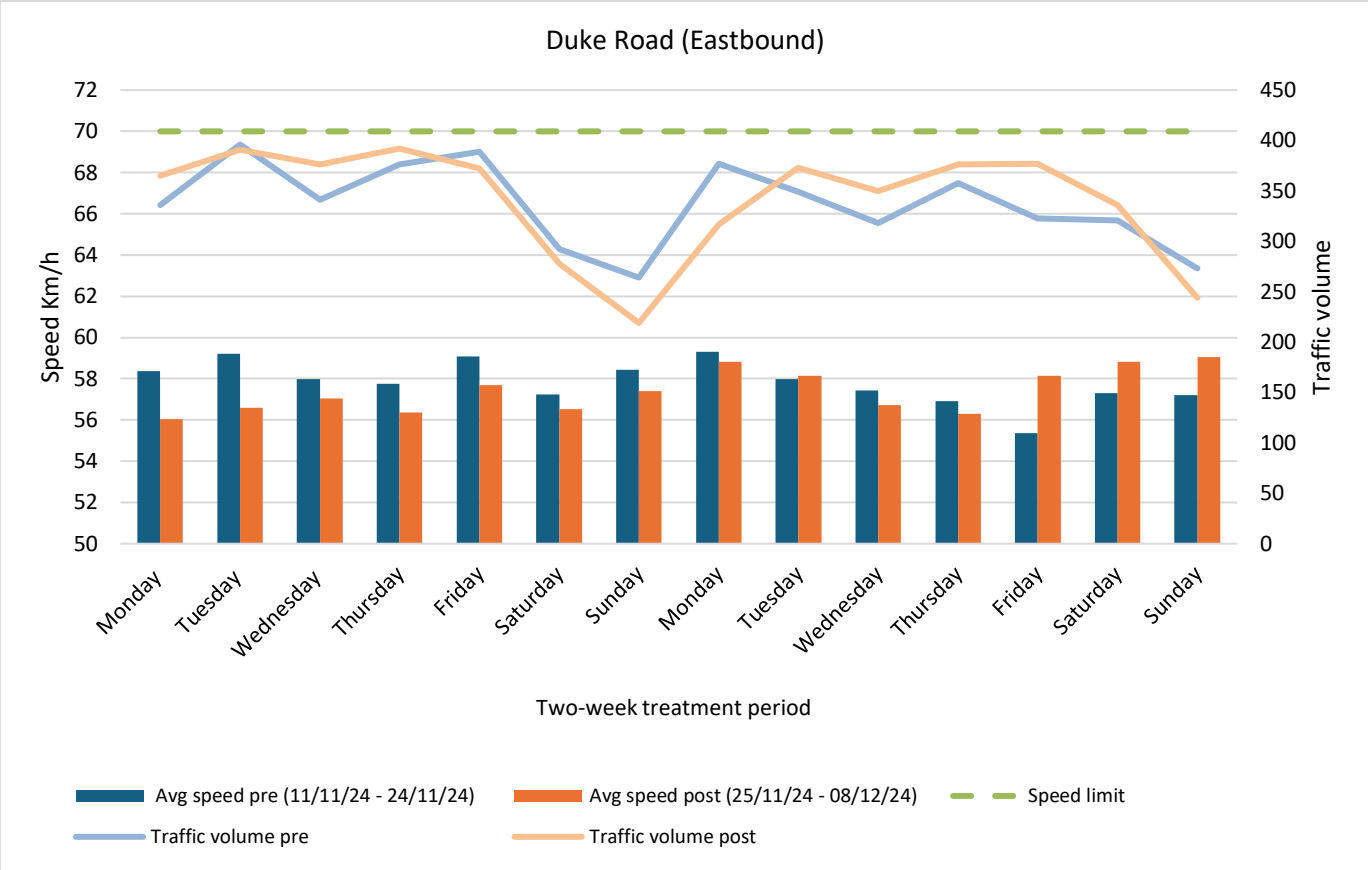


Figure 12 Duke Road (pre-post speed and traffic volume)

The speed data in Figure 13 highlights variability throughout the day, with significant gaps where no vehicles were recorded, particularly between 0:15 – 3:45 and 22:00 – 23:45, indicating lower traffic volumes at night. While occasional speeds exceed the 70 km/h limit, they are infrequent and dispersed across different periods. This contrasts to the Ballinger Road daily averages (Figure 11), show more consistent speeds throughout the day, with greater variability from dusk to dawn. This difference may be attributed to the much lower traffic volumes in the Duke Road area, influencing driver behaviour and the speed fluctuations.

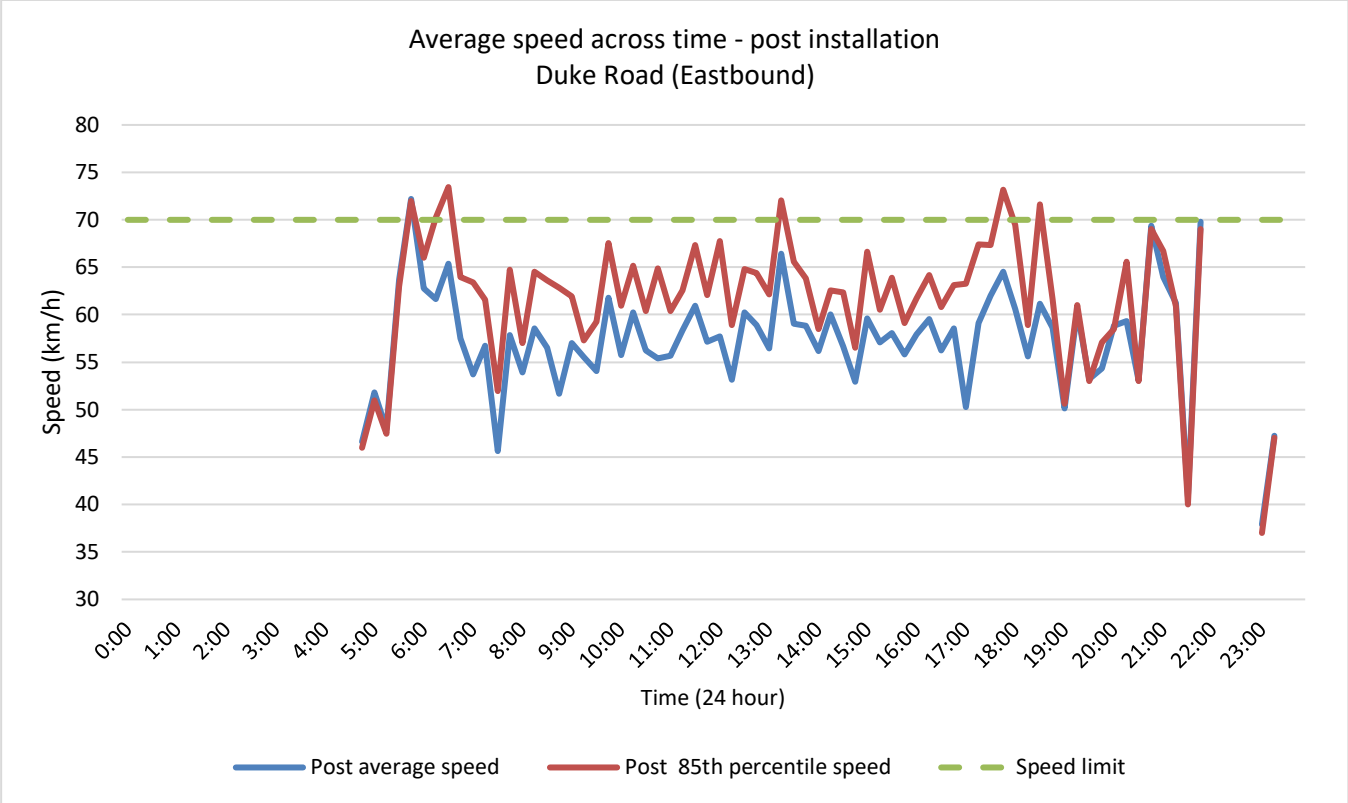


Figure 13 Duke Road (post average hourly speed)

Rural - Roys Road (Eastbound)

On Roys Road, Figure 14 shows a slight reduction in average speeds after the installation primarily during the first week of sign installation. However, the pre- and post-installation speeds remain well below the speed limit of 100 km/h. Pre-installation average speeds ranged from 85.9 km/h to 89.9 km/h, with the highest speeds observed on Sundays, consistent with Ballinger and Duke Roads, and the lowest on Thursdays and Fridays. Post-installation, average speeds ranged from 85.6 km/h to 88.8 km/h, indicating a minimal decline overall. Notably, the most significant reductions occurred on the first Friday (from 87.6 km/h to 85.6 km/h) and first Saturday (from 88.6 km/h to 86.8 km/h). While the signs appear to have had a minimal impact on reducing speeds overall, the average speeds remained consistently lower than the speed limit. Traffic volumes remained substantial throughout the week, with weekday volumes exceeding 4,500 vehicles on most days and peaking at over 5,000 vehicles post-installation on Fridays. The higher traffic volume could impact the average speed.

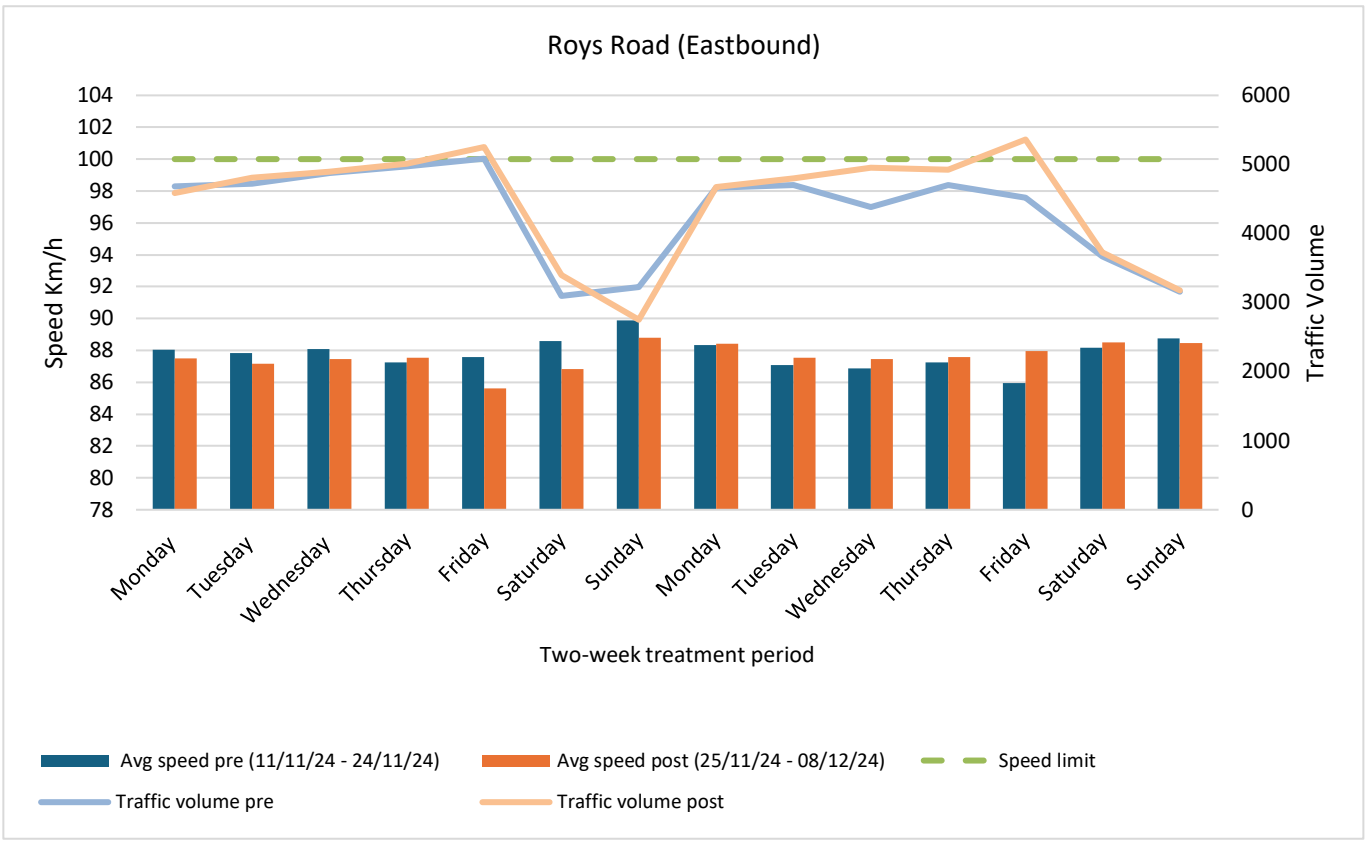


Figure 14 Roys Road (pre-post speed and traffic volume)

Around dusk, vehicle speeds generally remain below the speed limit of 100km/h (see Figure 15). Similar to Ballinger Road, speed variations become more pronounced throughout the night (20:00 – 4:00), with a low of 86.3 km/h at 2:45 and peaking at 106.1 km/h at 3:30. After 4:00, speeds gradually decrease before stabilising into a fairly consistent pattern of speed well-below the speed limit. Roys Road had the fewest incidences of speed exceedance, particularly within the 85th percentile group, which represents the speed at or below which 85% of drivers travel on that segment.

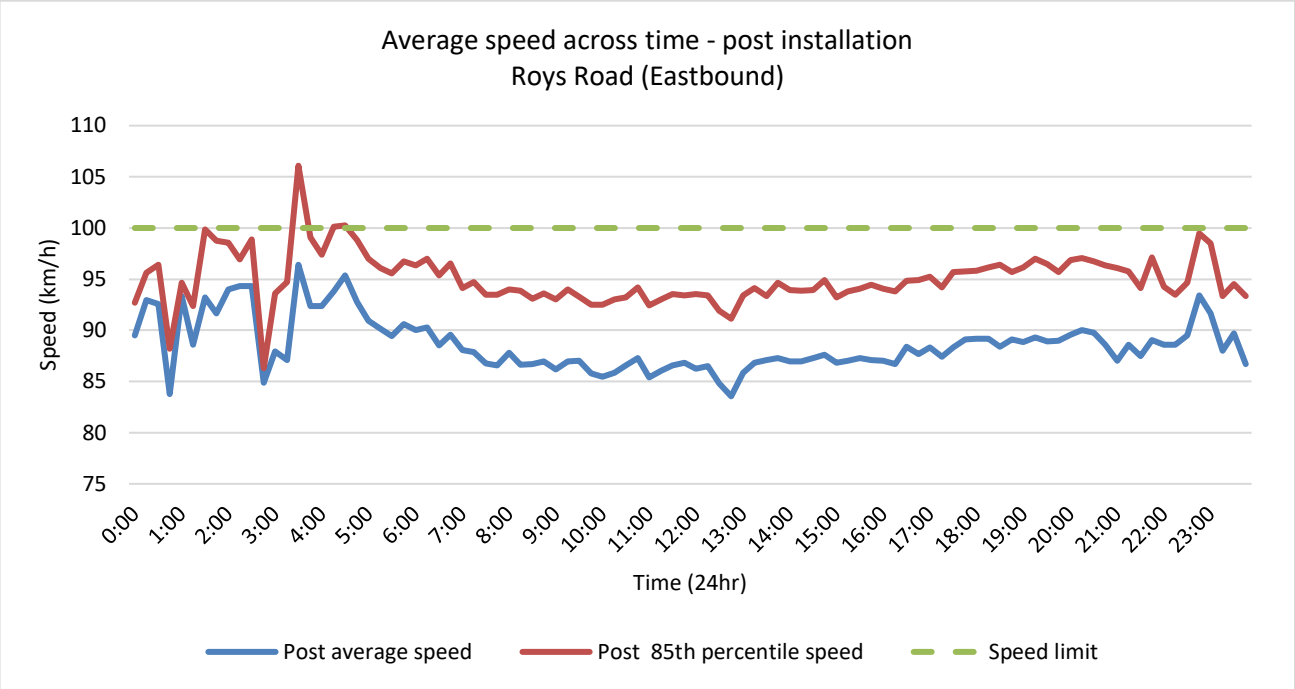


Figure 15 Roys Road (post average hourly speed)

Urban vs Peri-urban vs Rural Comparison

While all three locations – urban, peri-urban and rural – showed consistently lower average speed than the posted speed limits both before and after the installation of temporary wildlife signs, the nature and extent of these speed variations differed. In the urban setting, Ballinger Road, traffic volumes were the highest and most consistent throughout the day with minor speed fluctuations. The temporary wildlife sign has minimal observable impact overall and slight changes in speed appeared to occur with changes in traffic volume e.g. lower traffic volume coincided with modest speed increases. In contrast, the peri-urban location, Duke Road, saw much lower and more variable traffic volumes, especially at night, with large gaps in vehicle recordings. Despite this, average speeds remained stable and well below the 70 km/h limit, and speed changes did not clearly correlate with traffic volumes. This suggested that other factors, such as the downhill gradient or heightened local awareness of wildlife may have had more influence on speed. The rural location, Roys Road, had the highest speed limit (100 km/h) and sustained high traffic volumes throughout the day, yet also showed a pattern of average speeds consistently below the limit. It exhibited the least speed exceedance, particularly overnight, and the most obvious time-of-day variations, with speed peaks and dips between 2:45pm and 4:00pm. This suggests that in rural contexts, the combination of signage, road environment e.g. lower visibility at night, and possibly a higher perceived wildlife risk at certain times may more effectively influence driver behaviour. Overall, all locations shared

a trend of driving below the speed limits which is important as that is the main goal of the temporary signs, and there may be other factors such as traffic volume, driver familiarity, or road characteristics that influence driver behaviour differently across urban, peri-urban and rural locations.

Summary and Conclusions

- Over half (59.1%) of respondents recalled seeing one or more of the temporary road signs, which is a positive result. However, recall rates were notably lower among panel respondents (52.3%) than online respondents (63.1%). This aligns with panel respondents being less environmentally motivated to complete the survey. Despite this, the aided recall results were strong.
- Unaided recall results were positive, with many respondents accurately identifying the locations of the signs. Additionally, respondents recalled key elements of the signs, including their messages, formats, and imagery, demonstrating strong retention.
- The 'We live here too' messages—"Wildlife & vehicle crash zone; we live here too" (67.3%) and "Slow down; we live here too" (51.5%)—were the most recalled. Notably, 38 respondents wrote 'we live here too' verbatim in the unaided recall, indicating that this messaging is resonating with the community.
- A significant proportion of respondents (76.7%, n = 237) agreed that the signs prompted them to act, with the most common response being increased alertness or slowing down (82%). As with the aided recall, social media respondents (82.6%) were more likely to report acting than panel respondents (64.7%).
- Women were significantly more likely than men to slow down in response to the signs (85.9% vs. 75.7%) and to perceive slowing down as important for wildlife protection (92.6% vs. 83.2%).
- More than half (53.9%) of respondents disagreed or strongly disagreed that slowing down in wildlife zones would impact their travel time. Among those who strongly agreed that it would, there was an even split between women (6.3%) and men (6.7%).
- The peri-urban location (Duke Road) showed a modest reduction in both average and 85th percentile speeds, suggesting some positive impact of the wildlife signs, while the urban (Ballinger Road) and rural (Roys Road) locations showed minimal or mixed effects. All locations recorded consistently lower speeds than the signed speed limits, but contributing factors differed. Urban speeds were more influenced by high, steady traffic volumes, peri-urban speeds by road design (e.g. downhill gradient) and rural speeds time-of-day variations such as traffic volume and lower visibility at night.
- While average speeds often remain below posted limits, the high daily traffic volume, especially on Ballinger Road (urban) and Roys Road (rural), increases the likelihood of wildlife interactions. This suggests that while speed reduction is valuable, it may not be the primary solution for mitigating wildlife collisions in these areas.

Recommendations

1. The speed data indicated that vehicle speeds tend to increase outside peak traffic periods, particularly around dawn and dusk. To improve sign visibility during these critical times, incorporating reflective materials is recommended to capture drivers' attention. This could include making the main message *"Wildlife and Vehicle Crash Zone"* reflective or using reflective material on the eyes of the depicted wildlife to simulate animals near the road.

2. The *"We live here too"* messages had the highest recall (both aided and unaided), suggesting that simple, direct messaging is most effective. The *"I am just trying to get home safely"* message also resonated with respondents but it may be best suited for lower-speed areas where drivers have more time to absorb the full message as they drive past.

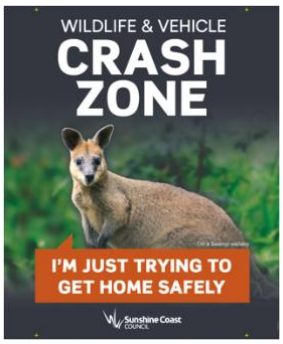
3. To reinforce the impact of the signs, aligning online and offline communication materials with consistent branding will enhance message recognition and reach. This approach also allows for tailored messaging to different audience segments—for example, addressing perceived travel time impacts versus emphasising wildlife protection, or targeting messages specifically for male and female drivers. Given the strong environmentally motivated community on the Sunshine Coast, increasing touchpoints—through social media, local events, and community outreach—could further encourage drivers to slow down for macropods.

4. The large number of responses to the open-ended items, alongside the detailed and well-considered comments indicates that many Sunshine Coast residents are deeply engaged and care about this issue. As one respondent noted, "the community could assist council by reporting/identifying or photographing current hotspots." As a follow up to this project and its findings, Council could establish a formal or informal process to seek input from community members that would provide valuable information as well as amplify the key messages surrounding wildlife-safe driving behaviour.

5. The speed data collection of the Variable Message Sign (VMS), which was active on Ballinger Road during part of the study period, was not feasible due to timing constraints. Further research into the effectiveness of VMS is recommended—particularly in comparison to temporary static signs. Future studies would help determine whether VMS can be used to further improve recall and driver actions. Assessing the impact of VMS on behaviour change and cost-effectiveness could provide valuable insights for future road safety initiatives.

APPENDIX A: Survey Instrument

QUESTIONS	SURVEY LOGIC/ NOTES
Panel Screen-out Questions	
What is your postcode? _____	Not SCC postcodes = END SURVEY
In what year were you born? _____	17 or under = END SURVEY
On average, how many days do you drive a car per week? [*drop down*] ☐ 0 days ☐ 1 day ☐ 2 days ☐ 3 days ☐ 4 days ☐ 5 days ☐ 6 days ☐ 7 days	0 days selected = END SURVEY
Unaided Recall	
Please describe any wildlife warning road signs you have noticed in the Sunshine Coast region in the last 3 months. _____	
Aided Sign Recall	
Which of the following signs have you seen in the Sunshine Coast region in the last month? [select all that apply] ☐  ☐  ☐ 	

 ☐  ☐  ☐ ☐ I have not seen any of the signs	
Where did you see the temporary wildlife road signs? You can add specific street locations, landmarks or suburbs that you remember. _____	Only show if 1 or more road signs are selected
Did the signs prompt you to do anything differently? ☐ Yes, please specify_____ ☐ No	Only show if 1 or more road signs are selected
How likely are you to slow down if you see one of the signs shown above while driving? *[0-100 sliding scale]* 0 Not at all likely | 100 Extremely likely	Only show if 'I have not seen an of the signs' is selected
Knowledge	
When is wildlife most likely to be hit by a car? ☐ In the morning ☐ In the afternoon ☐ Between dusk and dawn	Randomise answer order
What actions can drivers take while driving to minimise the chances of hitting wildlife? [select all that apply] ☐ Slowing down when wildlife is more active ☐ Slowing down at sign posted wildlife zones ☐ Being aware of the side of the road (e.g. watching left and right) ☐ Speeding up quickly to pass through risky areas	Randomise answer order
What wildlife do you see most crossing roads near you? [select all that apply] ☐ Kangaroos ☐ Wallabies ☐ Pademelons ☐ Koalas ☐ Echidnas ☐ Possums ☐ Other, please specify_____	
Driving Attitudes/self-reported behaviour	

When you see signs asking you to slow down because wildlife is present, how often do you slow down? [*0-100 sliding scale*] 0% of the time | 100% of the time	
How important is it to slow down in areas where wildlife signs are present to prevent collisions with wildlife? [*0-100 sliding scale*] 0% Not at all important | 100% Extremely important	
Slowing down at wildlife warning road signs can reduce wildlife collisions. [*0-100 sliding scale*] 0% disagree | 100% agree	
Slowing down at wildlife warning road signs will increase my travel time [*0-100 sliding scale*] 0% disagree | 100% agree	
Demographics	
What is your gender? □ Female □ Male □ Non-binary □ Prefer not to say □ Other, please specify_____	
What type of license do you currently hold? □ L plates □ P1 □ P2 □ Open drivers licence □ Other. Please specify_____	
If there is anything else you'd like to tell us, please comment below _____	No 'force response'

APPENDIX B: Additional Comments

Representative Respondent Comments
General Observations and Opinions
Sign vandalised near Palmwoods Resort Valdora
They don't work. Need to reduce the speed limit to 40km/hour from 60km to stop more kangaroos being hit by cars on that stretch of road
This past 6 years there has been a dead animal on the road at least once every 2 weeks
There are not enough wildlife signs.
Sadly lots of dead possums on side of road around Buderim and Kawana Way
I have definitely noticed different style signs around the Buderim area with a kangaroo. Possibly also seen koala ones. They look like the political signs you see at election times, as in corflute on a stake placed on grass areas
Lots more kangaroo signs around Buderim after a few deaths
Think the signs are actually pretty stupid because you can't practically stop when the speed limit is 80 and there is a car right on your tail.
I have seen numerous kangaroos on Sugarbag Road including one that was hit and killed.
I was already aware of them and drive more slowly in the hotspot areas but the signs remind me to be even more vigilant. Roads such as Dixon, Ballinger, Stringybark & Crosby Hill need to have lower speed limits that are enforced
It didn't really change the way I drive as I'm always conscious of driving slow for wildlife. But it was positive to see the sign out in public
It makes me more aware of our wildlife. And sad that they are being moved out of where they have been for a long time.
Just to be more aware of wildlife. Plus a family member was involved in a traffic incident with a kangaroo near the SC airport
I drive wildlife aware anyway. The sign is on a road where the speed limit is 80 and should be lowered. 60 would be better in combination with signs. I also don't know how effective signs are at night which is when most of the high speed idiots are out and about on the road.
The dead animals, there is no way of preventing their deaths unless Signs Are placed on this road. I have only seen the kangaroo and wallaby signs in Yaroomba, in a road which is off the David Low Way. PLEASE do something to prevent the carnage. Individuals have put up their own home made signs which are difficult to see and to read. Signs are in 1/. David Low Way, heading nth from Marcoola, just before the change of speed from 70 to 60km/hr. 2/. Coolum South Rd, heading south from the Police Station in Coolum South Rd, an individual has erected signs with "Slow Down" Ducklings. I think we need 80%more signs I find it appalling and inhumane that there are not enough signs
I would like to see more wildlife signs out.
We need more permanent signs and have the slow down signs that show your speed
Too many warning signs and alerts…..attention is being drawn away from the actual task of concentrating on driving. Drivers need to be respected to do the right thing, without " big brother " approach of warning signs etc. if as much care was undertaken to road repairs and ongoing maintenance, rather than erecting untold numbers of signs, roads would be a far safer place for all.
I believe more can be done to raise driver awareness about preventing wildlife collisions. I also feel that council should be doing more to provide adequate green space with safety boundaries so native species have space to hunt, feed, and roam without major roads and

high density houses on their doorstep. Too much green space is being allocated for development which forces wildlife into urban areas and increases the risk of injury and death on roads.
I have never seen wildlife where I have seen wildlife warnings. Slowing down due to the signs makes no sense. You're likely to increase possible issues due to people tailgating and road rage - which is more likely to cause an accident. Being aware of the time, and the sides of the roads during those times where wildlife is more active is a better approach, rather than slowing down for non-existent wildlife.
I regularly drive to work between 4 & 5am & the behaviour of drivers (especially tradies) is particularly dangerous, reckless & illegal. Whilst I believe speed limits should be reduced, the lack of police presence at these times results in zero accountability & any changes would simply be ignored along with current laws. Car culture in Australia is ingrained but lack of adequate mass transit on the Sunshine Coast provides little alternative
I think the signs stood out to me because they are different to what I normally see and included an actual photo rather than a graphic. It could be important to vary the design of the signs. We live in an area where it's really important to look out for the kangaroos particularly, but it still surprises me how few people know this area has a lot of them, and also take them for granted in spite of the decline. The signs should be complimented with some sort of new campaign to help raise awareness- especially for newcomers. It also surprises me how fast some people drive through the Buderim area and more of the digital slow down signs would be great as they also work.
I'm a wildlife nurse and road kills/injuries are one of the highest causes of admission.
Idiots especially p platers need to slow down. I saw one totally speed over a blue tongue. Didn't care.
It's not always about slowing down, but being more aware of what's on and beside the road, which I believe the signs mentioned on this survey do. Much more so than the older metal style signs which also contain the number for RSPCA. Unfortunately if you've ever had to deal with RSPCA in regards to injured wildlife, they usually have to call a more local organisation for help and usually do so in a very untimely manner. Most calls usually take hours/days to get passed on to a different organisation which they are then dealt with fairly quickly, unless by that time it's too late.
Housing estates with very few plants & trees push wildlife into vulnerable spaces
Signs with Photographs are too much to absorb while driving, the text is too small to read while driving, the images will be vague at dusk and night-time and they are possibly a distraction while driving. I'm sure they looked brilliant on the computer screen at the meeting, but they are a total fail in the real world.
Sunshine Coast drivers are the worst. I am on the road for my job. Tailgating and speeding and dangerous lane changing is frequent. Wildlife don't stand a chance. More needs to be done to curb dangerous driving.
Bush has been depleted dreadfully in the Pelican Waters area with the encroaching developments. So much wildlife has disappeared in the last few years - no more kangaroos, wallabies, koalas, echidnas, tree snakes. Extremely sad to see - criminal almost that the only wildlife now noticeable are deceased animals\lizards from speeding cars and trucks on the roads.
Specific Suggestion or Request
There is a desperate need for a Wildlife sign on the Coolum Yandina Rd, near Wants Rd. Between Yandina Creek and Yandina
Wish we could get a speed camera in Arcoona Rd. Bloody idiots rat run through here at ridiculous speeds.
Please don't remove these signs I think they have had a good effect on drivers in these areas.
Add fluorescent signs at night to prevent traffic accidents

All suburban speed limits should be reduced to 50kph
Animal bridges and ladders are what's needed! I lived at Mooloolaba for 40 years and 10 years in Nambour,and the amount of dead wildlife I have seen on coast roads is heart breaking.T he wallabies, possums,scrub turkey populations have declined so much I hardly see any now. Where can they live, the rate at which the rain forests are being cleared is criminal. I think signs do very little as most people don't care. We need wildlife to be able to move safely and have areas to live.
I'd love some of these signs on Jensen Road in Ninderry. It's a speedway and we've lost a few Roos in recent months.
Drivers don't horizon drive so their peripheral vision is not active. I've seen Roos hit when the driver was doing 60km/hr. I work in law enforcement and deal with traffic crashes constantly. Many incidents are avoidable and hitting wildlife is often the same. I have unfortunately hit some despite my attention. Build up of grass and vegetation prevents visibility at times on road shoulders. Maybe more barriers?
Duke road and it's off roads are definitely a wild life zone. Constantly seeing wallabies and kangaroos and often seeing them deceased on side of road I'd suggest putting speed bumps along it - people drive really fast there.
Government needs to fund wildlife friendly tunnels and bridges in hot spots
We live on old gympie road at mt mellum and would love to see speed reduced on our road as there are certain areas where we see wildlife crossing.
I hate seeing dead animals on the road. Surely people could avoid them. Why can't we have more wildlife under road tunnels or over the road bridges for the wildlife. When new roads are being built it wouldn't be that much more expensive to design them into the road system.
I live on Lindsay Road Buderim I would like to see these signs down near the forest. Lots of wildlife run over and it's heart breaking.
I think more permanent signage in areas like aura in Caloundra would be very useful. I unfortunately see dead wildlife on the roads daily.
I think we need more signs where I live between Conondale, Kenilworth and the highway to Eumundas there are no signs about wildlife and we often see dead animals by the side of the road (ie: kangaroos and bandicoots).
I wish many signs were more noticeable! E.g larger & not covered by overgrown bushes/greenery. I also wish that there where more safe places to pull over in order to save hit wildlife. Or even better: funding for wildlife crossings (I've only seen some near Australia Zoo).
[would like to see] more police surveillance when wildlife is more active, people need to be held accountable for driving irresponsibly around wildlife.
In high risk area need to change signs from static to lights flashing during breeding season as people get used to signs so they become part of landscape and are just not seen after a couple of weeks . Unfortunately human nature
I think these temporary signs are great and there should be more of them where there is known issues with collisions. Maybe even with a local wildlife organisations phone number on them.

More detail in signs....even if regular signage is supported by eg mobile electronic word signs briefly explaining reasons why eg driving at 40 km/hr means u can brake in so many metres quicker than at 60 km/ hr which leads to less wildlife collisions (many people lack common-sense in this era) Or...new joeys just out of pouch currently panic cross in this vicinity Or its illegal to hit an animal ,& not stop to assist it or move it off the road so other animals don't get hit too investigating / eating it Or...is the 5 seconds u save by driving quickly to end of street worth risking eg a joey's new life Or stop to let snakes cross...they are not sticks or speed bumps If signage regularly changes, people are more likely to think about their actions behind the wheel than a familiar sign which subconsciously gets ignored. Eg they had an electronic mobile sign to report koala sightings at base of Maleny Hill recently. They command more attention & people think its current & therefore more relevant **The community could assist council by reporting/ identifying or photographing current hotspots**
Please increase the number of the recent signs. I think they are great. I live in Currong court off Karawatha street. We are in a corridor for wildlife and I have had 3 kangaroos hit by cars in the last 10 years in our yard and reserve behind us. They have had to be euthanised. It's heartbreaking as the wildlife here is so special.
Sadly most people don't seem to care about the possibility of hitting a kangaroo when driving on our local roads. More public education is needed and I think the only solution is to reduce the speed limit on the DLW in the crash zones. Even if it was just for the high risk times of the day. We need to do a better job of looking after our native wildlife. What I'm seeing is that when they are all killed people wont have to worry about the problem anymore.
We need more Signs also in the Hinterland Sunshine Coast Palmwoods, Eudlo, Ilkley, Woombye, Kiel mountain too many dead animals around People Are more Likely to speed in rural areas as less police presence
Would like to see more temporary signs in response to animals like echidnas being hit as well as wallabies k-roos and koalas
Would like to see more wildlife warning signs on the southern end of the coast/Caloundra area.
Complaint
Avoid Kangaroos on David Low way- erected too late following 8 months of destructive development on beach side of David Low Hway
Images with Roos to slow down cars We need alert signs in our area too many Roos being killed on Verrierdale rd , council won't lower the speed or provide signs , apathy from local government is not assisting, residents are furious
Wish they could lower speed limits to protect wildlife. Council won't do this and in our small Weyba Downs we want them to, as we want our wildlife protected and we are seeing dead kangaroos and birds in a no through road area which could easily be speed reduces but council won't, nor will they give us signs.
Appreciation
I checked my speed, and thought thank goodness there are more warning signs up. I usually look out for wildlife.
I was pleased to see the signage as vehicles drive way over the speed limit on this road (Sugarbag Road)
I love nature. And seeing those reminded me to keep an eye out for wildlife. It's easy to zone out and just drive on autopilot. Seeing those signs alerted me to the potential presence of wildlife, so I could make sure to watch out for it. I appreciate the signs. And I hope they make others more carful too.
I definitely noticed them and was pleased to see something different that stands out and looks localised. I have lived around areas with kangaroos for years and always try to be careful, especially where I know they are likely to be. I think I remember seeing koala ones and then discussing koalas and that the new signs must mean koalas are around here too in spite of never having seen any myself.

Am pleased that some work is being taken in this area. Thank you!
Appreciate that new signage is being used to alert drivers. This is especially important with home delivery services increasing and drivers from more urban areas may be unaware of the wildlife activity in more rural communities.
Good to see this - I see far too much roadkill. Macropod signs look great
I am a Marketing Rep who's retail territory spans from Caboolture to Tiaro. I do a lot of driving and really appreciate the wildlife signs. The yellow ones are too easy to miss, and too similar to the road rule signs to stand out. I appreciate the newer ones and the varied ones. They stand out. Making me feel safer on the road as I can do my part to be more aware and avoid a road incident (as well as avoid injuring/killing wildlife).
I am very grateful for this research & these warning road signs. I hope these signs become a permanent feature in areas of high wildlife incidents.
Thank you for caring, for your research and for the signs. We love our local wildlife and want to keep them safe and healthy.

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QUEENSLAND AUSTRALIA

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