



## World Day of Remembrance for Road Traffic Victims: Sunday 20th November 2022

Approximately 1.3 million people die each year as a result of road traffic crashes worldwide and 50 million people are seriously injured. In Australia 1,122 lives were lost last year and over 40,000 people were seriously injured.

This World Day of Remembrance, on 20th November 2022, ARSF is calling on the community to remember all the many road traffic victims and their families by displaying a 'Reflect on Road Safety' sticker on your letterbox.

Show your support for road safety, and help us honour the victims of road trauma by picking up your **free** Reflect on Road Safety Sticker from a **Supercheap Auto** store from Monday 14th November 2022.

To make your Road Safety Promise or for more information please [\*\*CLICK HERE\*\*](#)



## Christmas Campaign:

ARSF is imploring road users to get home for Christmas, by choosing road safety across the holiday period. Launching in Sydney on Wednesday 7th December our Christmas campaign will honour the 200 lives lost on Australian roads over the holiday period from December 2021 to January 2022.

To find out more or to [get involved](#), head to our [website](#)



## Looking toward 2023:

- **Slow Down Songs campaign** - Back to school January / February
- **Fatality Free Friday campaign** - May
- **Fatality Free Friday** - 26th May 2023
- **Australian Road Safety Awards** - Parliament House Canberra June TBC
- **Rural Road Safety Month** - September
- **World Remembrance Day for Road Traffic Victims** - 19th November 2023
- **Christmas Road Safety campaign** -December / January
- **Road Safety Resilience** - year-round
- **RoadSet**- online road safety awareness for teens & tweens - year-round

## ARSF's dedicated Council and Community Subscription Service:

ARSF's new subscription service has been specifically designed with Councils and Community Organisations in mind and offers road safety data, infographics, campaigns collateral with fact sheets and research, community involvement and road safety resilience content.

These assets are designed to provide road safety information year round and include:

- Latest statistics in infographic form each month

- National & state-based fact sheets, research findings, media releases and infographic for the campaigns
- Road Safety Year Planning Calendar
- Campaign collateral across ARSF's road safety campaigns
  - Digital assets including road safety promotional and promise posters, social tiles and banners
  - Get involved 'community' activation ideas
- 4 x ARSF road safety resilience social media posts for use year-round
- Quarterly newsletter
- Introductory merchandise pack

[Click for more information](#)

## 12th Annual Australian Road Safety Awards:

Nominations are now open for the 2023 Australia Road Safety Awards.

The awards provide an opportunity to recognise and celebrate the outstanding work, achievements and innovation of leading road safety advocates by providing a prestigious platform to formally recognise their contribution and commitment to improving road safety outcomes.



**Nominations close: 15 Dec 2022**  
**Submissions close: 15 Feb 2023**  
**Award Event: June 2023**

We are happy to announce that we've included a brand-new category to honour initiatives for improving road safety in rural and remote areas. To find out more or to nominate [CLICK HERE](#).

## Campaign Wrap up: Rural Road Safety Month

Thank you to all the local communities, councils, organisations, businesses, and individuals who supported the promotion of rural road safety during September's Rural Road Safety Month.

To our case studies who shared their heart-breaking accounts of losing loved ones in the hopes that by doing so will result in change on our roads, THANK YOU.



## Seasons Greetings:

As the year draws to a close, we would like to thank everyone who has supported ARSF and our road safety campaigns throughout the year. A special thanks to our sponsors Suncorp / AAMI, Subaru Australia, Giti Tyres, Lowes BP, Supercheap Auto, Neuron Mobility, PPQ and MyPlates.

If you're hitting the road this Christmas, what measures are you taking to ensure you and your family are well prepared for the journey? See our tips for building your **Road Safety Resilience Plan**.

If you're staying home this Christmas, increase your children's road safety awareness with RoadSet. It's free, parents can complete together with their tweens and get your teens to do it. For more info, see [www.roadset.com.au](http://www.roadset.com.au)

## Which piece of the Puzzle Are You?

Road safety is up to all of us, whether you're a driver, motorcyclist, cyclist, scooter rider, skateboarder, pedestrian and even a passenger – the Keys to Road Safety are in all our hands. Make a promise to choose road safety today and everyday.

Be the change you want to see on the road

