

2023



**CREATIVE ASSETS FOR
COUNCIL & COMMUNITY
SUBSCRIBERS**

Road Safety in 2023

The Australian Road Safety Foundation (ARSF) is dedicated to working with the community to build Road Safety Resilience and ensure all road users have the skills and strategies required when using the road. This involves being prepared for the unexpected by building knowledge to negate hazards and to use the safest options when on or around our roads.

This year, ARSF invites road users to make a personal promise to be the change they want to see on the road by choosing road safety.

Campaign enquiries

For more information on supporting the campaign please contact:

Australian Road Safety Foundation

E: info@arsf.com.au

P: 1300 723 834

Subscribers' digital resources will be available to download from 20/2/23



The poster features the ARSF logo and website address at the top. The central image shows two hands holding a heart-shaped puzzle made of colorful pieces, set against a background of blurred city lights. The text 'Be the change you want to see on the road' is written in a cursive font across the top of the image.

ARSF Australian Road Safety Foundation www.arsf.com.au

Be the change you want to see on the road

Proudly supported by

SUNCORP **AAMI** **SUBARU** **SUPERCHEAP AUTO**

Australian Government **PPQ** **neuron** **myplates** **lowes**

Call to Action

Posting on Social Media

Share our campaign messages on your social platforms



Tag us and use our hashtags

#ChooseRoadSafety

#bethechange

Promoting in your community and workplace

Let your community know by sharing campaign messaging and information:

- Post on your intranet or social platforms
- Include a story in your newsletter or community magazine
- Print and place a campaign and / or promise poster on your notice board/s and use our screen saver and e-signature artwork
- Create a workplace / community display with your promise to choose safety every day

The Issue

Every year over 1,100 people lose their lives on Australian roads, and thousands more are seriously and often permanently injured.

What can we do?

We can upskill ourselves and our communities to become more road safety resilient. To be safer, better drivers, pedestrians, skateboarders, scooter riders, passengers and take personal responsibility for our role in road safety in 2023.

Key Messaging

- The keys to road safety are in all our hands
- Which piece of the puzzle are you?
- Head to www.arsf.com.au to make your road safety promise today

Year-Round Assets



Promotional Poster



Promise Poster



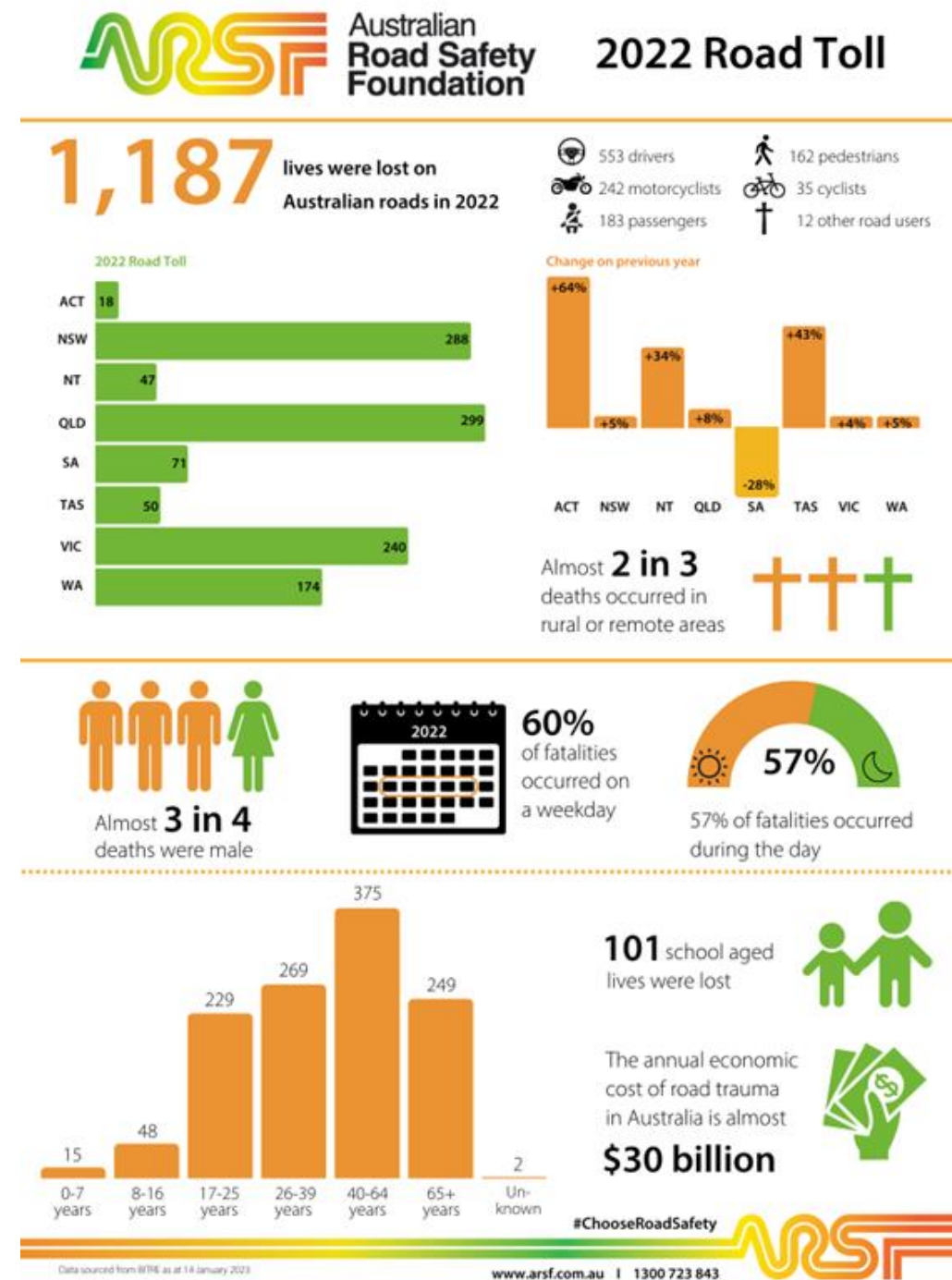
Promotional Promise Poster

[CLICK HERE](#) to download your campaign assets

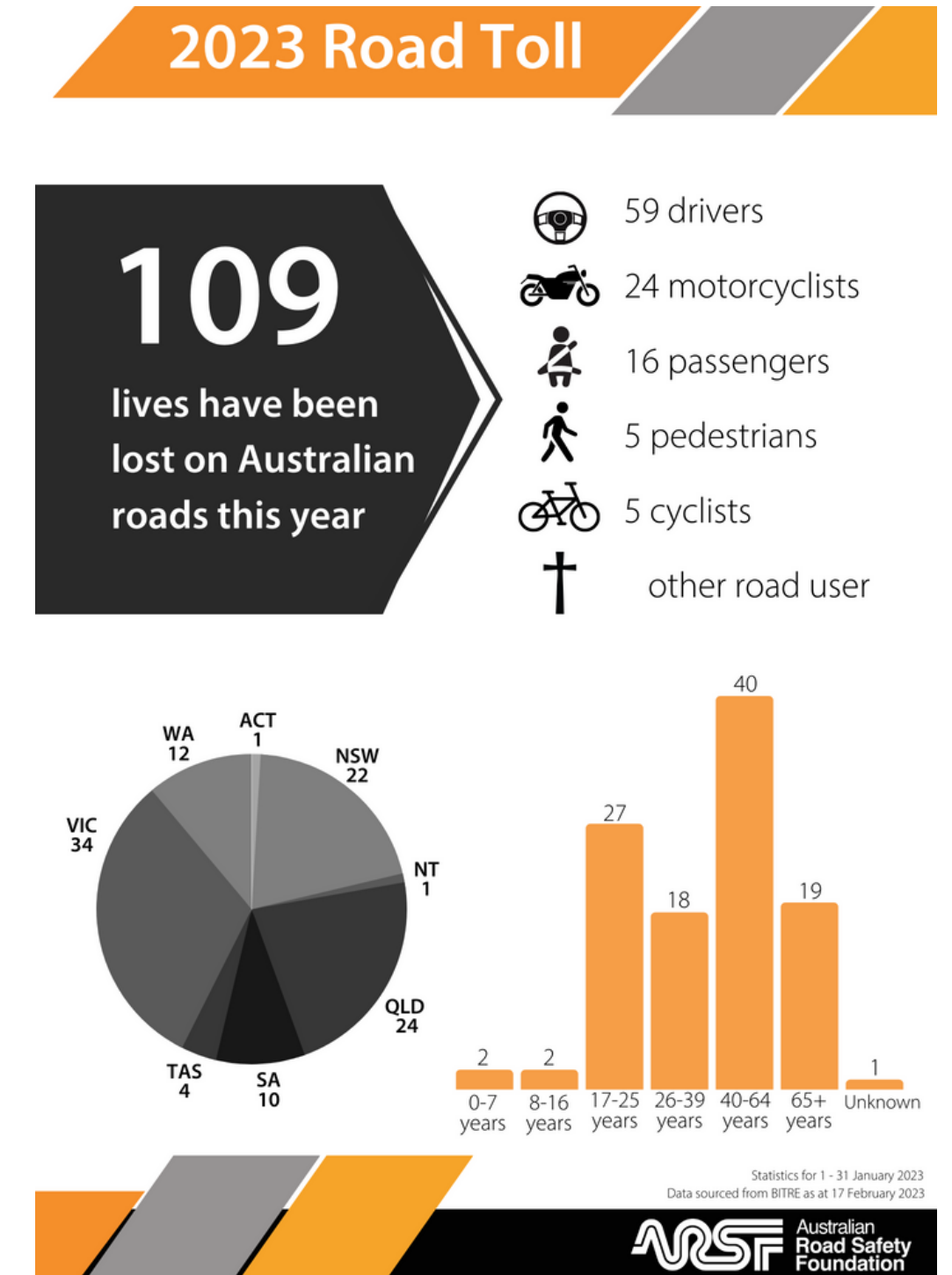
Year-Round Assets



A6 Promotional Insert



2022 Infographic



Monthly Road Toll Infographic

[CLICK HERE](#) to download your campaign assets

Year-Round Assets



Desktop Screensaver



E-Newsletter Banner



E-signature

[CLICK HERE](#) to download your campaign assets

Year-Round Assets



Social Tile



Road User Social Posts



Road Safety Resilience Social Posts

[CLICK HERE](#) to download your campaign assets

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are in all our hands*



Australian
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