



Australian
Road Safety
Foundation

GET INVOLVED FOR COUNCILS & COMMUNITIES 2023

*The keys to road safety
are in all our hands*



ROAD SAFETY

Road safety is up to all of us – whether you are a driver, passenger, pedestrian, cyclist, use a scooter or a skateboard. We all play a part in reducing the impacts of road trauma and building road safety resilience.

Each year, the Australian Road Safety Foundation invites all road users to be the change they want to see on the road by choosing road safety for a Fatality Free Future. Sadly, 1193 lives were lost on Australian roads in 2022.

The issue

Road trauma is a national health issue that places enormous costs upon the community. Over the past decade, more than 12,000 people have died on Australia's roads. It has been estimated that for every fatality, around 30 people are seriously injured on our roads.

The annual economic cost of road crashes is estimated at more than \$30 billion. While road trauma impacts on every area of the community, the greatest tragedy is when that impact affects our most vulnerable. Statistics from the Federal Government's 2022 Deaths in Australia Report state:

“Land transport accidents were the most common cause of death among children aged 1-14 years (12%) and were the second leading cause of death among young people aged 15-24 years (21%)”.

What can we do?

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

Join us in empowering all road users by increasing road safety awareness skills for a ***Fatality Free Future.***

COMMUNITY ENGAGEMENT

Throughout the year, the Australian Road Safety Foundation runs several awareness campaigns, events and education programs. Resources produced for these campaigns are available to all councils and community groups to utilise, and further year-round road safety resources are also available. Ideas to get involved include:

Hold a Community Road Safety Day or Awareness Event :

- Host presentations from road safety advocates, local police and emergency services
- Conduct a seminar/webinar or presentation for your community, council, school or workplace
- Organise hands on workshops for bicycle maintenance, driving simulators etc.
- Create a display with our *Road User Promise Puzzle Pieces* to show your community's promises to choose road safety every day

RoadSet:

A free online road safety program designed for teens and tweens, prior to getting their driver's licence. With 10 interactive modules that cover topics relating to all road users, RoadSet is free. See www.roadset.com.au

Create a Road Safety Resilience Plan:

Road safety resilience ensures all road users have the skills and strategies to make safe decisions every time they are on or around our roads. Discover key areas to consider when making a road safety resilience plan, see [here](#).

Road Safety Promise Collateral:

We have community engagement elements to print and sign with road safety promises. These can be used to create a road safety display eg council foyers, chambers, libraries and on community noticeboards, see [here](#). To receive additional digital and supporting road safety collateral, enquire about our Council and Community Subscription [here](#).

Include road safety messages in your communications:

Add your road safety messages and reminders to your social posts, newsletters and intranet.

Involve local schools and sporting associations to host a Parents and Carers Info Night:

This can provide parents and carers with road safety information and tips to encourage positive road user behaviour as a role model.

AUSTRALIAN ROAD SAFETY FOUNDATION CAMPAIGNS

Fatality Free Friday - April & May

A focus on all road users and their promise to choose road safety for a Fatality Free Future

Australian Road Safety Awards -

Is your council or community group already doing great things in road safety? Why not enter the Australian Road Safety Awards – presented by Suncorp.

Award categories include Community Programs, Indigenous Programs, Local Government Programs and Rural and Remote Programs. For more information see [here](#).

Key Dates:

- Nominations open mid October
- Nominations close mid December
- Submissions close mid January
- Awards event mid June

Rural Road Safety Month - September

Highlights the additional risks when travelling on rural, regional and remote roads within Australia.

World Day of Remembrance for Road Traffic Victims - 19 November 2023

Honours the lives lost on the world's roads, along with those seriously injured and the emergency services who live with the aftermath of road trauma.

Christmas Road Safety - December / January

Urges all road users to take extra care over the holiday period, one of the most dangerous times to be on the road.

Fundraising

The Australian Road Safety Foundation (ARSF) is a not-for-profit organisation dedicated to promoting the prevention of physical and mental illness, death and disability that result from road crashes and incidents.

Your donation will assist us to continue to provide awareness and education about road safety in communities throughout Australia. Donations also support further research that helps to drive change. To make a direct donation, see [here](#).



ROAD SAFETY PROMISE COLLATERAL

(CLICK TO DOWNLOAD)

www.arsf.com.au

ARSF Australian Road Safety Foundation

I promise to choose road safety, take responsibility for myself and others, obey the road rules and be a safe road user. I will always...

- Be fit to drive**
Drive to suit the conditions
Stay focused & take regular breaks
- Avoid distracting the driver**
Be a 'second pair of eyes' on the road
Only travel with someone who's fit to drive
- Be visible**
Wear protective clothing & helmet
Avoid distractions
- Be visible**
Stay alert & aware of road users around me
Avoid being distracted by devices

Proudly supported by

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Australian Government Office of Road Safety LOWES neuron
PPQ myplates

Be the change you want to see on the road

PROMISE POSTER

www.arsf.com.au

ARSF Australian Road Safety Foundation

Be the change you want to see on the road

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PROMOTIONAL POSTER

Road User Promise Puzzle Pieces

Instructions

1. Print out the puzzle pieces with the desired road user icon as many times as required
2. Cut around each puzzle piece
3. Encourage people to sign each puzzle piece with their promise
4. Display the pieces in your workplace, school or community



1300 723 843 **ARSF** Australian Road Safety Foundation www.arsf.com.au

ROAD USER PROMISE PUZZLE PIECES

I choose road safety for...

My family, my friends, my community and all road users.

I promise to be a safe road user
John Smith

ARSF Australian Road Safety Foundation

The keys to road safety are in all our hands

"I CHOOSE ROAD SAFETY FOR..." POSTER

ROAD SAFETY RESILIENCE

(CLICK TO DOWNLOAD)

Road Safety Resilience

Every road user must make important road safety decisions every time they are on or around our roads. To be prepared to make these split-second decisions that could save a life, you must have a plan.

1

You - Road safety starts with you

- Always be fit to be on or around our roads - think about the effects of fatigue, drugs, alcohol
- Eliminate distractions and stay focused on the road, whether as a pedestrian, bike / scooter / skateboard rider, or driver
- Develop a plan prior to starting your journey - map your route and rest stops
- Look and be seen when using the road - think clothing for visibility and protection, lights and reflectors
- Attitude - think patience, courtesy
- Scan the road ahead for potential hazards
- Always maintain a safe following distance - think reaction time

2

Preparedness - Things you can do ahead of time

- Ensure your vehicle, motorcycle, bicycle or scooter is well maintained and in good working order
- Include regular checks and services - good tyre tread, tyre pressure, oil and water levels, light function
- Pack your vehicle correctly - are your luggage and passengers secure?
- Know how to change a tyre
- If towing a trailer, caravan or boat, ensure you are confident and well versed in ways of towing
- Emergency plan - think contact numbers, radio stations, local government websites

3

Hazards - Be prepared for the unexpected & drive to suit the conditions

- Weather conditions - check the forecast for severe storms, hail, fog, heavy rain
- Extreme weather events - think flood waters and bush fires
- Changes in road conditions - think wet, gravel, ice and snow
- Dust and unsealed roads - think variations and changes to road surfaces, reaction times and how that may affect the grip of your tyres
- Wildlife - always scan the road ahead
- What to do in case of an emergency - think first aid kit, phone numbers, spare tyre / tools

4

Action - Be the change you want to see on the road

- Take personal responsibility
- Improve your in-car behaviour and model good practices
- Share your road safety resilience plan
- Take the [Road Safety Promise](#)

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ROAD SAFETY RESILIENCE

My Action Plan for Building Road Safety Resilience

Name		
Road User Type/s		
What actions will I take to build my road safety resilience?	Keep Doing	Start Doing / Do More
You - Road Safety starts with you		
Preparedness - Things you can do ahead of time		
Hazards - Be prepared for the unexpected		
Action - Be the change you want to see on the road		

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MY ACTION PLAN FOR BUILDING ROAD SAFETY RESILIENCE

Building a road safety resilience plan

Road safety is up to all of us - whether you are a driver, passenger, pedestrian, cyclists, or use a scooter or skateboard - we are all road users. We all play a part in reducing the impacts of road trauma and building road safety resilience.

Some suggestions for your road safety resilience plan are included below.

The keys to road safety are in all our hands



Building Road Safety Resilience for a **Fatality Free Future**



Pedestrians

- Always be fit to be on or near the road
- Ensure you are not impacted by fatigue, drugs or alcohol
- Avoid distractions e.g. head phones and stay focused on the road / be aware of your surroundings
- Cross roads where it is safe to do so i.e. pedestrian crossing, traffic lights
- Be visible i.e. wear bright / reflective clothing



Passengers

- Always wear your seat belt
- Be a 'second set of eyes' for your driver
- Only travel with someone who's fit to drive
- Don't distract the driver
- Support the driver to ensure all other passengers act responsibly
- Ensure you never get into an overcrowded car

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BUILDING A ROAD SAFETY RESILIENCE PLAN

Building a road safety resilience plan



Cyclists

- Always be fit to be on or near the road
- Ensure you are not impacted by fatigue, drugs or alcohol
- Avoid distractions and stay focused on the road
- Wear protective clothing & helmet
- Be visible i.e. wear bright / reflective clothing
- Ensure lights & reflectors on your bicycle are working



Skateboard & Scooter Riders

- Always be fit to be on or near the road
- Ensure you are not impacted by fatigue, drugs or alcohol
- Avoid distractions and stay focused on the road
- Stay alert & aware of road users around me
- Wear protective clothing & helmet
- Be visible i.e. wear bright / reflective clothing



Drivers

- Always be fit to drive
- Ensure you are not impacted by fatigue, drugs or alcohol
- Avoid distractions
- Stay alert & aware of all road users around me
- Drive to suit the conditions
- Stay focused and take regular breaks



Motorcyclists

- Always be fit to ride and to be on or near the road
- Ensure you are not impacted by fatigue, drugs or alcohol
- Avoid distractions and stay focused on the road
- Stay alert & aware of road users around me
- Wear protective clothing & helmet
- Be visible i.e. wear bright / reflective clothing

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BUILDING A ROAD SAFETY RESILIENCE PLAN

PROMOTION OF CAMPAIGNS IN YOUR COMMUNITY

Let your community know by sharing road safety messaging and information:

- Print and place a promise poster in your workplace, on your notice board/s and local libraries
- Create a public display at your next community event with your promise to choose road safety every day
- Host a community information night or fundraiser
- Share the information in your newsletters and internal communications
- Educate and encourage your community to be road safety resilient
- Promote, share and post content on social media
- Speak up and share your road safety story
- Change your behaviour on the road
- Make a donation
- Make a Road Safety Promise

Australian Road Safety Foundation Key Messaging

- Be the change you want to see on the road for a Fatality Free Future
- 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

Posting on Social Media

Share our road safety messages on your social platforms

f [@fatalityfreefriday](https://www.facebook.com/fatalityfreefriday) **@** [@ausroadsafety](https://www.instagram.com/ausroadsafety) **in** [Australian Road Safety Foundation](https://www.linkedin.com/company/australian-road-safety-foundation)

Tag us and use our hashtags

#ChooseRoadSafety

#FatalityFreeFuture

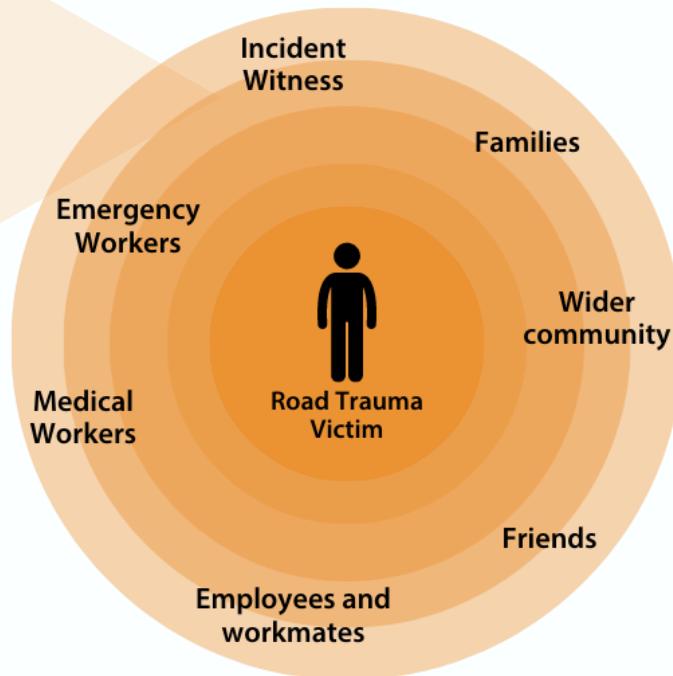
#bethechange

Event Checklist

- Register your event with the Australian Road Safety Foundation to add to our calendar of events see [here](#)
- Check out the merchandise available to assist with fundraising see [here](#)
- Approach your local community and first responders (police, ambulance, fire and emergency services) to check if they would like to be involved
- Share your upcoming event details through social media, newsletters and noticeboards
- Take photos during the event to share post event

REFLECT ON ROAD SAFETY

The term “*road trauma*” is used to describe both **the physical and mental injuries resulting from an event involving a transport crash, to those involved both directly and indirectly.**



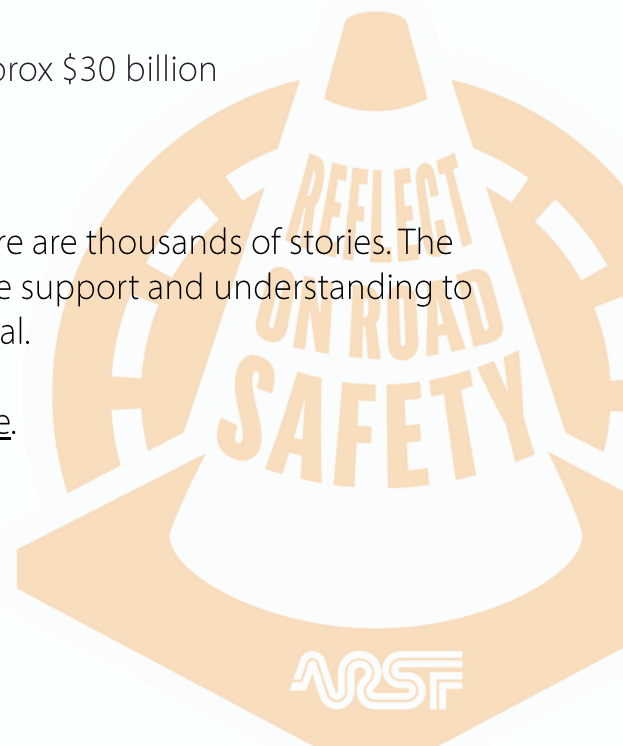
The Ripple Effect

Road trauma has a devastating ripple effect on families, schools, emergency services and the wider community. We want to bring awareness to the **true impact of road trauma** beyond the road toll.

- Approx 1,200 people die on Australian roads every year
- That's on average, more than three people every single day
- More than 3,000 people are recorded on the Australian Trauma Registry every year with very severe injuries
- The annual cost to the national economy is approx \$30 billion
- That's approx \$82 million per day

Behind every fatality and serious injury statistic, there are thousands of stories. The Australian Road Safety Foundation strives to provide support and understanding to ultimately assist road trauma victims to begin to heal.

If you would like to share your story, contact us [here](#).



GETTING HELP



LIFELINE AUSTRALIA

13 11 14

www.lifeline.com.au



ROAD TRAUMA SUPPORT GROUP NSW

1800 808 384

www.roadtraumasupportnsw.org



KIDS HELP LINE

1800 55 1800

www.kidshelpline.com.au/



GRIEFLINE

1300 845 745

www.griefline.org.au



THE COMPASSIONATE FRIENDS

1300 064 068

www.tcfa.org.au



AMBER COMMUNITY

1300 367 797

www.ambercommunity.org.au

CONTACT US

The Australian Road Safety Foundation (ARSF) is a not-for-profit organisation dedicated to promoting the prevention of physical and mental illness, death and disability that result from road crashes and incidents. It achieves this through innovative road safety awareness programs, education, advocacy, research and community engagement.

The ARSF vision is to drive the safety of every road user, every day, to achieve a significant year-on-year reduction in road deaths and injuries nationally.

General Enquiries

P: 1300 723 843


E: info@arsf.com.au

RoadSet Enquiries

P: 1300 723 843

E: roadset@arsf.com.au

*Be the change you want
to see on the road*



**Which piece of the
puzzle are you?**