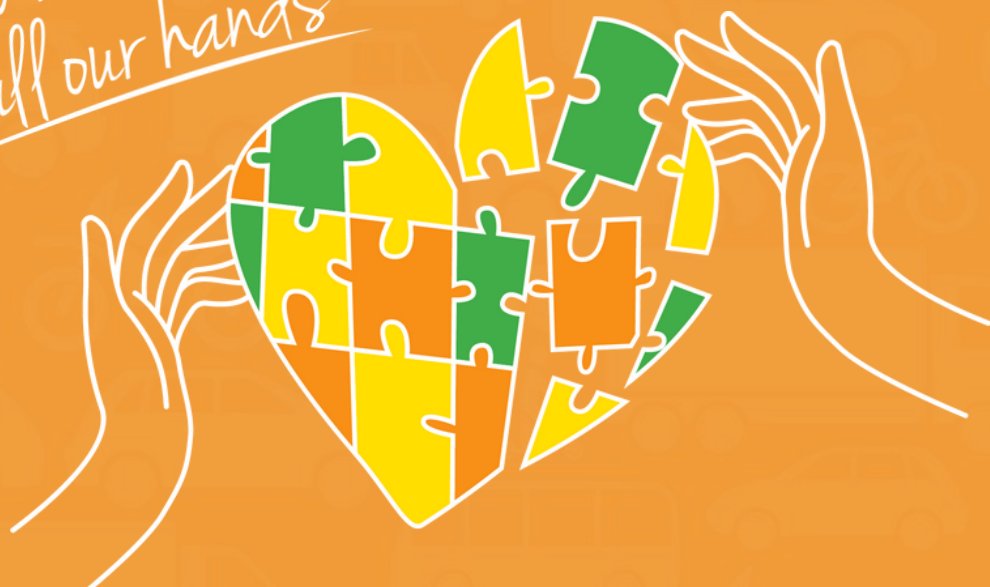




Australian  
Road Safety  
Foundation

# GET INVOLVED FOR COUNCILS & COMMUNITIES 2024

*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, more than 1,200 lives were lost on Australian roads in 2023.

## **The issue**

Road trauma is a national health issue that places enormous costs upon the community. Over the last 30 years, more than 44,000 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 2024 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](http://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** - May

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

## **Australian Road Safety Awards** - June

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, Rural and Remote Programs and Workplace Road Safety. For more information, see [here](#).

### Key Dates:

- Nominations open mid October
- Nominations close mid December
- Submissions close mid January
- Awards event 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** - 17 November 2024

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 RESOURCES

(CLICK TO DOWNLOAD)

**Rural Road Safety Month**  
September 2024

Australian Road Safety Foundation

*Help sow the seeds of change  
Road safety starts with you!*

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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www.arsf.com.au

PROMISE POSTER

**Rural Road Safety Month**  
September 2024

Last year **811** lives were lost on rural roads.

*Help sow the seeds of change  
Road safety starts with you!*

Proudly supported by:

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www.arsf.com.au

PROMOTIONAL POSTER

**Rural Road Safety Month**  
September 2024

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...

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- Be visible:** Wear protective clothing & helmet. Avoid distractions.
- Be visible:** Stay alert & aware of road users around me. Avoid being distracted by devices.

*Which piece of the puzzle are you?*

What's your road safety promise?

I promise to \_\_\_\_\_

I promise to \_\_\_\_\_

I promise to \_\_\_\_\_

I promise to \_\_\_\_\_

I promise to \_\_\_\_\_

I promise to \_\_\_\_\_

I promise to \_\_\_\_\_

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I promise to \_\_\_\_\_

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GROUP PROMISE POSTER

**2023 Road Toll**

**1,273** lives were lost on Australian roads in 2023  
a 7.9% increase from last year

More than half the lives lost were not drivers:

- 611 drivers
- 251 motorcyclists
- 210 pedestrians
- 159 pedestrians
- 35 cyclists
- 7 other road users

Change on previous year:

State	Change
ACT	-78%
NSW	+24%
NT	+46%
QLD	-34%
SA	+14%
TAS	+33%
VIC	+12%
WA	-14%

Almost **2 in 3** deaths occurred in rural or remote areas

**3 in 4** deaths were male

**63%** of fatalities occurred on a weekday

**62%** of fatalities occurred during the day

**102** school aged lives were lost in 2023

The annual economic cost of road trauma in Australia is almost **\$30 billion**

More than **7 in 10** workplace fatalities involve a vehicle

Fatalities by age group:

Age Group	Fatalities
0-7 years	14
8-16 years	48
17-25 years	243
26-39 years	284
40-64 years	389
65+ years	293
Un-known	2

www.arsf.com.au | 1300 723 843

LATEST STATISTICS

# ROAD SAFETY RESOURCES

(CLICK TO DOWNLOAD)

## 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



www.arsf.com.au

## ROAD USER PROMISE PUZZLE PIECES



**Rural Road Safety Month**  
September 2024

Last year **811** lives were lost on rural roads.

Help sow the seeds of change  
Road safety starts with you!





Scan to use the ARSF Filter on your Instagram story and tag @ausroadsafety



Australian Road Safety Foundation

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## INSTAGRAM FILTER POSTER

### Glove Box Guide

Building road safety resilience

When it comes to road safety, one thing you can control is making sure your vehicle is fit for the road. Use these suggestions to complete quick, regular checks to help you stay safe on the road.



#### 1 Under the bonnet

- Ensure the engine is off and cooled down before checking the vehicle
- Check the fluid levels including - oil, coolant, and windshield washer fluid

#### 2 Windscreen wipers

- The wiper blades should move smoothly across the windscreen without any streaking or skipping
- Clean wiper blades periodically with a rag or alcohol wipe to maintain performance
- Replace your wipers at least once a year

#### 3 Lights

- Check all vehicle lights are functioning including - headlights, brake and reverse lights, indicators and fog lights

#### 4 Tyres

- Check the tyre pressure using the gauge at a fuel station - The sticker inside the car's door jamb should show the recommended tyre pressure
- Tyre tread
  - 4-3mm: the tread is safe for road use
  - 2-4mm: visit your local tyre specialist for advice
  - 0-2mm: seek replacement from your tyre dealer



### Road Safety Resilience Plan

Choose Road Safety for a Fatality Free Future

Some suggestions for your road safety resilience plan include:

#### Fit for the Drive

- Check your vehicle is in good working order
- Ensure you are not impacted by fatigue, drugs or alcohol

#### Plan Ahead

- Plan your route and include breaks
- Be prepared for breakdowns and detours

#### Expect the Unexpected

- Have an emergency kit - first aid, water, map, satellite phone, spare tyre and tools

Business Assistance

Emergency Contacts

Business Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Business Company: \_\_\_\_\_ Phone: \_\_\_\_\_



## GLOVE BOX GUIDE

### My Journey Management Plan

When driving for work, a Journey Management Plan (JMP) is an ideal tool that outlines the necessary precautions and steps to ensure the safety of drivers and passengers during their travel. When incorporated as part of a road safety resilience plan, the JMP plays a critical role in identifying hazards and managing these effectively by mitigating risks to enhance road safety. Below are some key tips to developing your own JMP:

#### 1. Route Planning and Risk Assessment:

Careful route planning and risk assessment. It considers factors such as road conditions, weather forecasts, traffic patterns, and unfamiliar routes. By identifying these risks, drivers can take necessary precautions to minimise the likelihood of road incidents.

#### 2. Preventive Vehicle Maintenance:

Regular vehicle maintenance is essential to ensure the vehicle is in optimal working condition. Guidelines for conducting pre-journey vehicle inspections, checking components like brakes, tyres, lights, and engine help to reduce the chance of vehicle-related incidents resulting from mechanical failures.

#### 3. Being Fit for the Drive:

Ensures the driver is well-rested, adequately nourished and free from drugs and alcohol in their system. These factors are vital to ensure the driver is in the right frame of mind to undertake the journey and to ensure they're free from distractions whilst on or around our roads.

#### 4. Fatigue Management:

Fatigue is one of the primary concerns for drivers, especially during long journeys. Fatigued drivers are more prone to crashes due to reduced alertness and impaired reaction times. Guidelines for managing fatigue, such as scheduling regular rest breaks, limiting driving hours per day, and ensuring drivers have adequate rest before embarking on the journey is critical as these measures help prevent fatigue-related crashes and enhance the overall safety of the road.

#### 5. Communication and Emergency Protocols:

Establishing effective communication between drivers and their employer. This promotes clear channels for regular check-ins and emergency protocols with kits in case of crashes or breakdowns. This allows journeys to be monitored and ensures a response if and when needed.

A JMP is a vital tool for enhancing road safety resilience when travelling for work. By identifying hazards, minimizing risks, promoting responsible driving practices, and establishing procedures for emergencies, we can all contribute significantly to reducing road trauma and improving overall road safety.

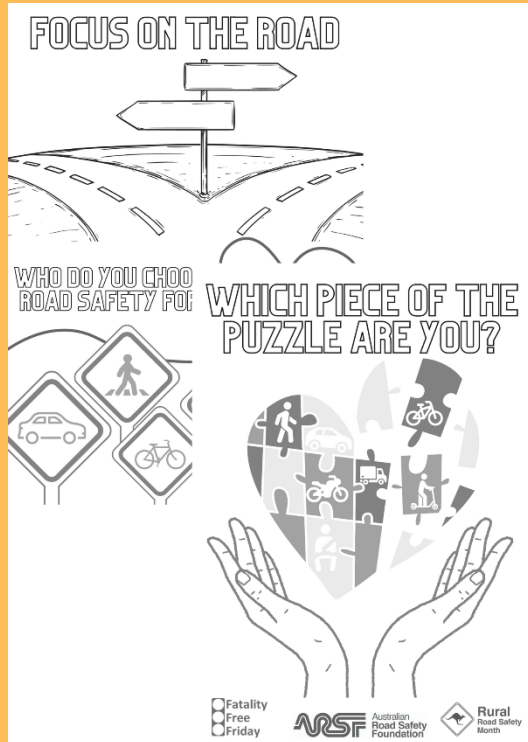


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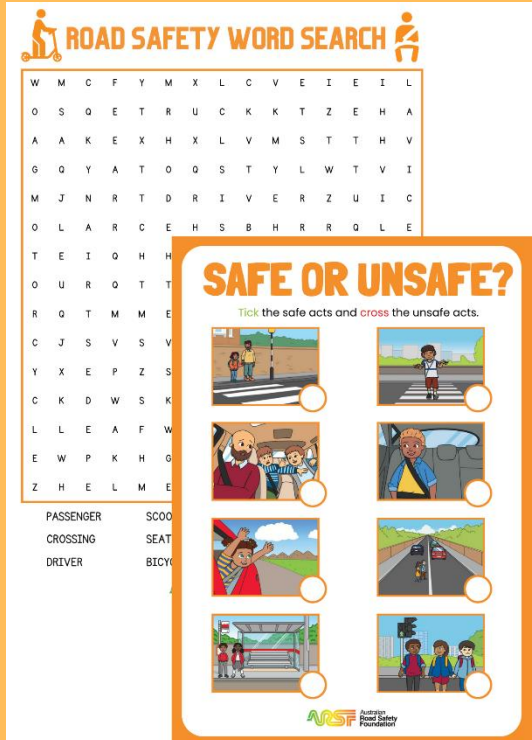
## JOURNEY MANAGEMENT PLAN

# ROAD SAFETY RESOURCES

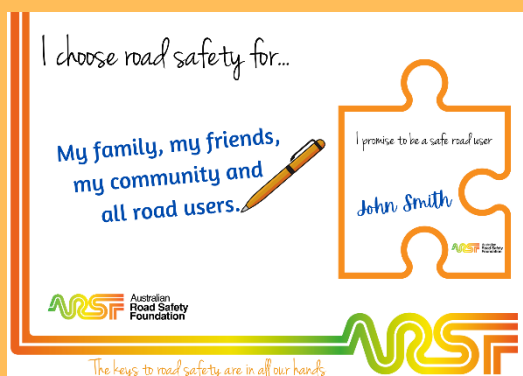
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ROAD SAFETY COLOURING IN



ROAD SAFETY ACTIVITY SHEET



"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 uneven 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](#)

## 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
<b>You - Road Safety starts with you</b>		
<b>Preparedness - Things you can do ahead of time</b>		
<b>Hazards - Be prepared for the unexpected</b>		
<b>Action - Be the change you want to see on the road</b>		

## 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, cyclist, 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

## 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

## 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](http://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

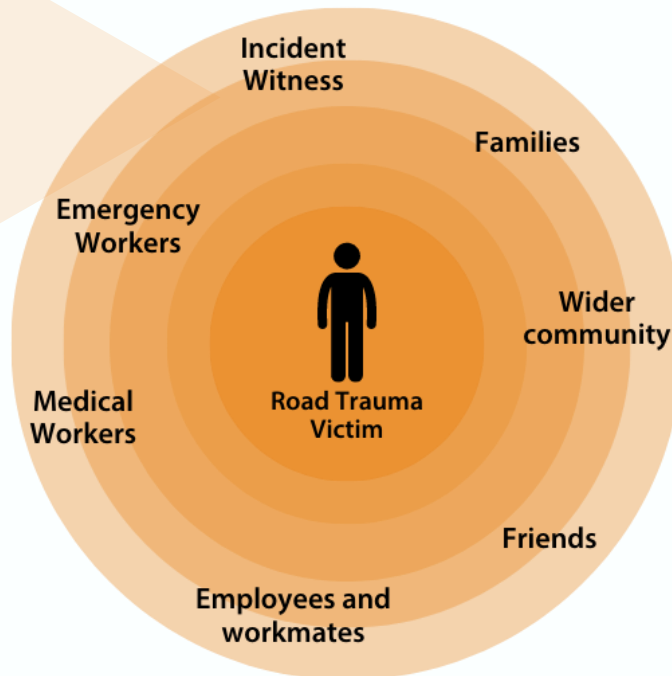
#bethechange

## 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.**



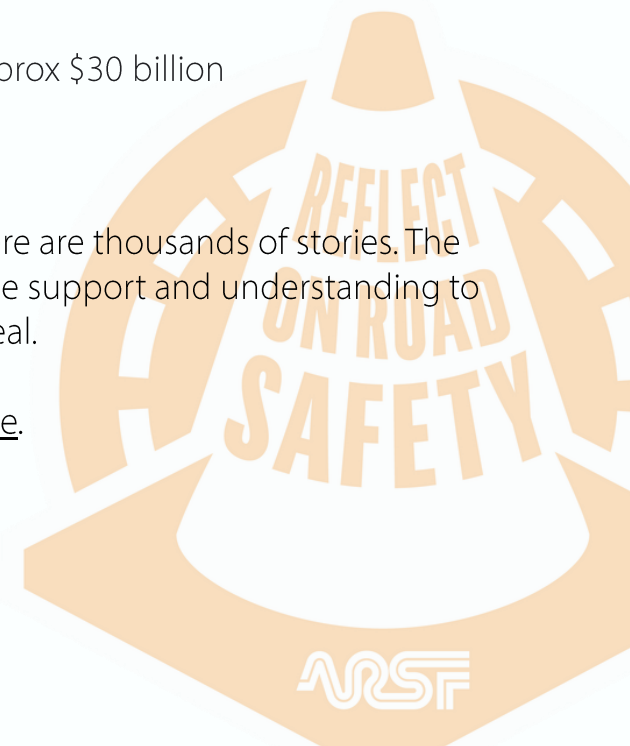
## The Ripple Effect

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](http://www.lifeline.com.au)



## ROAD TRAUMA SUPPORT GROUP NSW

1800 808 384

[www.roadtraumasupportnsw.org](http://www.roadtraumasupportnsw.org)



## ROAD TRAUMA SUPPORT WA

1300 004 814

[www.injurymatters.org.au/programs/road-trauma-support-wa/](http://www.injurymatters.org.au/programs/road-trauma-support-wa/)



## KIDS HELP LINE

1800 55 1800

[www.kidshelpline.com.au/](http://www.kidshelpline.com.au/)



## GRIEFLINE

1300 845 745

[www.griefline.org.au](http://www.griefline.org.au)



## THE COMPASSIONATE FRIENDS

1300 064 068

[www.tcfa.org.au](http://www.tcfa.org.au)



## AMBER COMMUNITY

1300 367 797

[www.ambercommunity.org.au](http://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](mailto:info@arsf.com.au)

## RoadSet Enquiries

P: 1300 723 843

E: [roadset@arsf.com.au](mailto:roadset@arsf.com.au)

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



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