



Australian
Road Safety
Foundation



Rural
Road Safety
Month

Rural Road Safety Month

CAMPAIGN KIT

SEPTEMBER 2024



Rural Road Safety Month 2024

Our Rural Road Safety Month national awareness campaign targets regional and rural road safety throughout September. Despite fewer than a third of Australia's population residing outside major cities, deaths on rural accounted for almost two thirds of the 2023 road toll.

This year's campaign messaging, *"Help sow the seeds of change. Road safety starts with you"* highlights each road user's responsibility to make safer choices on and around the road.

Our choices are what plant the seeds for a safer future. It takes more than awareness; by making smarter choices and safer actions we can reduce risk on our roads.

Together, we can cultivate a culture of safety and ensure that every journey on our rural roads is a safe one. To create long-term change, we encourage you to join us by activating in your community, workplace or school during September.

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 how to support the campaign please contact:

Australian Road Safety Foundation

E: info@arsf.com.au

P: 1300 723 834



 **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!*

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

 Australian Road Safety Foundation

www.arsf.com.au

Call to Action

Posting on Social Media

Share our campaign messages and posts throughout May on your social platforms

f @fatalityfreefriday  @ausroadsafety

in Australian Road Safety Foundation

Tag us and use our hashtags

#RuralRoadSafetyMonth #ChooseRoadSafety
#fatalityfreefuture #bethechange

Promoting in your community and workplace

Let your community and workplace know by sharing campaign information:

- Post on your social platforms or intranet, or use our Instagram filter
- 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 road safety every day

The Issue

In 2023, Australia saw a tragic toll of 811 lives lost on rural and regional roads, with thousands more suffering from severe and, in many cases, permanently injuries.

What can we do?

We can upskill ourselves and our communities to become more road safety resilient and increase our preparedness. To be safer, better drivers, pedestrians, cyclists, skateboarders, scooter riders, passengers and take personal responsibility for our role in road safety in 2024.

Key Messaging

- Help sow the seeds of change. Road safety starts with you!
- The keys to road safety are in all our hands
- Choose Road Safety
- Head to www.arsf.com.au to make your road safety promise today

ARSF's Road Safety Events Calendar

- To register your event, [click here](#)

Rural Road Safety Month Assets



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Help sow the seeds of change.
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Promotional Poster

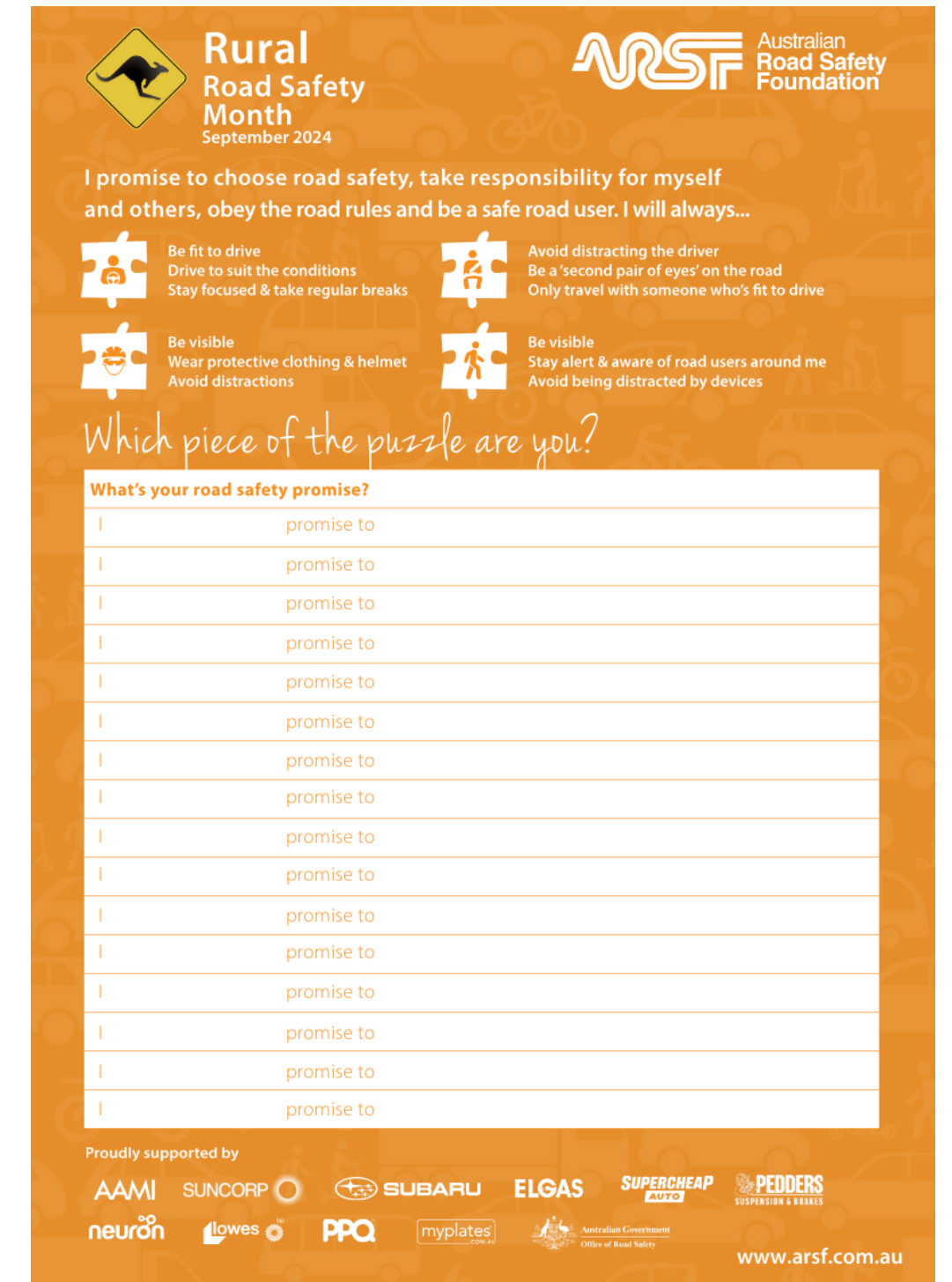


- Be fit to drive**
Drive to suit the conditions
Stay focused & take regular breaks
- Avoid distracting the driver**
Be a 'second pair of eyes' on the road
Only travel with someone who's fit to drive
- Be visible**
Wear protective clothing & helmet
Avoid distractions
- Be visible**
Stay alert & aware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

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Promise Poster



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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
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I	promise to
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Group Promise Poster

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

Rural Road Safety Month Assets

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



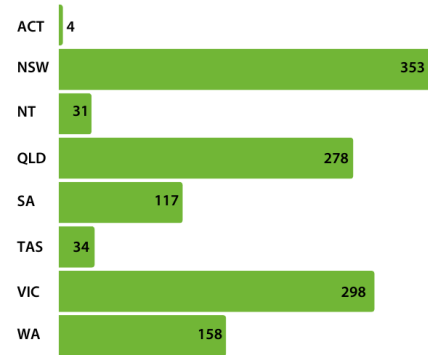
2023 Road Toll

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

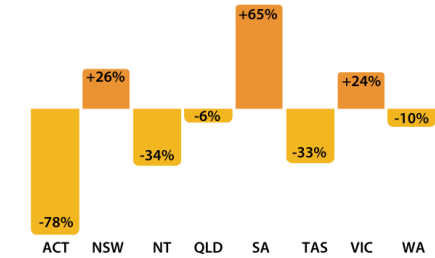
More than half the lives lost were not drivers:

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

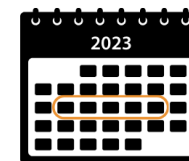
2023 Road Toll



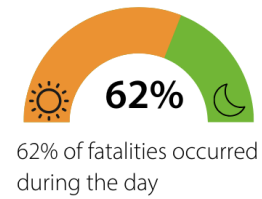
Change on previous year



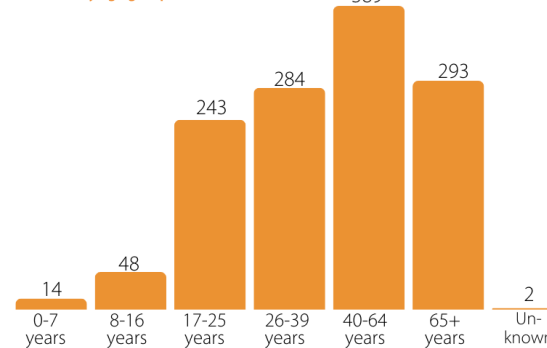
Almost **2 in 3** deaths occurred in rural or remote areas



63% of fatalities occurred on a weekday



Fatalities by age group



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

Data sourced from BITRE at 15 February 2024, Safe Work Australia 2023, National Road Safety Strategy 2021-30

#ChooseRoadSafety
www.arsf.com.au | 1300 723 843

Latest Statistics



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



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Get Involved Poster for IG Filter

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



Road Safety Merchandise

ARSF have developed a range of supporting collateral to assist in promoting road safety and engaging with the community at your Rural Road Safety Month activation event.

To purchase the ARSF Merchandise Pack, [click here](#).
- includes stickers, glovebox guides and other items

Special order merchandise* that is available to purchase includes:

- Inflatable road safety promise vehicle
- 'Choose Road Safety' branded:
 - stickers
 - keyrings
 - magnetic lapel pins

To make an enquiry about ordering merchandise, please [contact us](#).

*minimum order quantities apply to all merchandise

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2024