



**Make it home
for Christmas**

December 2025

CHRISTMAS GET INVOLVED KIT

Give the Gift of Presence

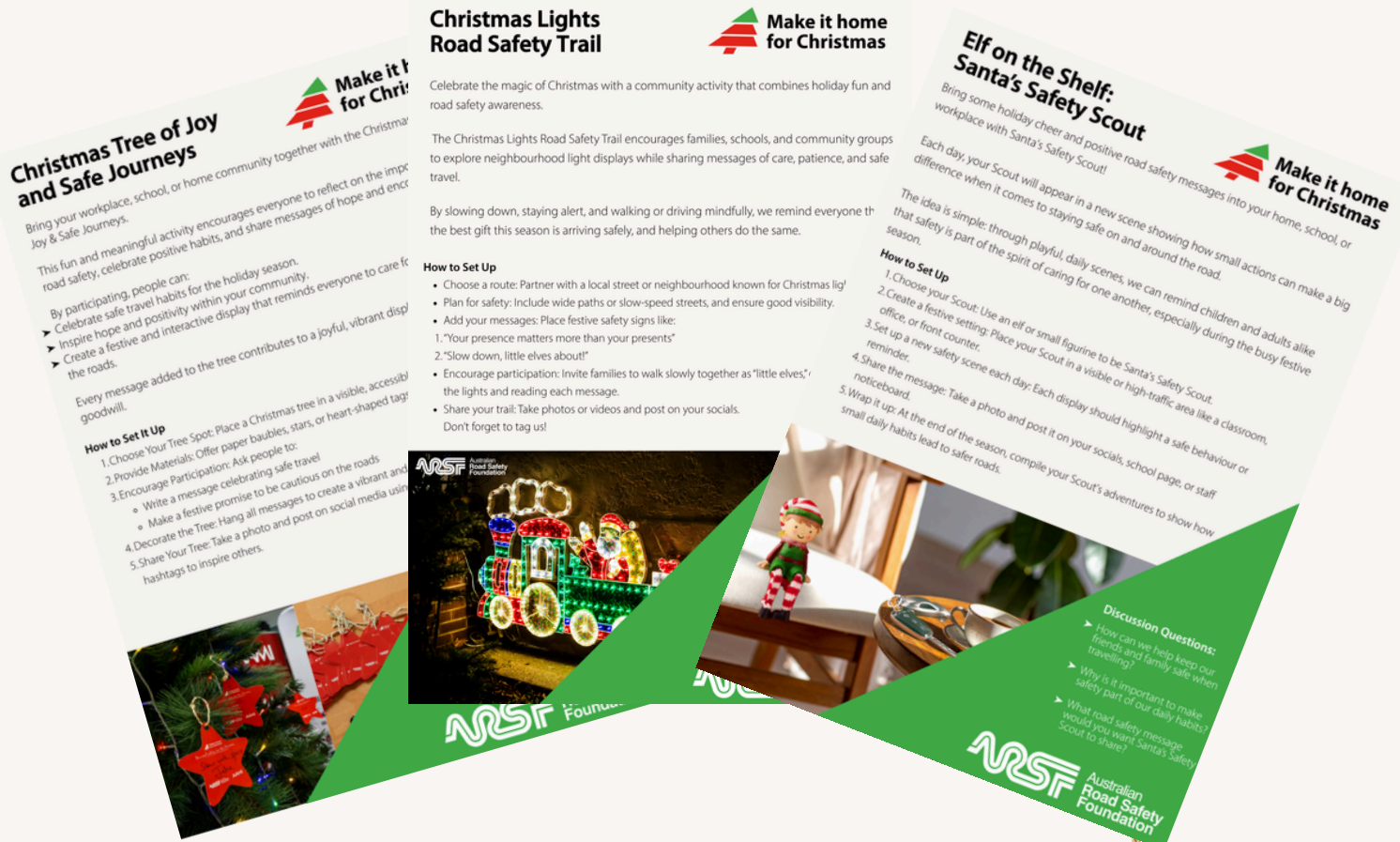
Downloadable Resources



Make it home for Christmas

Help others make it home for Christmas!

Download our free festive Resources to support your school, workplace, community, or home to spread awareness, and spark meaningful conversations about staying safe on the roads this holiday season.



Become a Subscriber today!

Subscribe to get access to a whole library of easy-to-use additional digital resources to print, post, or share with your staff and network.

From promotional posters to social media graphics, we've got you covered for every campaign.

It's a simple way to get involved and help keep all Aussie road users safe - one share at a time!

➔ [Learn more about being a Subscriber](#)



**Got questions?
Get in touch
with our team!**



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DECEMBER 2025

40 lives were lost on our roads during the Christmas period in 2024

*Christmas period is defined as the 12-day period from 23 December 2024 - 3 January 2025

More than half of road deaths were drivers



44% Drivers



25% Passengers



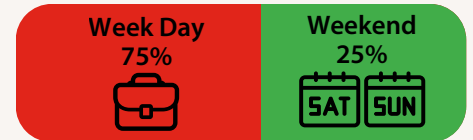
19% Motorcyclists



11% Pedestrians



almost **1 in 3** fatalities involved someone aged 65+



more than **7 in 10** fatalities happened on a weekday.



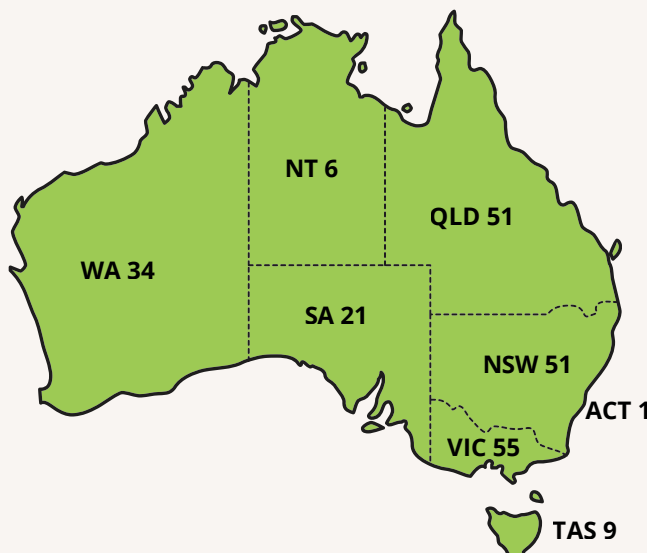
49% of crashes occurred in an area with a posted speed limit of 80 km/h or less

This family's story is a powerful reminder to give the gift of presence, not presents.

"Christmas Eve took more than a night from me. It stole my 18-year-old son, his future, and every joy the season once held. Now, the silence where his laughter should be is louder than any Christmas carol."

- Katie

228 lives were lost on our roads during the holiday season between 1 December 2024 and 31 January 2025



Data sourced from BITRE as at August 2025 and research conducted by Pure Profile on behalf of Australian Road Safety Foundation between 5-12 July 2024 with a sample size of n=1504 adults aged 18+ years with a current drivers licence



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www.arsf.com.au
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Christmas Tree of Joy and Safe Journeys



Bring your workplace, school, or home community together with the Christmas Tree of Joy & Safe Journeys.

This fun and meaningful activity encourages everyone to reflect on the importance of road safety, celebrate positive habits, and share messages of hope and encouragement.

By participating, people can:

- Celebrate safe travel habits for the holiday season.
- Inspire hope and positivity within your community.
- Create a festive and interactive display that reminds everyone to care for each other on the roads.

Every message added to the tree contributes to a joyful, vibrant display of safety and goodwill.

How to Set It Up

1. Choose Your Tree Spot: Place a Christmas tree in a visible, accessible area.
2. Provide Materials: Offer paper baubles, stars, or heart-shaped tags, along with pens or markers.
3. Encourage Participation: Ask people to:
 - Write a message celebrating safe travel
 - Make a festive promise to be cautious on the roads
4. Decorate the Tree: Hang all messages to create a vibrant and meaningful display.
5. Share Your Tree: Take a photo and post on social media using campaign hashtags to inspire others.



Discussion Questions:

- What's one safe travel habit you'll keep this Christmas?
- How can you help others stay safe on the road?
- What message of hope would you share this season?



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The 12 Safety Checks of Christmas



The 12 Safety Checks of Christmas is an easy and engaging way for workplaces, schools, and community groups to promote safer travel during the busy holiday season.

Before hitting the road, encourage your team or community to perform a simple safety inspection, and make it fun by adding a touch of festive cheer.

This initiative reminds everyone that small checks can prevent major incidents and that safety is the greatest gift we can give each other.

How to Run the Activity:

1. Promote the Event: Share the event poster in your workplace, community, or school newsletter and on social media. Don't forget to share it with us as well! Check out our Event Calendar [here](#)!
2. Encourage Participation: Ask staff, students, or community members to complete their own 12-point check before heading off for the holidays.
3. Start Conversations: Use the discussion questions to open up chats about road safety at work, school, or home.
4. Share Your Impact: Post photos or short videos of your team performing their checks. Encourage others to do the same to spread the safety message.

Discussion Questions:

- Which safety check is most important before a long trip?
- How can we make safety checks fun for kids or colleagues?
- What other precautions could we take for holiday travel?



Elf on the Shelf: Santa's Safety Scout



Bring some holiday cheer and positive road safety messages into your home, school, or workplace with Santa's Safety Scout!

Each day, your Scout will appear in a new scene showing how small actions can make a big difference when it comes to staying safe on and around the road.

The idea is simple: through playful, daily scenes, we can remind children and adults alike that safety is part of the spirit of caring for one another, especially during the busy festive season.

How to Set Up

1. Choose your Scout: Use an elf or small figurine to be Santa's Safety Scout.
2. Create a festive setting: Place your Scout in a visible or high-traffic area like a classroom, office, or front counter.
3. Set up a new safety scene each day: Each display should highlight a safe behaviour or reminder.
4. Share the message: Take a photo and post it on your socials, school page, or staff noticeboard.
5. Wrap it up: At the end of the season, compile your Scout's adventures to show how small daily habits lead to safer roads.



Discussion Questions:

- How can we help keep our friends and family safe when travelling?
- Why is it important to make safety part of our daily habits?
- What road safety message would you want Santa's Safety Scout to share?

The Risks are Real Road Safety Jenga



Turn an ordinary Jenga game into a powerful road safety activity that gets everyone talking, thinking, and learning together.

Each block represents a decision, a reminder, or a fact, just like every choice we make on the road impacts our safety and the safety of others.

As the tower becomes more unstable, it reminds us that when we take risks on the road, things can quickly fall apart.

How to Set Up

- Get a Jenga set – Any size works.
- Label the blocks – Add a road safety question, action, or trivia fact.
- Optional: use colour-coded stickers (red for discussion, green for actions, gold for trivia).
- Take turns playing – Pull a block, read it aloud, then answer or discuss.
- When it falls – Share one key road safety tip you'll remember this Christmas.
- Share your photos – Post your tower on socials. Don't forget to tag us!



Discussion Questions:

- Which safety tip feels most relevant to your daily life?
- How can we remind others to make safer choices on the road?
- What small actions can make a big difference in keeping your loved ones safe?

Christmas Lights Road Safety Trail



Celebrate the magic of Christmas with a community activity that combines holiday fun and road safety awareness.

The Christmas Lights Road Safety Trail encourages families, schools, and community groups to explore neighbourhood light displays while sharing messages of care, patience, and safe travel.

By slowing down, staying alert, and walking or driving mindfully, we remind everyone that the best gift this season is arriving safely, and helping others do the same.

How to Set Up

- Choose a route: Partner with a local street or neighbourhood known for Christmas lights.
- Plan for safety: Include wide paths or slow-speed streets, and ensure good visibility.
- Add your messages: Place festive safety signs like:
 1. "Your presence matters more than your presents"
 2. "Slow down, little elves about!"
- Encourage participation: Invite families to walk slowly together as "little elves," enjoying the lights and reading each message.
- Share your trail: Take photos or videos and post on your socials.
Don't forget to tag us!



Discussion Questions:

- Why is it important to slow down near pedestrians?
- How can we make celebrations safer for everyone in our community?
- What new road safety messages could we add to our trail next year?





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