

Join the journey Kit

2026

Fatality Free Friday

Join the journey to choose road safety



**Fatality
Free
Friday**



**Australian
Road Safety
Foundation**

**Join the
Journey**

Join the Journey

Take action

Taking action is simple. Join the journey by choosing road safety and getting involved in campaign activities that fit your workplace or community. Share the date early and promote your event loud and clear — even small actions can reach far. The more people you engage, the bigger the impact, and together we can drive real change.

- Plan your activities, socials, and newsletters.
- Display the campaign and event/ activity posters.
- Invite participants and add your public event to the ARSF Calendar.
- Activate your plans and engage your community.

Turn awareness into action

- ☒ Use ARSF research and fact sheets to spark conversations.
- ☒ Tap into our Road Safety digital assets for practical tools.
- ☒ Empower young drivers (14–16) with our free ed-tech program, RoadSet.
- ☒ Explore free safety tools like the AAMI Safe Driver App.
- ☒ Share your experiences.

GET THE MOST OUT OF THE KIT

- Use the campaign posters and social tiles to boost awareness.
- Add regular road safety messaging into your meeting agendas and internal communications.
- Keep it positive and inclusive.
- Share your photos and impact stories with us on social media!
- Use our hashtags to show how you join the journey this Fatality Free Friday (FFF). #Jointhejourney #JTJ #ChooseRoadSafety #DriveSafe #FFF #ChooseRoadSafety #fatalityfreefriday

Get involved with ARSF Resources

 **Fatality
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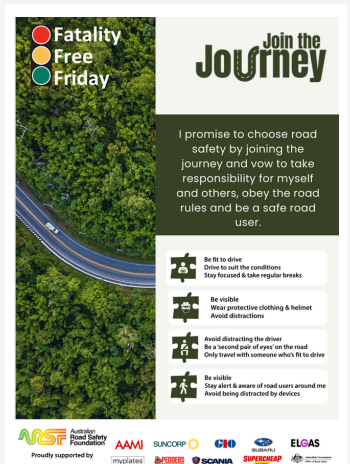
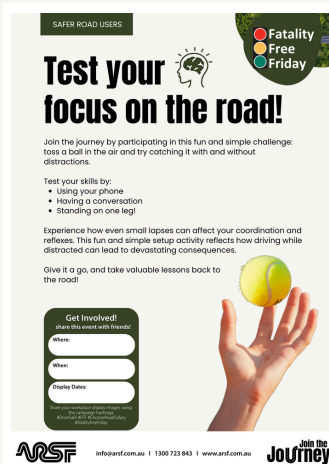
The tools to help you drive change and join the journey to road safety are right here!

Download our free resources in the classroom, at home or work and help start the conversation around road safety with friends, family and colleagues. Use our easy and ready to use activities and kits to amplify awareness and start important road safety conversations.

**Free & Downloadable
resources:**



Scan to explore ARSF
resources!



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ARSF Australian
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**Join the
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Thank you for supporting road safety



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**Join the
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Road Safety Display Board

Join the journey by showcasing your safe driving commitments.

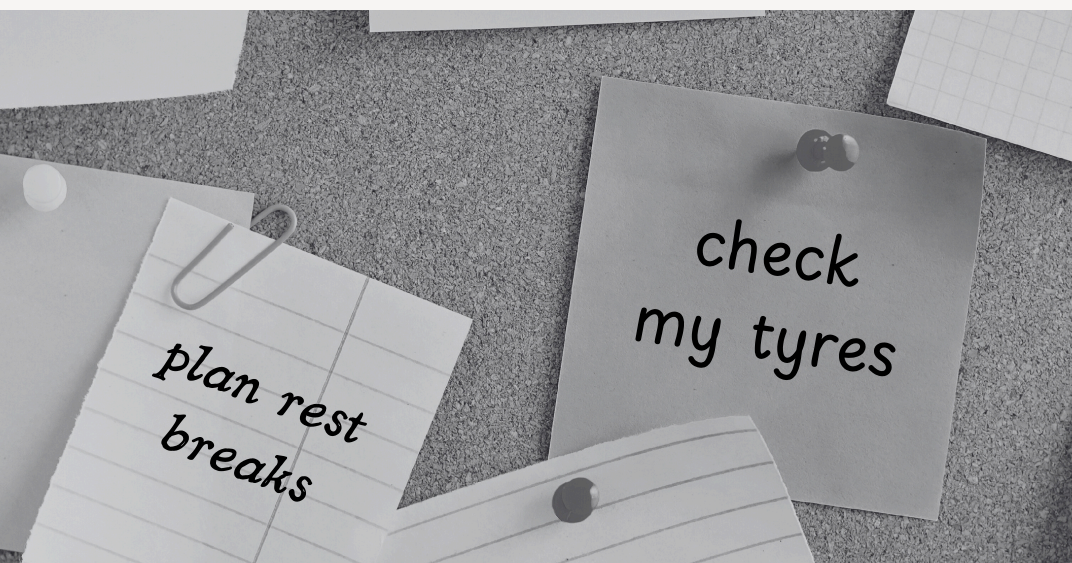
Your ideas can inspire your colleagues, spark conversations, and help improve workplace road safety. Every contribution counts, and together, we can join the journey to choose road safety.

How to start your Display board!

- Set it up in high traffic areas: kitchen, shared office spaces, staffrooms, hallways

Ways to start the conversation:

- What is a pet peeve of yours while on or around the roads?
- What tips and tricks do you recommend to be road safe?
- What promise are you making to be safer on and around the road?



Get Involved!

share this event with friends!

Where:

When:

Display Dates:

Share your workplace display images using the campaign hashtags:

#Jointhejourney #JTJ #ChooseRoadSafety
#DriveSafe #FFF #ChooseRoadSafety
#fatalityfreefriday

Test your focus on the road!

Join the journey by participating in this fun and simple challenge: toss a ball in the air and try catching it with and without distractions.

Test your skills by:

- Using your phone
- Having a conversation
- Standing on one leg!

Experience how even small lapses can affect your coordination and reflexes. This fun and simple setup activity reflects how driving while distracted can lead to devastating consequences.

Give it a go, and take valuable lessons back to the road!



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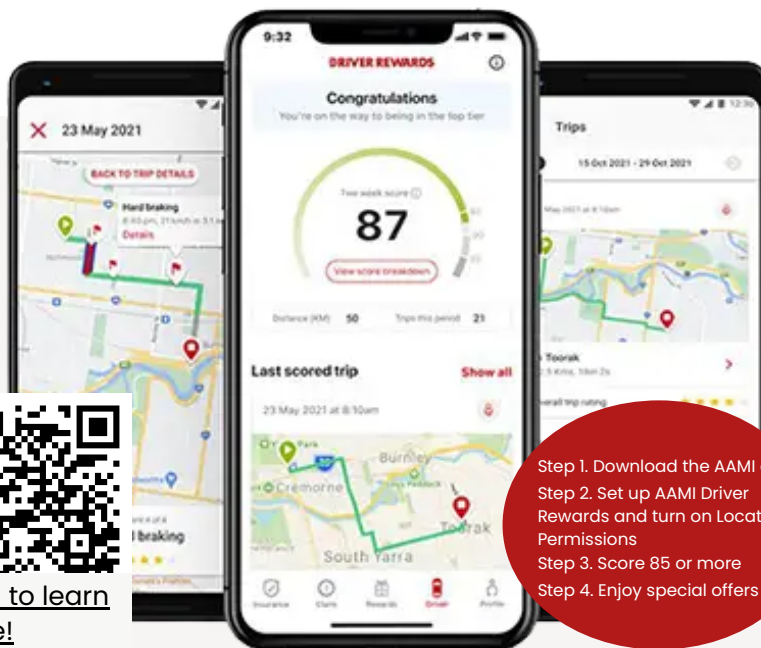
AAMI Safe Driving App

Take advantage of safe driving technology, available via the AAMI app, to help you on your journey!

Available for free to all Australian drivers via the AAMI app, AAMI Driver Rewards empowers motorists to actively monitor and better understand their driving behaviours. By providing practical, data-driven insights into speed management, acceleration, braking, cornering and phone use, the app supports safer, more consistent driving habits over time.

Challenge your colleagues and friends to join the journey, download the AAMI App, follow the prompts to set up AAMI Driver Rewards and start driving. Plus, if you're an eligible AAMI customer, you can unlock cashback offers with AAMI Driver Rewards.

Find out more at aami.com.au/driver-rewards!



Scan to learn
more!

Step 1. Download the AAMI app
Step 2. Set up AAMI Driver Rewards and turn on Location Permissions
Step 3. Score 85 or more
Step 4. Enjoy special offers

Get Involved!

Where:

When:

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Share your workplace display images using the campaign hashtags:
#Jointhejourney #JTJ #ChooseRoadSafety
#DriveSafe #FFF #ChooseRoadSafety
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Disclaimer: Score 85+ with AAMI Driver Rewards in the AAMI App to access offers. T&Cs apply.

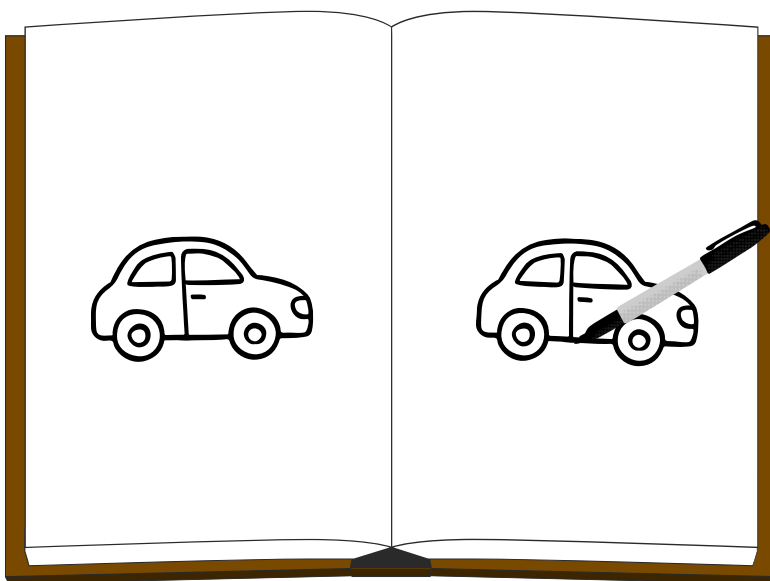
D.I.Y Stop motion book

Join the journey and take a creative break with purpose!

Get hands-on as you create your own D.I.Y. stop-motion book and bring your ideas to life in a relaxed, social setting on your lunch break, a quick classroom activity or fun at home. Share your creations, spark conversations, and connect with colleagues, friends, or family through creativity and storytelling.

Every page you create, and every idea you share, helps inspire connection, imagination, and collaboration.

Come along, get creative, enjoy a cuppa, and be part of an activity that turns a simple morning tea into a memorable shared experience!



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Safe Journey Passport Challenge

Take part in our Journey Passport and turn safe actions into a fun, rewarding experience!

Give your students or children a reason to choose road safety. Reward with stamps, stickers or a special prize once they complete an activity on their 'Journey Passport'. Each reward marks a positive choice and safe action your child has made on and around the road.

On the passport, you'll find a series of challenges designed to encourage safer habits, spark conversations, and make learning interactive and enjoyable.

Join the journey and reward kids for their safe road habits and help them fill their passport with stamps today!

printable available on next page

CROSSING CHAMPION  How to complete: Use zebra crossings Date completed:	ELITE CROSSER  How to complete: Wait for green man to cross Date completed:	LOLLIPOP LEGEND  How to complete: Say hi to the lollipop lady Date completed:
HELMET HERO  How to complete: Wear your helmet! Date completed:	SAFETY SUPERSTAR  How to complete: Wear protective gear Date completed:	BIKE LANE LEGEND  How to complete: Use bike lanes and paths. Date completed:
SEATBELT SUPERSTAR  How to complete: Buckle up every time Date completed:	HELP A FRIEND TRAVEL SAFELY  How to complete: Help a friend be safe Date completed:	PASSENGER PRO  How to complete: Don't be a distracting passenger Date completed:

Each completed action = a reward

Create your own or use these suggested road safety practices!

- Dismounting bike before crossign the street.
- Using the bike lane.
- Wearing safety equipment on skateboard, scooter and bike.
- Wearing your seatbelt.
- Using zebra crossings.
- Greeting the lollipop lady on the way to and from school.
- Helping a friend travel safely.
- Stop-look and go before crossing the street.
- Waiting for the green crossing man.

CROSSING CHAMPION



How to complete: Use zebra crossings

Date completed:

ELITE CROSSER



How to complete: Wait for green man to cross

Date completed:

LOLLIPOP LEGEND



How to complete: Say hi to the lollipop lady

Date completed:

HELMET HERO



How to complete: Wear your helmet!

Date completed:

SAFETY SUPERSTAR



How to complete: Wear protective gear

Date completed:

BIKE LANE LEGEND



How to complete: Use bike lanes and paths.

Date completed:

SEATBELT SUPERSTAR



How to complete: Buckle up every time

Date completed:

HELP A FRIEND TRAVEL SAFELY



How to complete: Help a friend be safe

Date completed:

PASSENGER PRO



How to complete: Don't be a distracting passenger

Date completed:

FFF newsletter

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Join the journey toward safer roads by sending a digital newsletter to staff or printing it out and hanging it up at work, in the office, staffroom, or even at home!

Choose road safety and celebrate Fatality Free Friday with your team by getting involved in a simple but powerful way. Whether it's in offices, staffrooms, shared spaces, or home work areas, putting up the poster helps to spread awareness, encourages safe travel choices, and reinforces a culture of care and responsibility.

Every poster and newsletter is a reminder to all that our everyday choices on and around the roads matter and that together we can make a difference.

By taking part, you're helping to create safer journeys for everyone – because every life counts, every trip matters, and together we can work toward zero road fatalities.



printable available on next page

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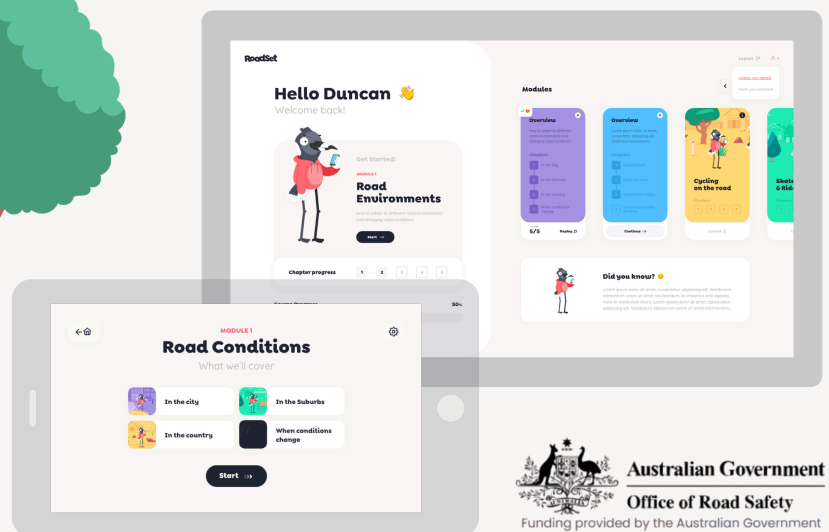
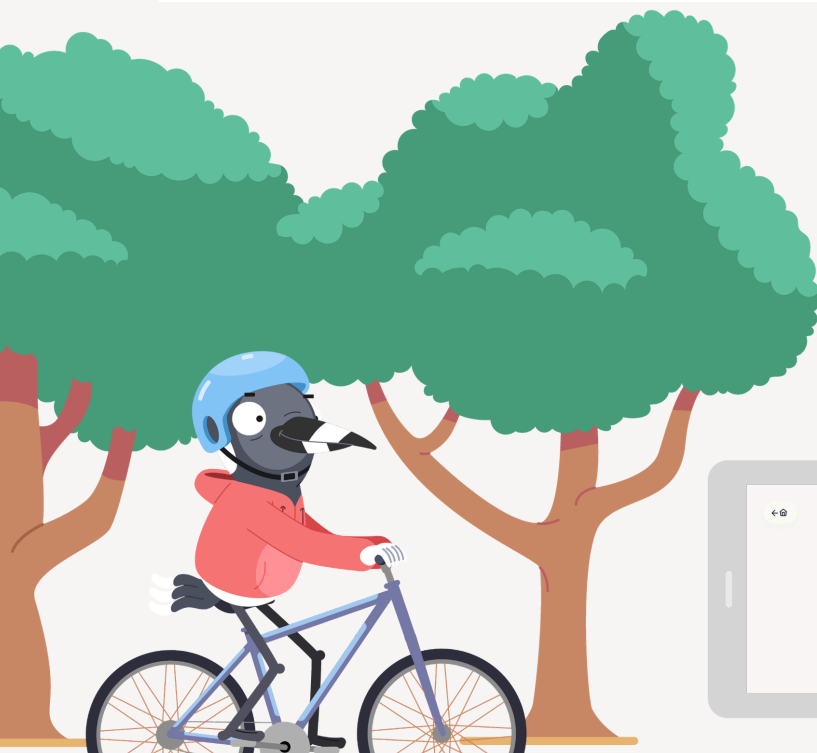
Presented by



Get the next generation of road users ready to be safe on and around the road with RoadSet!

An interactive road safety learning experience and education tool designed to help young people become better road users, and make Australian roads safer for everyone.

A new way to engage & equip students with road safety skills RoadSet combines original animation with gamified learning interactions to deliver immersive, engaging content across ten easy-to-digest modules.



Australian Government
Office of Road Safety
Funding provided by the Australian Government

Join the journey with Your Event!



We're calling on individuals, schools, workplaces, and communities to get involved during our annual road safety campaigns.

Whether it's by hosting a local event, sharing important messages online or at work, school or home. By taking part in awareness activities or starting conversations with friends, family, and colleagues, you can help create safer roads for everyone.

Together, we can make road safety a year-round priority and work towards building a Fatality Free Future.

ARSF Campaign Calender

Add your own public road safety event to the ARSF calender: www.arsf.com.au

JAN

Holiday
Road Safety

FEB

Slow Down
Songs

MAR

Slow Down
Songs

APR

Fatality Free
Friday

MAY

Fatality Free
Friday

JUN

Road Safety
Resilience

JUL

Rural Road
Safety Month

AUG

Rural Road
Safety Month

SEP

Work Related
Road Safety

OCT

Work Related
Road Safety

NOV

Towvember/
World Day of
Remembrance

DEC

Christmas
Road Safety



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Join the
JOURNEY

Become a Champion today!



Fatality
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Show your commitment to safer journeys while supporting ARSF's life-saving road safety initiatives.

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!

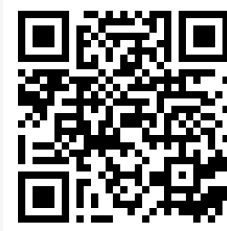
Learn more about being a champion at: www.arsf.com.au

Champions will receive:

- | | |
|-------------------------------------|-------------------------|
| ✓ Join the Journey Activity Kit | ✓ Email signature |
| ✓ Posters | ✓ Desktop screensaver |
| ✓ Social media tiles | ✓ Website banner |
| ✓ Community media release templates | ✓ Tagline logos |
| ✓ Road Safety Promise Certificate | Everyday Tools |
| ✓ A6 Insert | ✓ Bi-monthly newsletter |
| ✓ E-newsletter banner | |

Additional supporting information:

- ARSF Glovebox Guide, ARSF Road Safety Resilience Assets & ARSF Journey Management Plan & templates: <https://arsf.com.au/campaign-resources-view/>
- Pedders Suspension & Brakes: [Understanding the impacts of vehicle weight and towing](#)



Scan to become a
[champion](#)



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