



**Rural**  
Road Safety Month



Australian  
Road Safety  
Foundation

*Get Involved!*

# **Rural Road Safety Month**

Join the  
**Journey**





# Rural Road Safety Month

Before you get involved in this Rural Road Safety Month, be sure to download our 'how to' guide to get tips and tricks on getting the most out of each asset, copy and paste text for you to use in internal communications and examples.

**[Download link for 'How To' PowerPoint here!](#)**

## This Kit includes:

- Campaign statistics.
- Rural Road Safety Month print-ready campaign poster.
- 2 social media tiles ready to download.
- 5 fun activities to get involved in anywhere, anytime, for anyone.
  - 5 ready-to-print activity posters,
  - assets to get the word out about your activity,
  - 5 checklists to help prepare your activity.
- Print-ready Promise Cards for your message board activity.

**Everything you need to kickstart  
Rural Road Safety Month in August!**

Join the  
**Journey**

**Use our hashtags for a repost!**

#RRSM #ruralroadsafetymonth

#chooseroadsafety

#jointhejourney #jtj

# Why Rural Road Safety Month Matters

This isn't someone else's problem. It happens every day, on roads across Australia.

People heading home. Workers on long trips. Families on familiar routes.

On rural roads, the risks are higher.

Higher speeds, long distances, fatigue and delayed help mean mistakes have greater consequences.

## Why you need to act

Road safety doesn't change unless behaviour does.

Every decision you make behind the wheel matters.  
Not just for you, but for everyone around you.

Driving tired, rushing a trip or ignoring conditions increases the risk.  
Slow down, plan ahead and speak up, and you reduce it.

## Educate. Raise Awareness. Care.

Know the risks before you drive.  
Don't ignore fatigue, speed or conditions.

Make road safety visible in your workplace, school or community.  
Put it on the agenda. Talk about it.

Look out for yourself and others.  
Every safe choice helps prevent a crash.

## Journey to Recovery

For many families, the impact of a crash doesn't end on the road.  
Recovery can take months, years, or a lifetime.

Your involvement in Rural Road Safety Month supports ARSF's Journey to Recovery, helping people rebuild their lives with care, support, and connection.

## Your role this August

Take action where you are:

- Start the conversation
- Put road safety on the agenda
- Get your workplace, school or community involved
- Support the Journey to Recovery

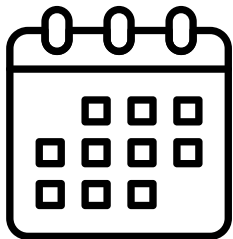
**Join the Journey. Choose road safety.**



**Rural  
Road Safety  
Month**

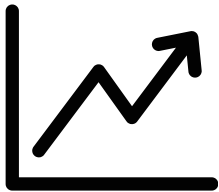
# ROAD DEATHS

1 January – 31 December 2025



**906**

people were killed on  
Australian roads in  
2025.



**69%**

of 2025 fatalities  
happened in a rural area



472 Drivers



163 Passengers



160 Motorcyclists



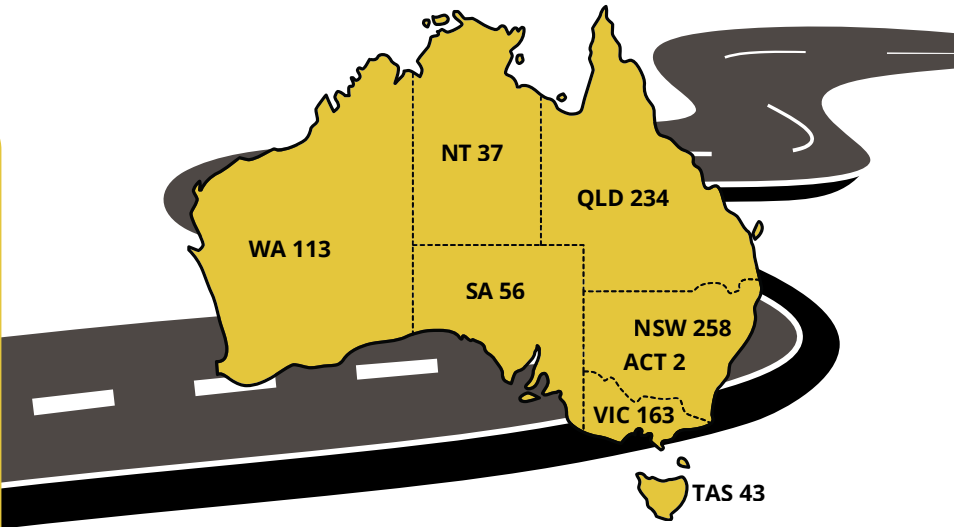
73 Pedestrians



23 Cyclists



15 Other



**18%**

Involved a heavy  
vehicle



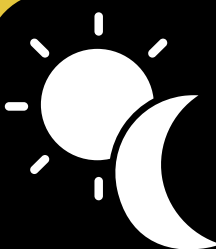


**683**



**223**

more than 75%  
of fatalities in  
2025 were  
male



**588**

road deaths  
occurred during  
the day

**318**

road deaths  
occurred at  
night

**512** road deaths were from  
single vehicle crashes and  
**393** road deaths were  
from multiple-vehicle  
crashes.



**66%**

road deaths  
occurred on a  
weekday

If you have been impacted by this information, we encourage you to seek support. Support services can be found at [www.arsf.com.au](http://www.arsf.com.au)  
Data sourced from BITRE as at 15 May 2026



# Rural Road Safety Month

*Let's bring colour back to our rural communities*

# 906

**people were killed  
on rural roads in  
2025**



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**Proudly supported by**



[www.arsf.com.au](http://www.arsf.com.au) | [info@arsf.com.au](mailto:info@arsf.com.au) | 1300 723 843

# Social tiles

[Download tiles here!](#)



## Campaign Hashtags

Follow us on Instagram (@ausroadsafety), Facebook, and LinkedIn (@australianroadsafetyfoundation).

Post your activity on socials, start fundraising, and we will support your organisation.

# MESSAGE BOARD

## CHECKLIST

- ☐ Print out enough promise cards for everyone and cut them out.
- ☐ Print the display board poster and put it up in high-traffic areas.
- ☐ Leave the promise cards next to a noticeboard or corkboard with pens.
- ☐ Write a road safety question or prompt.
- ☐ Paste the ready-to-copy-and-paste newsletter segment into your internal communications (emails, newsletters) to get everyone to join the journey!
- ☐ Post a photo of your display using the campaign hashtags for us to see!
- ☐ Make it a competition at work and give out prizes to whoever writes the most! It doesn't have to be much (coffee, early mark, cheap gift, ARSF merch).

**#RRSM #ruralroadsafetymonth**

**#chooseroadsafety #jointhejourney #jtj**



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# ROAD SAFETY MESSAGE BOARD!

## Support Road Safety

Join us this Rural Road Safety Month, small actions can save a life.

Pick up a promise card, make your commitment and champion safer choices on and around the road.



**When:** .....



**Where:** .....



**Activity:** .....



Every \$100 raised supports one more family in their Journey to Recovery.

More information at [arsf.com.au](http://arsf.com.au)

**BRING A  
GOLD COIN!**



**Donate Now**





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# NUMBER PLATES WALL DISPLAY

## CHECKLIST

- ☐ Print out enough number plates for everyone and cut them out.
- ☐ Print the number plates poster and put it up in high-traffic areas.
- ☐ Leave number plate printouts next to a noticeboard or corkboard with pens.
- ☐ Get people to fill a maximum 6 digits.
- ☐ Paste the ready-to-go newsletter segment into your internal communications (emails, newsletters) to get everyone to join the journey!
- ☐ Post a photo of your display using the campaign hashtags for us to see!
- ☐ Make it a competition at work and give out prizes to whoever write the most! doesn't have to be much (coffee, early mark, cheap gift, ARSF merch)

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# NUMBER PLATES WALL DISPLAY

## Support Road Safety

Join us this Rural Road Safety Month, small actions can save a life.

Fill out a number plate with a maximum of 6 characters. It could be a name or a road safety message; every plate helps build awareness about the importance of road safety every day!



**When:** .....



**Where:** .....



**Activity:** .....



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**When:** .....



**Where:** .....



**Activity:** .....



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[download number plates here](#)

**Q L D**



**N S W**



**A C T**



**V I C**



**T A S**



**S A**



**W A**



**N T**



# WEAR IT YELLOW!

## CHECKLIST

- ☐ Pick a day in August.
- ☐ Ask students to wear something yellow.
- ☐ Copy and paste segment into the newsletters or communications to parents and staff.
- ☐ Collect gold coin donations.
- ☐ Paste the ready-to-go newsletter segment into your internal communications (emails, newsletters) to get everyone to join the journey!
- ☐ Do a module from Journi (QLD only) or RoadSet (nationwide).
- ☐ Let us know your participating on socials, or contact us directly!

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**Where:** .....



**Activity:** .....



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**When:** .....



**Where:** .....



**Activity:** .....



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# SAFE-TEA LUNCH

## CHECKLIST

- ☐ Pick a day that suits your organisation.
- ☐ Display the poster in high-traffic areas.
- ☐ Paste the ready-to-go newsletter segment into your internal communications (emails, newsletters) to get everyone to join the journey!
- ☐ Prepare the lunch area with food and drink (make it a pot-luck).
- ☐ Collect gold coin donations from attendees.
- ☐ Use promise cards/ hearts, put an ARSF webinar on a TV, do the quiz.
- ☐ Let us know your participating on socials, or contact us directly!

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**When:** .....



**Where:** .....



**Activity:** .....



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# STEP UP CHALLENGE!

## CHECKLIST

- ☐ Pick a day that suits your organisation.
- ☐ Display the poster in high-traffic areas.
- ☐ Paste the ready-to-go newsletter segment into your internal communications (emails, newsletters) to get everyone to join the journey!
- ☐ Take the stairs this August to raise awareness about the importance of stepping up for road safety.
- ☐ Record a 30 second video with your road safety message.
- ☐ Collect gold coin donations from attendees.
- ☐ Let us know your participating on socials, or contact us directly!

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# STEP UP CHALLENGE!

## Support Road Safety

Join us this Rural Road Safety Month, small actions can save a life.....

Take the stairs this August to raise awareness about the importance of stepping up for road safety. How many steps will you take?



**When:** .....



**Where:** .....



**Activity:** .....



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# STEP UP CHALLENGE!

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**When:** .....



**Where:** .....



**Activity:** .....



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Join the  
**Journey**

Thanks for joining the journey to  
choose road safety

