



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

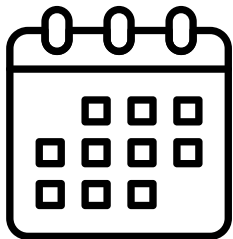
Join the Journey. Choose road safety.



**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



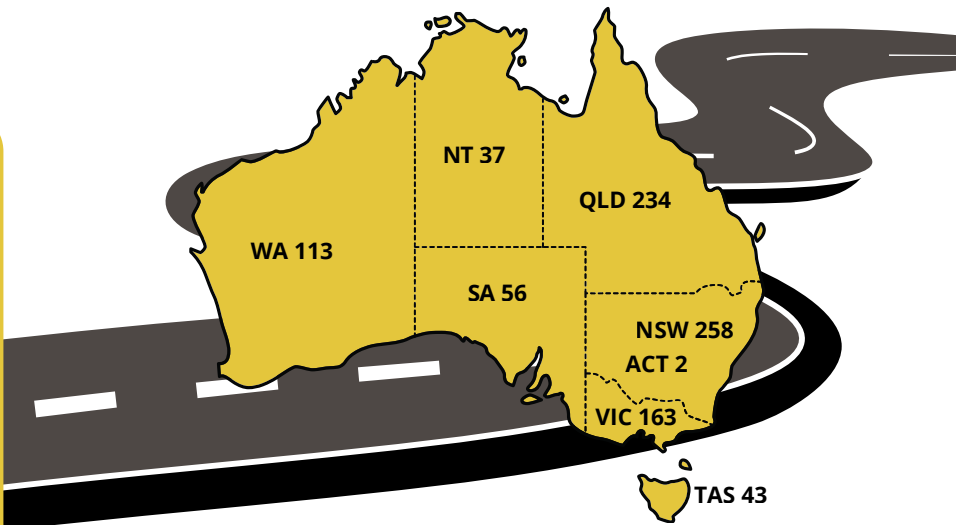
73 Pedestrians



23 Cyclists



15 Other



18%

Involved a heavy
vehicle

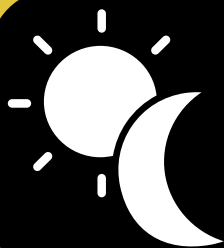


683



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
Data sourced from BITRE as at 15 May 2026



Australian
Road Safety
Foundation

Join the
Journey

www.arsf.com.au
1300 723 843



Rural Road Safety Month

Let's bring colour back to our rural communities

906

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



Australian
Road Safety
Foundation

Proudly supported by

AAMI

SUNCORP



ELGAS



Australian Government
Department of Infrastructure, Transport,
Regional Development and Communications

www.arsf.com.au | 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



Rural
Road Safety Month

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

**BRING A
GOLD COIN!**



Donate Now



Australian
Road Safety
Foundation



Rural
Road Safety Month

Journey to
Recovery





Rural
Road Safety Month

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:



Australian
Road Safety
Foundation

Journey to
Recovery



AS note: print out to test size of cards

[download promise cards here](#)



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)

#RRSM #ruralroadsafetymonth

#chooseroadsafety #jointhejourney #jtj



Rural
Road Safety Month



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:



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

More information at arsf.com.au

**BRING A
GOLD COIN!**



Donate Now



Australian
Road Safety
Foundation



Rural
Road Safety Month

Journey to
Recovery





Rural
Road Safety Month

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:



Australian
Road Safety
Foundation

Journey to
Recovery



[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!

#RRSM #ruralroadsafetymonth

#chooseroadsafety #jointhejourney #jtj



Rural
Road Safety Month

ROAD SAFETY WEAR IT YELLOW!

Support Road Safety

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



When:



Where:



Activity:



Every \$100 raised supports one more family in their Journey to Recovery.
More information at arsf.com.au

**BRING A
GOLD COIN!**



Donate Now



Australian
Road Safety
Foundation



Rural
Road Safety Month

Journey to
Recovery





Rural
Road Safety Month

ROAD SAFETY WEAR IT YELLOW!

Support Road Safety

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



When:



Where:



Activity:



Australian
Road Safety
Foundation

Journey to
Recovery



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!

#RRSM #ruralroadsafetymonth

#chooseroadsafety #jointhejourney #jtj



Rural
Road Safety Month

ROAD SAFETY SAFE-TEA LUNCH!

Support Road Safety

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



When:



Where:



Activity:



Every \$100 raised supports one more family in their Journey to Recovery.
More information at arsf.com.au

**BRING A
GOLD COIN!**



Donate Now



Australian
Road Safety
Foundation



Rural
Road Safety Month

Journey to
Recovery





Rural
Road Safety Month

ROAD SAFETY SAFE-TEA LUNCH!

Support Road Safety

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



When:



Where:



Activity:



Australian
Road Safety
Foundation

Journey to
Recovery



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!

#RRSM #ruralroadsafetymonth

#chooseroadsafety #jointhejourney #jtj



Rural
Road Safety Month

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:



Every \$100 raised supports one more family in their Journey to Recovery.
More information at arsf.com.au

**BRING A
GOLD COIN!**



Donate Now





Rural
Road Safety Month

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:



Australian
Road Safety
Foundation

Journey to
Recovery





Australian
Road Safety
Foundation



Rural
Road Safety Month

Join the
Journey

Thanks for joining the journey to
choose road safety

