

YOUR 'HOW TO' GUIDE TO SUPPORTING RURAL ROAD SAFETY MONTH



Rural
Road Safety Month

Join the
Journey

READY TO USE ROAD SAFETY ASSETS

GET INVOLVED KIT



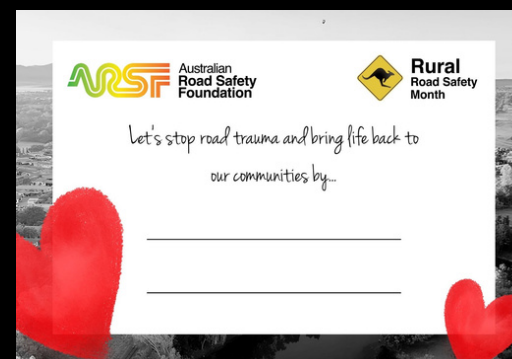
CAMPAIGN POSTER



ACTIVITY CHECKLISTS



PROMISE CARD



STATISTIC



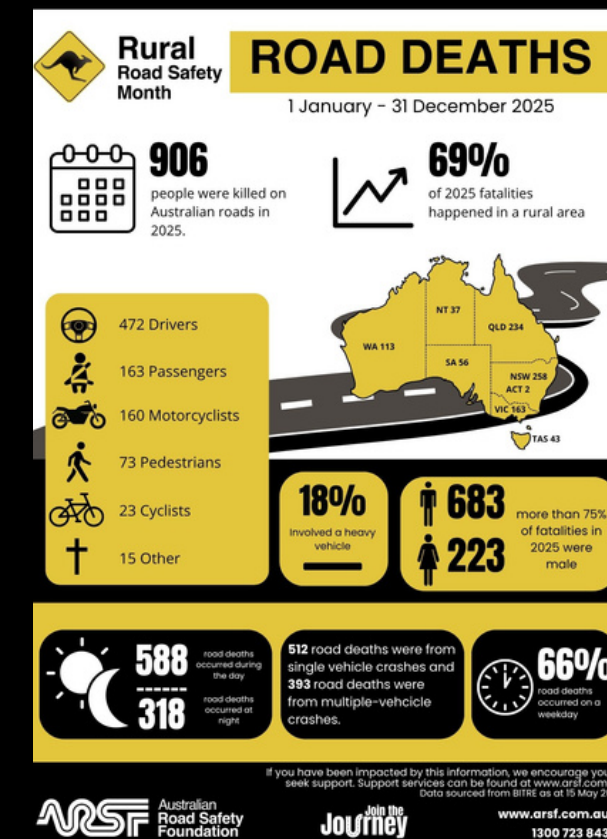
SUPPORT



4 ACTIVITY POSTERS



CAMPAIGN INFOGRAPHIC



CAMPAIGN INFOGRAPHIC + CAMPAIGN POSTER

HOW TO!

Why it works:

These materials help:

- Start conversations.
- Raise awareness.
- Show your organisation's commitment.

Print and display in high-traffic areas:

- Kitchens.
- Staff rooms.
- Reception areas.
- Noticeboards.

Copy and paste the segment (next slide) to tell your audience what you're doing when uploading to internal/external communications.

COMMUNICATION SEGMENTS

COPY AND PASTE!

How to Use

- Copy and paste a communication segment that best fits your post.
- It fits directly into social media posts and newsletter inserts.
- Remove the red text if you are not fundraising.

General

We're proud to be joining the journey for Rural Road Safety Month this August with the Australian Road Safety Foundation. Road safety affects all of us. Whether it's for work, school or a weekend road trip, this month is about starting conversations, encouraging safer choices, and helping everyone get home safely.

We'll be taking part in a range of activities in working towards a fatality free future, and we're challenging you to get involved. Stay tuned for ways to participate and show your support.

#RRSM #ruralroadsafetymonth #jointhejourney #jtj #chooseroadsafety

Statistic

In 2025, 906 people lost their lives on rural roads across Australia. That's 906 families, friends, and communities impacted, and a reminder of why road safety matters. This August, we're proud to support Rural Road Safety Month and the Join the Journey movement. We all have a role to play in making our roads safer, whether it's slowing down, staying alert, or looking out for others. Together, let's choose road safety and help ensure everyone gets home safely.

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START A FUNDRAISER

Why it matters:

Fundraisers help support ARSF's work and those impacted by road trauma with journey to recovery

How to get involved:

- Add fundraising to one of the 5 activities listed in the Get Involved Kit.
- Encourage donations (e.g. gold coins, via QR code on activity posters).
- Share your efforts on social media.
- Copy and paste a segment to tell your audience what you're doing when uploading to internal/ external communication.

Communication Segments:

This Rural Road Safety Month, we're proud to be supporting ARSF's Journey to Recovery for road trauma victims through our activities. Journey to Recovery is the Australian Road Safety Foundation's commitment to supporting people and families impacted by road trauma, helping ensure no one has to navigate recovery alone. Behind every road safety statistic is a person, a family, and a community forever changed. Funds raised help to: Provide immediate guidance and support after a crash, connect people with counselling, services and recovery pathways, deliver trauma-informed support early, when it's needed most. By participating in our **[insert activity name]**, you're helping to raise awareness and directly support those affected by road trauma. Every contribution, big or small, helps the ARSF Journey to Recovery program grow and reach more people in need. Together, we can drive change, support recovery, and help build a future where no one faces road trauma alone.

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**Journey to
Recovery**



SOCIAL MEDIA TILES

- Be sure to use the campaign hashtags: #RRSM #RuralRoadSafetyMonth #jointhejourney #jtj #chooseroadsafety.
- Tag @ausroadsafety for a repost.
- Post on your organisation's social media channels.
- Download to add your logo to the "supporter" tile in Canva, or other site.
- Share campaign statistics to raise awareness.
- Copy and paste the most suitable segment (page 4) to tell your audience what you're doing when uploading to internal/ external communications in your post description.

Tip:

Consistency matters!
Posting more than once during the month increases engagement and spreads our message faster!

HOW TO GET STARTED!

1. Choose the activity that's right for your organisation (e.g. Safe-Tea Lunch, Wear It Yellow, Message Board).

2. Give your attendees a reason to participate

- Make it a fundraiser.
- Provide an incentive (prizes, morning tea).
- Make it educational and engaging.

3. Promote your event

- Print and display your activity poster/s and supporting material.
- Order merchandise.

4. Share how you're getting involved!

- Tell us what you are doing and when.
- Promote on your socials and tag us.
- Copy and paste a segment to tell your audience what you're doing when uploading to internal and external communications.

Make it engaging:

- Offer small incentives (prizes, morning tea)
- Turn it into a fundraiser
- Encourage team or group participation

WHY GET INVOLVED?

These activities are designed to:

- Encourage meaningful conversations around road safety.
- Fundraise to support those affected by road trauma.
- Drive change, small actions can save lives.
- Make road safety fun and engaging.
- Help us in achieving a fatality-free future on Australian roads!

Make it your own!

- Post on social media and tag @ausroadsafety.
- Use campaign hashtags (e.g. #RRSM, #jointhejourney).
- Add your organisation's logo to materials.
- Share stories, stats, and personal experiences.
- Give certificates for participation or pledge signing.

**Join the
Journey**

ARSTF Australian
Road Safety
Foundation

PROMISE CARDS

Creates a visible commitment and meaningful engagement

Prompt Ideas:

- What's a close call you avoided?
- Who are you choosing road safety for?
- What is a pet peeve of yours while on or around the roads?

STEP 1.

What you need: Use the Checklist from the kit

- Printed message board poster.
- Promise cards.
- Pens.
- Noticeboard or wall space.

STEP 2.

How to run it:

- Ask participants to write a message, answer a prompt, or make a promise.
- Stick cards onto the board.
- Place it in a visible area to encourage participation.

STEP 3.

Promote:

- Share internally via email/newsletter.
- Post photos on social media with hashtags.
- Turn it into a challenge or competition.
- Copy and paste a segment to tell your audience what you're doing when uploading to internal and external communications.

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SAMPLE SOCIAL MEDIA OR NEWSLETTER CONTENT

COPY AND PASTE!

How to Use

- Copy and paste a communication segment that best fits your post.
- It fits directly into social media posts and newsletter inserts.
- Remove the red text if you are not fundraising.

We're inviting everyone to take part in our Road Safety Message Board this Rural Road Safety Month. Come and share a message, reflect on road safety, or make a personal promise for safer choices on our roads.

Whether it's who you drive safely for, a lesson learned, or a simple reminder, every message helps build awareness and start meaningful conversations. Find the board at: [\[insert location\]](#)

We're also raising funds through this activity to support ARSF - Journey to Recovery Program, helping provide vital trauma support, guidance and recovery pathways for people and families impacted by road crashes. Every contribution helps ensure no one has to navigate road trauma alone. Your support helps ensure no one has to navigate road trauma alone. Add your message, make a promise, and show your support.

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NUMBER PLATES

Creates a visible commitment and meaningful engagement

Prompt Ideas:

- Your name.
- Road-related word.
- RRSN 26.
- Campaign related word.

Get Creative!

STEP 1.

What you need: Use the Checklist from the kit

- Printed number plates.
- Pens.
- Display board or wall space.

STEP 2.

How to run it:

- Ask participants to fill out number plate (maximum 6 digits).
- Stick plates onto the board.
- Place it in a visible area to encourage participation.

STEP 3.

Promote:

- Share internally via email/newsletter.
- Post photos on social media with hashtags.
- Turn it into a challenge or competition.
- Copy and paste a segment to tell your audience what you're doing when uploading to internal and external communications.

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COPY AND PASTE!

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- Copy and paste a communication segment that best fits your post.
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We're inviting everyone to take part in our number plates activity this Rural Road Safety Month. Fill out the number plate with your name and a road safety message (as long as it's less than 6 digits).

Whether it's who you drive safely for, a lesson learned, or a simple reminder, every plate helps build awareness and start meaningful conversations. Find the board at: [\[insert location\]](#)

We're also raising funds through this activity to support ARSF - Journey to Recovery Program, helping provide vital trauma support, guidance and recovery pathways for people and families impacted by road crashes. Every contribution helps ensure no one has to navigate road trauma alone. Your support helps ensure no one has to navigate road trauma alone. Add a number plate, and show your support.

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WEAR IT YELLOW

STEP 1.

What to do: Use the Checklist from the kit

- Choose a day.
- Ask participants to wear yellow.
- Promote in advance via newsletters and communications.

STEP 2.

During the event:

- Display posters and materials.
- Use promise cards.
- Play an ARSF webinar or video.
- Encourage discussion.

STEP 3.

Promote:

- Share internally via email/newsletter.
- Copy and paste a segment to tell your audience what you're doing when uploading to internal and external communications.
- Post photos on social media with hashtags.
- Turn it into a challenge or competition.

SAMPLE SOCIAL MEDIA OR NEWSLETTER CONTENT

COPY AND PASTE!

How to Use

- Copy and paste a communication segment that best fits your post.
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We're going yellow this Rural Road Safety Month! On **[insert date]**, we're inviting everyone to take part in Wear It Yellow Day to show support for safer roads and those impacted by road trauma. Simply wear something yellow and be part of the movement. Help raise awareness and start important conversations. It's a simple action that helps create visibility, connection and impact.

We're also raising funds through this activity to support ARSF – Journey to Recovery Program helping provide trauma-informed support, guidance and recovery pathways for people and families affected by road crashes. Every contribution helps ensure no one has to navigate road trauma alone. Your support helps ensure no one has to navigate road trauma alone. Get involved, wear yellow, and show your commitment to safer roads.

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SAFE-TEA LUNCH

STEP 1.

What to do: Use the Checklist from the kit

- Pick a date.
- Invite staff, members, or the community.
- Provide food (potluck or supplied).

STEP 2.

During the event:

- Display posters and materials.
- Use promise cards.
- Play an ARSF webinar or video.
- Encourage discussion.
- Play games.

STEP 3.

Promote:

- Share internally via email/newsletter.
- Copy and paste a segment to tell your audience what you're doing when uploading to internal and external communications.
- Post photos on social media with hashtags.
- Turn it into a challenge or competition.

SAMPLE SOCIAL MEDIA OR NEWSLETTER CONTENT

COPY AND PASTE!

How to Use

- Copy and paste a communication segment that best fits your post.
- It fits directly into social media posts and newsletter inserts.
- Remove the red text if you are not fundraising.

Join us this Rural Road Safety Month for a Safe-Tea Lunch on [Insert date] at [Insert location].

We're bringing people together to connect, start conversations, and reflect on road safety and the role we all play in keeping our roads safe. Enjoy a relaxed catch-up, take part in discussions, and make a road safety promise. It's a simple way to turn conversation into action. **We're also raising funds through this event to support ARSF - Journey to Recovery Program, helping provide vital trauma support, guidance, and recovery pathways for people and families impacted by road crashes. Bring a gold coin donation or contribute on the day. Your support helps ensure no one has to navigate road trauma alone.** Come along, get involved, and help make a difference.

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STEP UP CHALLENGE

What to share in your video: Your personal road safety promise

- What do you do to stay safe on and around the road?
- Share how road trauma has touched your life.
- Your message for other road users.

STEP 1.

What to do: Use the Checklist from the kit

- Pick a date.
- Invite staff, members, or the community.
- Encourage others to step up this August.

STEP 2.

During the event:

- Display posters and materials.
- Record a 30-second video.
- Track your steps during August.
- Skip the lift and take the stairs!

STEP 3.

Promote:

- Share internally via email/newsletter.
- Copy and paste a segment to tell your audience what you're doing when uploading to internal and external communications.
- Post photos on social media with hashtags.
- Turn it into a challenge or competition.

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COPY AND PASTE!

How to Use

- Copy and paste a communication segment that best fits your post.
- It fits directly into social media posts and newsletter inserts.
- Remove the red text if you are not fundraising.

Join us this Rural Road Safety Month and take part in the step up challenge this August. We're bringing people together to connect, start conversations, and reflect on road safety and the role we all play in keeping our roads safe. track your steps, skip the elevator, or record a 30-second video of you stepping up. It's a simple way to turn conversation into action. **We're also raising funds through this event to support ARSF – Journey to Recovery Program, helping provide vital trauma support, guidance, and recovery pathways for people and families impacted by road crashes. Bring a gold coin donation or contribute on the day. Your support helps ensure no one has to navigate road trauma alone.** Come along, get involved, and help make a difference.
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WANT MORE?

Why become a Champion?

Becoming a Road Safety Champion helps you:

- Strengthen your organisation's visibility and commitment.
- Access premium materials to enhance your activities.
- Stay ahead with early campaign planning.
- Be part of a national movement driving safer roads.

For just \$99 per year, you can become an official Road Safety Champion and unlock exclusive resources to elevate your impact.

**Join the
Journey**

- **As a Champion, you'll receive:**
- **4-5 additional social media tiles featuring campaign statistics.**
- **Web banners (including desktop versions)**
- **LinkedIn and Facebook banners.**
- **E-signature and e-newsletter banners.**
- **Campaign tagline logos.**
- **A branded screensaver.**
- **A6 inserts for print and distribution.**
- **Merchandise to support your road safety activities.**

Plus exclusive access to:

- **Early access to all 6 ARSF road safety campaigns.**
- **A digital website badge to showcase your support.**
- **Invitations to ARSF events.**
- **3 annual webinars with insights and updates.**



Rural Road Safety Month

www.arsf.com.au | info@arsf.com.au | 1300 723 843

for more inspiration follow us on social media @ausroadsafety

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