

October 2026



CAMPAIGN KIT

Work safe, drive safe. Every journey, every time.



Australian
Road Safety
Foundation



Join the
Journey



It's Time to put Road

Safety on your Agenda!

Safe travel is a vital part of a safe workplace. Whether it's the daily commute to and from work, moving between different locations, or driving as part of the job, road safety should always be top of mind. Whether employees are walking, riding, driving or being a passenger, work-related road safety isn't just a policy; it's a commitment to protecting lives.

Why Care?

Because Vehicle incidents remain the leading cause of workplace fatalities, accounting for 43% of all worker deaths in 2025 (78 lives lost). They occur more than four times as often as falls from height, the next leading cause at 10% of fatalities. Starting conversations about workplace road safety can help raise awareness and encourage safer choices that can reduce road fatalities.

Not sure how to start your road safety conversations?

Use key stats from our infographic to help start conversations like:

Vehicle incidents remain the leading cause of workplace fatalities, accounting for 43% of all worker deaths in 2025 (78 lives lost).

Discuss why it is important: Most people think that workplace road safety conversations don't apply to them because they don't operate a vehicle during work hours. Talk about how work-related road safety applies to everyone who commutes to and from work, whether employees are walking, riding, driving or travelling as passengers

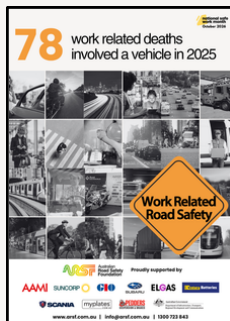
Take the discussion further and use this for your road safety display wall. Agree on some positive road safety choices everyone can make and display them on your wall.

What's in the Kit to Download?

Campaign Poster



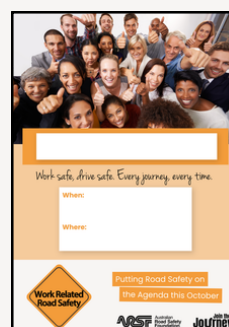
Statistic Campaign Poster



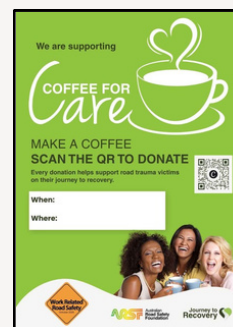
Coffee for Care Donation Poster



Activity Poster



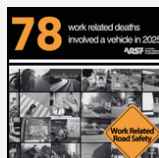
Coffee for Care Activity poster



Infographic



Statistic Social tile



Support Social tile



Support Coffee for Care Social tile



**Click an image to download!
More details on the following pages.**

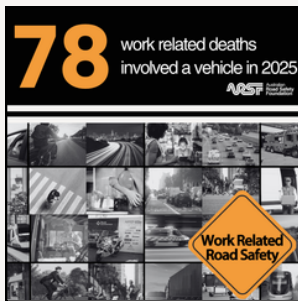


Socials

How to use:

- Download social tile images and “text copy” below, ready to use in comms.
- Post social media tiles on your organisation’s social media and internal comms.
- Tell your audience what you’re doing in internal/ external comms using the images and text supplied.
- Be sure to use the campaign hashtags: #WRRSM #WorkRelatedRoadSafetyMonth #jointhejourney #jtj #chooseroadsafety and tag @ausroadsafetyfoundation for a repost.

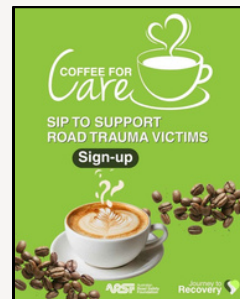
Statistic Social Tile



Support Social Tile



Support Coffee for Care Social Tile



Click an image to download

Text Copy

We’re proud to be joining the journey for Work-Related Road Safety Month this October with the Australian Road Safety Foundation. Road safety affects all of us. Whether you’re travelling for work, commuting to work or heading home, this month is all about starting conversations, encouraging safer choices and helping everyone get home safely.

Put road safety on the agenda this October for Work-Related Road Safety Month, so we can all get home safely.

- #WRRSM #WorkRelatedRoadSafetyMonth #jointhejourney
- #jtj #chooseroadsafety.
- Tag @ausroadsafetyfoundation for a repost.

Customisable Social Tiles

Add your organisation’s logo with our easy-to-use Canva social tile template.



Click to Customise!



Put up a Poster

How to use:

Print out these A4 posters to promote the message and start conversations around road safety in your workplace. Key conversation starters can be found in the infographic.

Download or customise, print, and display in a prominent location within your workplace. Share the infographic through internal comms like newsletters, emails and intranets.

TIP: Display the infographic and posters together this October to help tell the story for Work-Related Road Safety Month and start the conversations in your workplace.

Print and display in high-traffic areas like:

- Kitchens.
- Staff rooms.
- Reception areas.
- Heavily Used Walkways
- Noticeboards.

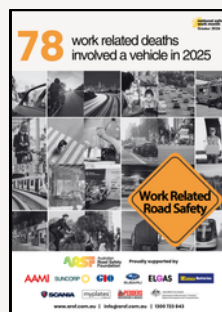
Why it works:

- The posters combined with the Statistics are conversation starters.
- It raises awareness.
- Shows your organisation's commitment to road safety.

Infographic



Statistic Campaign Poster



Campaign Poster

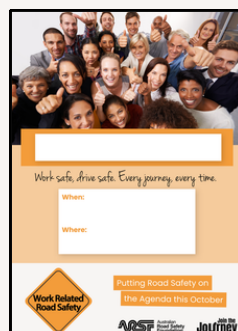


Coffee for Care Donation Poster



Click an image to Download

Activity Poster



Coffee for Care Activity poster



Click to Customise Activity Posters!



Host an Activity

Take action by adding an activity to your next staff meeting or toolbox talk.

In your next toolbox talk or work meeting, make the words stick by adding these road safety engagement activities that encourage conversations about prevention, post-crash support and road safety awareness beyond this month.

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.

Make it your own!

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



Click to
Customise!

Choose one or all of these activities:



Coffee for Care



Test your Focus



Road Safety Display Wall

More information about the activities on the next page



Fundraiser



Journey to Recovery 

Why?

Because it's easy! And you'll be helping help those impacted by road trauma to start their Journey to Recovery.

Over 100,000 Australians are impacted by road crashes every year, dealing with injury, trauma, and financial impact, with limited and often unclear recovery pathways. Coffee for Care Fundraisers help support ARSF's Journey to Recovery Program.

So what are you waiting for?

- Share the information about ARSF's new Care program Journey to Recovery, and garner support to start your fundraiser, **Coffee for Care**.
- Print out the Coffee for Care activity poster and rally your co-workers to scan the QR code and donate to support.

OR

- Add the Coffee for Care donation poster to your chosen activity.

ARSF's Journey to Recovery program aims to deliver the resources, connection, and support people need to navigate road trauma and move forward with confidence.

What you're donating towards:

Every donation supports victims of road trauma in navigating their pathway to recovery.



Coffee for Care donation poster



[Click image to download](#)

Coffee for Care activity poster



[Click image to download](#)

[Click to Customise the Coffee for Care activity poster](#)



Include an Activity



Road Safety Display Wall

What to Discuss:

Take the discussion even further and agree on some positive road safety choices everyone can make.

1. Use the conversation starters to start your display wall (examples on page 1).
2. Fatal 5 (distractions; fatigue; speeding; drugs, including prescription drugs; alcohol and seat belts).
3. What is a pet peeve of yours while on or around the roads?
4. What tips and tricks do you recommend to be road safe?
5. What promises are you making to be safer on and around the road?



Test your Focus

Simulate how distraction affects performance

What you'll need: One tennis ball. A volunteer to test the distraction. Participants to create distractions. Observers to record & talk about the effects of distraction.

1. Have one person in the group volunteer to throw a ball in the air and catch it unimpeded while the observers make notes on timing and accuracy, i.e. 5 throws and catches of relatively equal height in x minutes.
2. Then, repeat this with each participant adding a distraction, i.e. ask questions such as: "How many fingers am I holding up?" or "Can you balance on one leg?"
3. Ask observers to report results and differences with and without distractions. Compare results and discuss what the effect of the distractions was. Link this exercise to distractions and the impact on driving.

Tip: Use statistics about distraction from [ARSF's Distractions Fact Sheet](#) (**click to download**) in the discussion to reinforce learning. Encourage participants to share strategies for minimising distraction and add to your Work Related Road Safety Display Wall.



Don't forget :
These activities work well
with Coffee for Care





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Journey**



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