Australian Road Safety Awards 2027

PRESENTED BY AAMI

Submission guide

AUSTRALIAN ROAD SAFETY AWARDS
PRESENTED BY AAMI

About this Guide

Our submission guide is designed to help you prepare and submit a strong application for the Australian Road Safety Awards. In this document, you will find an overview of the Awards and practical tips on how to make your submission stand out. The aim is to give you the tools to share your road safety initiative in the best possible way, so your efforts can be recognised on a national stage.

Planning is an essential part of your application's success. Take the time to read this guide; it will show you how to tell your story, highlight your impact, and meet the judging criteria.

About the Australian Road Safety Awards

The Australian Road Safety Awards, presented by AAMI, celebrate outstanding initiatives that work to reduce road trauma and save lives. Since 2010, the Australian Road Safety Awards have recognised and celebrated the outstanding contributions of individuals, community groups, schools, businesses, and government organisations working to improve road safety. The Awards showcase innovation, collaboration, and commitment to saving lives on our roads.

More than recognition, the Awards provide a national platform to share best practices, inspire new ideas, and encourage collaboration. With independent judging to ensure fairness and credibility, they highlight innovation and commitment while driving long-term change in road safety attitudes and behaviours.

Key Dates

Nominations open: 14 October 2026

Nominations close: 30 January 2027

Submissions close: 27 February 2027 (AEST)

Awards Event: To be confirmed
Parliament House, Canberra

AWARDS CATEGORIES

Community Programs Award presented by AAMI
Open to all local and community groups, this award recognises original and praiseworthy initiatives tackling significant local issues in the area of road safety.

School Programs Award presented by AAMI
Open to primary and secondary schools, or organisations that deliver road safety programs to schools. This award recognises the work of students, teachers and presenters in creating new educational programs that improve road user behaviour and establish the next generation in road safety awareness and practices.

Rural & Remote Programs Award presented by ELGAS
This award recognises programs, products or initiatives that target a reduction in road trauma in rural and remote areas. This category is open to all organisations, community groups and local government.

Heavy Vehicle Safety Award presented by Scania
This award recognises initiatives, products, or programs that address heavy vehicle safety. They must demonstrate a contribution to reducing incidents and/or improving the safety of drivers and those that share the road with heavy vehicles.

Indigenous Programs Award presented by AAMI
This award recognises road injury prevention projects and programs that minimise the impact of road injuries in the Indigenous community. Effective prevention and management programs are essential. These programs need to demonstrate strong leadership and collaboration with the Indigenous community.

Innovation Programs Award presented by LicenSys
This open category recognises outstanding innovation in road safety. This could include community, corporate or technology.

Technology Award presented by Subaru
This award recognises platforms or programs designed to improve and / or manage road safety outcomes.

Workplace Road Safety Award presented by AAMI
This category recognises organisations that have developed a proactive approach to work-related road safety. The winner must demonstrate a holistic safety management approach backed by professional development systems and a strong safety management culture.

Local Government Programs Award presented by myPlates
This category acknowledges local initiatives that demonstrate best practice and showcase local government innovation in promoting road safety to their communities.

State Government Programs Award presented by AAMI
Open to all state and territory governments and their associated agencies. This award recognises the most effective road safety initiatives and programs undertaken by governments around the country.

Eligibility and Conditions of Completing Your Submission

To be eligible to enter the Australian Road Safety Awards, you will be required to meet the following conditions of entry:

1. Applicants must agree to their organisation being profiled in the media. The winners may receive publicity through participating media organisations.

2. All applicants must have an operating business premise/office or franchise within Australia.

3. Entries will only be deemed valid once all details on the submission form are fully completed.

4. Agree to supply additional information or verification of the information provided if requested by the judging panel.

5. Media sponsors and major supporters are eligible to enter the awards. However, they will not be eligible to enter into a specific category for which they are a sponsor.

6. Organisations that have previously entered the Australian Road Safety Awards are eligible to enter again. However, if your entry is related to a previous entry, you must provide further actions and results, as it cannot just be judged on your previous entry data.

7. In the event of a dispute, the decision of the judges is final, and no correspondence will be entered into.

8. ARSF reserves the right to use entry photos and PR summaries for the Australian Road Safety Awards marketing and promotion, and any relevant materials.

Submissions that have been found to be misleading may be withdrawn from the judging process or have the award revoked.

Nominations will close at 5pm (AEST) on 30 January 2027. Submissions must be completed and lodged by 5pm (AEST) on 27 February 2027. All entries must be received on or before this date/time in order to be accepted.

By lodging your submission, you hereby acknowledge that you have read, understood and accept all Eligibility and Conditions of Entry requirements. You hereby certify that all information submitted is true and correct and that you have authorisation to lodge the submission of your program on behalf of your organisation.

ENTRY PROCESS

Nominations and submissions for the Australian Road Safety Awards must be completed through the online entry portal. For questions or assistance, please call 1300 723 843 or email info@arsf.com.au.

Step 1 Nominate

Submit your nomination through the Australian Road Safety Awards Online Portal – click here or visit www.arsf.com.au

Nominations are anonymous however an organisation can self-nominate. To nominate, you will be required to provide the following information about the organisation that you are nominating:

·Organisation Name
·Program name
·Location
·Primary contact - this will be the key contact with the Australian Road Safety Foundation throughout the process

At the completion of your nomination, the primary contact will be emailed a link to the Submission Form.

Step 2 Submission

Submissions are to be completed by an authorised individual on behalf of the organisation. Your submission may be completed in stages, as you will be able to save progress. Be aware that the submission form may not automatically save, so you should save regularly.

Your completed submission will be assessed by the independent judging panel. Please structure your answers according to the criteria provided. The inclusion of supporting documents such as photos, graphs and tables are highly encouraged.

Once finalised, you will receive a confirmation email with a copy of your submission.

Step 3 Judging

All submissions will be judged by the independent Judging Panel according to the judging criteria.

Step 4 Announcement of Winners

Winners will be announced at the Awards Ceremony taking place at Parliament House, Canberra.

Finalists will ***not*** be announced prior to the event. All nominated programs are encouraged to attend the event to connect with key road safety stakeholders.

JUDGING CRITERIA

The Australian Road Safety Awards will be judged according to:

Overall Concept (20%)
How credible is the road safety concept? Outline the overarching concept of your road safety program. Clearly articulate the fundamental ideas, strategies and approaches that form the foundation of your program's design and implementation.

Awareness, Impact and Adaptability (20%)
Discuss the level of awareness within the Australian and/or local community regarding your project. Assess the overall impact of the project, taking into consideration both external and internal factors. Highlight the positive effects and changes your program has made in promoting road safety. Additionally, discuss the degree to which your project has been adapted to meet the specific needs and preferences of its target market.

Research and Evaluation (40%)
This is the most significant component of the judging process, carrying the highest weighting. Strong submissions will clearly demonstrate how evidence and evaluation underpin the program's design, delivery, and impact.

Describe the research conducted to inform your road safety program. What is the peer-reviewed evidence collected to demonstrate the outcomes from your program? If you have not conducted research, discuss your evaluation process, including results and learnings. How have the program goals and objectives been measured to evaluate the overall success of the program or product?

You may have evidence across one or more of the following areas:

- Reduction in fatalities or serious injuries.
- Results of behavioural change.
- Results of positive outcomes through education and/or awareness.
- Uptake and/or growth and the impact on road safety outcomes.
- Others relate to the type of program/product.

Sustainability, Commitment and Reliability (20%)
Evaluate the sustainability of the project or initiative. If the project is in its initial stages, demonstrate its commitment to making a difference in road safety. Assess the reliability of your program by presenting outcome-based statistics and evidence, if available, showcasing its effectiveness in achieving road safety objectives. Provide evidence of long-term planning, resource management, and ongoing efforts to ensure the continued effectiveness of your program.

Please ensure that you have addressed each one of the criteria and be aware that judges cannot assume information that has not been documented in your entry. By evaluating these key aspects, the Australian Road Safety Awards aim to recognise and celebrate road safety initiatives that demonstrate excellence, effectiveness and a measurable impact on improving road safety in Australia.

SUBMISSIONS

Submission Form

Please ensure that you have addressed each one of the criteria and be aware that judges cannot assume information that has not been documented in your entry.

By evaluating these key aspects, the Australian Road Safety Awards aim to recognise and celebrate road safety initiatives that demonstrate excellence, effectiveness and a measurable impact on improving road safety in Australia.

Submission Questions

Page 1. Program Details

- Organisation name
- Program name
- Key contact and location.
- Nominated program category/ies.
- Program promotional statement including the program/initiative name, organisation Name and a brief overview.

Page 2. Program Summary

Question 1. In 200 words or less, provide a promotional statement about your program for use in the Awards Program and/or ARSF media releases.

Question criteria:

·This is your opportunity to give judges a clear snapshot of your program; concise, focused, and compelling. Start by outlining the road safety issue your program addresses, the core idea behind it, and the strategies that make it credible or unique.

·Describe who your program reaches, how it has raised awareness, and the impact it has made, such as behaviour change, stronger engagement, or uptake in schools, workplaces, or communities. If you have adapted it for different audiences, highlight that briefly.

·As this section carries significant weight, include evidence of effectiveness through research, evaluation, or measurable results. Use statistics, feedback, or growth data where possible, or explain how you track success and learn from outcomes.

·Finish with your program's long-term value by showing its sustainability, reliability, and commitment to ongoing impact, whether through future plans, partnerships, or continued delivery.

SUBMISSIONS

Category-Specific Tips:

- **Schools Programs** – Highlight curriculum alignment, student engagement, or positive changes in student knowledge or behaviour.
- **Community Programs** – Focus on partnerships, local engagement, or volunteer involvement.
- **Indigenous Programs** – Show how your initiative is culturally appropriate, co-designed, or adapted to community needs.
- **Rural and Remote Programs** – Emphasise accessibility, local context, and tailored solutions.
- **Heavy Vehicle Safety** – Provide evidence of safer practices, training outcomes, or industry improvements.
- **Innovation Programs** – Showcase what makes your approach different or ground-breaking.
- **Technology Initiatives** – Explain how your technology contributes to safer roads with evidence of uptake.
- **Workplace Road Safety** – Detail how your program protects employees and reduces incidents.
- **Local Government Programs** – Demonstrate leadership, collaboration, and measurable community impact.
- **State Government Programs** – Focus on statewide reach and initiatives that set new benchmarks for safety.

Page 2. Program Summary

Question 2. In more detail, explain how the project was administered. Include details such as when the program started, research conducted, the main processes used, set-up, resources required and frequency of delivery.

Question criteria:

·Here you can demonstrate the structure behind your program; how it was planned, resourced, and delivered. Start by outlining when it began, the problem it addresses, and the core concept that makes it a credible solution.

·Explain how the program was set up and delivered, including research conducted, partnerships formed, funding or staff involved, and how often it has been rolled out.

·Describe how you reached your audience, including numbers engaged, locations, and the mediums used to connect with them. Provide examples of impact such as greater awareness, behaviour change, or workplace/community uptake. If the program has been adapted over time, highlight these changes.

·Include evidence of outcomes such as participation data, feedback, evaluation results, or growth. If you didn't fully meet your goals, explain what you learned and how you improved delivery. Judges value honesty and continuous improvement.

·Conclude by showing your program's sustainability, with partnerships, resources, and planning that ensure long-term impact and growth.

Category-Specific Tips:

- **Community Programs** – Emphasise how partnerships and local resources supported delivery.
- **Schools Programs** – Show how the program fits easily into classrooms and supports teachers.
- **Indigenous Programs** – Highlight community consultation and culturally appropriate delivery.
- **Local Government Programs** – Showcase planning, council processes, and collaboration.
- **Workplace Road Safety** – Demonstrate how road safety is embedded into workplace culture.
- **Technology and Innovation** – Describe piloting, testing, and refinement processes.
- **State Government Programs** – Highlight frameworks, cross-agency partnerships, and statewide delivery.

Page 3. Impact on Road Safety

Question 1. Describe your journey. Provide details such as the number of people engaged or impacted, the number of locations at which the program was delivered and, if applicable, the mediums used to reach the intended audiences. What were your goals and their motivating factors? Were you successful in achieving your goals? Why / why not? Have your goals changed as a result of the knowledge gained since implementing the program?

Question criteria:
Use this section to tell the story of your program. From your goals and motivation to the impact achieved. Explain the problem it addresses, the core concept behind your approach, and why it offers a credible road safety solution. Describe who you reached, where it was delivered, and how you engaged your audience, highlighting key outcomes such as behaviour change, community involvement, or increased awareness. Support your story with evidence of success through data, feedback, or evaluation, and note any lessons learned or improvements made along the way. Conclude with your long-term vision, showing sustainability through strong partnerships, repeat delivery, and continued growth.

Category-Specific Tips:

- **Community Programs** – Focus on volunteer involvement, community partnerships, and grassroots engagement.
- **Schools Programs** – Highlight student participation, learning outcomes, and adaptability across age groups.
- **Rural and Remote Programs** – Emphasise accessibility and adaptation to local needs.
- **Heavy Vehicle Safety** – Share driver, company, or fleet engagement and improvements in practices.
- **Indigenous Programs** – Show how cultural consultation and co-design strengthened outcomes.
- **Innovation Programs** – Outline how the idea developed and evolved through testing and learning.
- **Technology Initiatives** – Provide user adoption rates and feedback.
- **Workplace Road Safety** – Include employee participation numbers and workplace culture improvements.
- **Local Government Programs** – Highlight delivery across suburbs/towns and measurable impact.
- **State Government Programs** – Emphasise broad reach, awareness campaigns, and policy influence.

SUBMISSIONS

Page 3. Impact on Road Safety

Question 2. Provide details on the outcomes of the program and how they were measured. What is the peer-reviewed evidence collected to demonstrate the outcomes from your program? If you have not conducted research, discuss your evaluation process, including results and learnings. How have your goals and objectives been measured to evaluate the overall success or growth? Present outcome-based statistics and evidence, if available, showcasing its effectiveness in achieving road safety objectives.

Question criteria:
Here, judges want to see the evidence that proves your program works. Restate your objectives and link them directly to results achieved. Outline the reach and impact, including participant numbers, behaviour change, reduced incidents, or increased awareness. If your program evolved over time, explain how changes improved outcomes. Support your claims with evidence. Where available, include peer-reviewed research; otherwise use surveys, evaluations, or participation data. Be transparent about goals not fully met — lessons learned are as valuable as successes. Finish by showing sustainability, with repeat delivery, growing participation, or strong partnerships that demonstrate reliability and long-term impact.

Category-Specific Tips:

- **Community Programs** – Highlight measurable community outcomes such as awareness or participation.
- **Schools Programs** – Provide evidence of learning outcomes and behaviour change among students.
- **Indigenous Programs** – Showcase culturally relevant outcomes and community trust.
- **Local Government Programs** – Share council evaluations and measurable safety outcomes.
- **Workplace Road Safety** – Present data on safer driving behaviours or incident reductions.
- **Technology and Innovation** – Highlight adoption rates, testing results, and measurable improvements.
- **State Government Programs** – Demonstrate large-scale outcomes, policy impacts, and statewide reach.

Page 3. Impact on Road Safety

Question 3. If you are submitting your program for consideration in more than one category, please provide a brief sentence for each category explaining why it belongs to it.

Page 4. Supporting Documents

Question 1. Provide documentation that aligns with the questions above. Please ensure these are named in the following format: OrganisationName_ProgramName_DocumentName If you are struggling to upload files, please email info@arsf.com.au for assistance.

Question criteria:
Supporting documents strengthen your submission by providing clear evidence of impact and credibility. They help judges see both the measurable and human outcomes of your program. You don't need to include everything — focus on what best supports your story.

SUBMISSIONS

Examples of useful supporting documents include:

- Data and evaluation reports
- Case studies or participant testimonials
- Media coverage (articles, radio, TV, online features)
- Photos, videos, or campaign materials
- Letters of support or endorsements from partners
- Program resources (lesson plans, brochures, posters)
- Awards or recognition already received

***Tip**: Quality is more important than quantity. Choose documents that clearly back up your achievements.*

Page 5. References

2 references that may be contacted for additional information about the program. References can be associated with the nominated program or from the same organisation.

Australian Road Safety Foundation

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