



National Road Safety Week 2023

14 - 21 May

Stakeholder and supporter kit

Enquiries

For more information to support your promotion of the week, please contact:

The Streetsmarts team, Community Road Safety

Land Transport Safety and Regulation Branch | Customer Services, Safety and Regulation Division

Department of Transport and Main Roads

streetsmarts.initiatives.qld.gov.au/nrsw-2023/

Digital resources available from the [National Road Safety Week website](#).

National Road Safety Week

About the week

National Road Safety Week is an annual initiative established by President of the Safer Australian Roads and Highways (SARAH) Group, [Peter Frazer](#), in partnership with road safety organisations and governments. The Department of Transport and Main Roads is a proud government partner who has supported *Yellow Ribbon Road Safety Week* since it started in May 2013. With your help, we can encourage all Queenslanders to drive so others survive.

This year, **National Road Safety Week** will run **14—21 May 2023**.

The aim of the week is to:

- Remember the approximately 1,200 people who lose their life and 44,000 seriously injured in road crashes on Australian roads each year by:
 - Lighting landmarks around Australia yellow to shine a light on road safety
 - Display [yellow ribbon](#) (ribbons, lapel pins, vehicle stickers and flags)
- Encourage people to take a pledge to #DriveSoOthersSurvive
- Promote the theme "Everyone has the right to get home safe"
- Promote the aim of reducing lives lost and injured on our roads by changing driver behaviour
- Encourage communities to get involved, to promote National Road Safety Week, and advocate for safe behaviours on our roads and paths.

Daily themes

Each day of National Road Safety Week we focus on a different member or of the community who can be affected by road trauma. The overarching theme for the week is ***Everyone has the right to get home safe.***

Sunday 14 May Remember the 1200

Remember the lives lost on Australian roads

Monday 15 May Take a road safety pledge

Make every journey safe.

Tuesday 16 May Road safety for young people

The younger you are, the longer we all must live with the effects of road trauma. Road safety starts with me.

Wednesday 17 May Slow down and give them space

Protect those who are keeping us safe.

Thursday 18 May How safe is my ride?

Think about safety when choosing a ride and experiencing a ride. Wear seatbelts, helmets, protective gear.

Friday 29 May Let's all get home safe

Be aware of others. Drive So Others Survive (#DriveSOS).

Saturday 20 May Share the path

Be safe, give them space: cyclists, pedestrians, and personal mobility devices.

Sunday 21 May Take care on regional roads

Slow down, be alert, and drive to the conditions.

National Road Safety Week

How you can help

This stakeholder and supporter kit has been developed to help you promote National Road Safety Week (NRSW2023). There are a range of resources you can share with your workplace, to your members or customers, in your community group, and to family and friends. Let's all work together to make our roads safe for everyone.

Pledge to Drive So Others Survive

We ask communities to come together and [make their pledge](#) to ensure the roads are safe for everyone—To Drive So Others Survive #DriveSOS.

Share a social media post on your favourite channels



@StreetSmartsQld

@linkedin.com/company/tmrqld

Find our **National Road Safety Week** posts and like, comment, or share to your business/organisation page or from your personal account. Sharing a personal experience can help others think about their own behaviour on the road.

Tag your posts so we can find them: #NRSW2023, #DriveSOS, #roadsafety, #StreetSmartsQLD

Posting your own social media post

Your organisations can show their support and post on your business page social media accounts. We all play a role in keeping our roads and paths safe and this is one way you can show your advocacy.

Use our social media content and images

Promote in your workplace or community group

Let your organisation, community group, or club know you're supporting **National Road Safety Week**.

Here's where you might be able to share this important news:

- send an email to staff / members / subscribers
- include a story in your subscriber e-newsletter
- insert your logo and print the [NRSW2023 poster](#) and pin it to a noticeboard
- use our screensaver artwork on your digital displays
- include a story and image on social media channel (don't forget Yammer and Workplace if you use them)
- conduct a workplace toolbox talk

Use our newsletter content and images

National Road Safety Week

Promoting daily themes

Sample newsletter content

OPTION 1:

Each year, 1200 people are killed on Australian roads and another 44,000 are seriously injured. National Road Safety Week, held 14-21 May, encourages us all to take a moment to remember the lives lost and lives forever changed because of road trauma.

[Organisation name] is proud to be supporting this year's National Road Safety Week because we want our [staff / members / our community/ school community] to get home safe so you can be there for the ones you love.

[If you are hosting an event, you can add specific events/activities information here]

[Pledge your commitment](#) to drive so others survive, wear a [yellow ribbon](#) to raise awareness, and encourage your friends and family to always take care on our roads. Visit roadsafetyweek.com.au for more information.

We all have a role to play in making our roads safe.

OPTION 2:

National Road Safety Week will be held from 14 to 21 May. We can all do our bit to ensure that we all get home safely. Every time you are on the road, choose to drive so others survive. Take the pledge [online](#) and visit roadsafetyweek.com.au for more information.

Sample social media or newsletter content

Sunday 14 May – Remember the 1200

Today we ask you to remember the 1200 people who lose their lives on Australian roads each year. Landmarks around the country will be lit yellow in remembrance and to raise awareness of [National Road Safety Week](#) (14-21 May 2023).

We encourage you to wear a [yellow ribbon](#) to show your support.

Monday 16 May – Take a road safety pledge

Did you know more than 50,000 people have made a [pledge](#) to #DriveSoOthersSurvive? The pledge is an initiative of [National Road Safety Week](#) (14-21 May 2023). Pledging means you will drive as if your loved ones are on the road ahead, driving to protect vulnerable people travelling or working on our roadside, not putting others at risk by speeding, driving while tired or under the influence of alcohol/drugs, and never using a mobile phone while driving.

So, take the pledge and make every journey safe.

National Road Safety Week

Tuesday 16 May – Road safety for young people

The [National Road Safety Week](#) (14-21 May 2023) theme for today is "Road safety for young people". Getting a licence as a young person comes with great freedom, excitement, and responsibility. Statistics show that when a learner driver first gets their P-plates, their risk of a serious crash is six times higher.

With parents being the biggest influence on how young drivers behave on the road, staying involved helps keep your P-plater safe. Let them know you'll still be in the passenger seat from time to time and always model good driving behaviour if you're behind the wheel. Check out other tips [here](#).

Wednesday 17 May – Slow down and give them space

The [National Road Safety Week](#) (14-21 May 2023) theme for today is "Slow down and give them space". A little courtesy on the road goes a long way to improve safety.

Whether you're on two wheels, four, or more, or on two legs—we are all responsible for keeping each other and ourselves safe on the road. Basic actions such as letting others merge, leaving safe distances around trucks and bicycle riders, being aware of blind spots, and watching out for bicycle riders, motorcyclists, personal mobility device users, and pedestrians have a big impact on everyone's safety.

For more information on giving way, refreshing your road rules, avoiding tailgating, and sharing the road, visit [here](#).

Thursday 18 May – How safe is my ride?

Today's [National Road Safety Week](#) (14-21 May 2023) theme is 'How safe is my ride?' Make safety a top priority when purchasing a car – you want the safest model you can afford, so if a car scores less than four stars (out of five stars), don't take the risk.

Search for a safe car [here](#) within your budget by price range or make and model to compare vehicle's safety ratings – either Used Car Safety Rating (UCSR) or Australasian New Car Assessment Program (ANCAP). Or if you ride a motorcycle, make sure you [choose the right gear](#) for your ride and check out the motorcyclist's maintenance guide and riders' guide [here](#).

National Road Safety Week

Friday 19 May – *Let's all get home safe*

Today's [National Road Safety Week](#) (14-21 May 2023) theme is 'Let's all get home safe'. Emergency response workers put their lives at risk every day when working in roadside environments. To keep them safe, laws require motorists to move over and slow down when passing a stationary emergency response vehicle displaying blue, red, magenta, or yellow flashing lights.

The penalty for not moving over and slowing down in Queensland is \$431 and 3 demerit points. So please drive safely so everyone can get home safe.

Saturday 20 May – *Share the path*

Today's [National Road Safety Week](#) (14-21 May 2023) theme is 'Share the Path'. As pedestrians, we're especially vulnerable to injury. Unlike people in vehicles, we're not protected by seat belts, airbags, and metal. It's important to be aware of traffic and surroundings and never assume a driver or rider has seen you.

If you're walking (or wheeling) on paths, pay attention near roads, stay alert (wearing headphones can reduce your awareness of what is happening around you), use designated crossings, and if you've been drinking alcohol plan a way home and take care near the road.

If you're driving, give way to pedestrians entering crossings and in shared zone or slip lane, reduce your speed at night around entertainment venues, be careful in areas with children (schools and playgrounds), and allow more time for a person with a disability or senior pedestrian to cross the road. We've also got tips for [teaching children become safe pedestrians](#) too.

Tell us how you share the path with others?

Sunday 21 May – *Take care on regional roads*

In Australia, less than one third of the population lives in regional and remote areas, but nearly two thirds of all fatal road crashes occur on rural and remote roads. Today's [National Road Safety Week](#) (14-21 May 2023) theme is 'Take care on regional roads'.

So next time you're driving on a regional road remember to slow down and drive to the conditions, share the road, buckle up every trip and make sure your passengers do too, share the road, and never drive tired or when you've been drinking. Check out our other tips for [driving on regional roads](#).

National Road Safety Week

Sample media release

Drive to survive for National Road Safety Week

[Organisation name] is urging motorists to drive so others survive for National Road Safety Week which starts today.

The national initiative, held from 14-21 May, is an opportunity for all Queenslanders to lead the way in creating safer roads.

[spokesperson's name and title] said road safety is everyone's responsibility and National Road Safety Week is a great opportunity to take extra care on the roads during the week and beyond.

For many, the impact of road trauma is far reaching, from losing a loved one, being injured, healing and rehabilitation, and recovery. However, we all can all play a part in reducing and eliminating road crashes.

"We know road trauma has a ripple effect and affects many in our community in different ways. That's why [organisation name] wants to show its support for the Week and road safety in general.

"National Road Safety Week is an opportunity to take extra care on our roads and drive so others survive. Everyone has the right to get home safe." [Mr/Ms name] said.

"Behave as though each person sharing the road with you is someone you care about. If we all lead by example, the number of deaths and injuries on our roads will decrease."

<insert relevant paragraph for the region>

[Northern region] Tragically, in 2022, 50 people died on roads in Northern Region, representing 16.8 per cent of the 2022 Queensland lives lost (297).

[Central region] Tragically, in 2022, 52 people died on roads in Central Region, representing 17.5 per cent of the 2022 Queensland lives lost (297).

[Southern region] Tragically, in 2022, 60 people died on roads in Southern Region, representing 20.2 per cent of the 2022 Queensland lives lost (297).

[SEQ North region] Tragically, in 2022, 54 people died on roads in SEQ North Region, representing 18.2 per cent of the 2022 Queensland lives lost (297).

[SEQ South region] Tragically, in 2022, 81 people died on roads in SEQ South Region, representing 27.3 per cent of the 2022 Queensland lives lost (297).

[insert details of any event/activity your organisation is hosting here]. To show our support, [organisation name] is hosting [activity/event] and will be [eg. opening its doors to the public for a morning tea, hearing from a guest speaker, having a display of ...]

National Road Safety Week is an initiative of the Peter Frazer, President of the Safer Australian Roads and Highways (SARAH) Group.

For more information about National Road Safety Week and to pledge your support, visit

www.roadsafetyweek.com.au

Community groups and organisations are encouraged to get behind week using sample templates, materials, and artwork available in the National Road Safety Week Stakeholder and Supporter's kit, available at

<https://streetsmarts.initiatives.qld.gov.au/nrsw-2023/>

National Road Safety Week

Ideas to host your own event

How can your organisation, community group, or club show your support of **National Road Safety Week**? Here are some options:

Host a morning tea, lunch and learn, dinner, or barbecue:

- Invite a special guest to speak about road safety
- Decorate with yellow ribbons
- Set a 'place to remember' (a chair and a plate) for those lost to road trauma in your community
- Wear yellow – a [ribbon](#), socks, or t-shirt
- Play the [Shane Jacobson](#) video
- Run a road safety trivia competition or musical bingo (guess that driving song)

Create a workplace/club display:

- Ask staff/members to take a photo with their [pledge](#), print and display on a dedicated wall. Or post images to social media, Yammer, Workplace, or LinkedIn.
- Create a yellow ribbon poster and ask staff to stick a post-it note with the name of someone they pledge to drive safely for
- Display a [poster](#) in your workplace (kitchen, parents room, lifts, communal areas)
- Create a display – eg. motorcycle or cycling safety gear, print out some [fact sheets](#)
- Add a screen saver
- Light your building yellow in remembrance of the 1200 people who lose their lives and 44,000 people seriously injured on Australian roads

Get talking – use materials in this kit to start a conversation with your staff, members, social media followers, and subscribers about road safety. Let them know you're supporting the week. It could include:

- Staff email or email story to your members/subscribers
- Story and image on your workplace social media channels
- Staff meeting presentation
- Workplace toolbox talk using our [fact sheets](#)
- Add an image to your email signature.

National Road Safety Week

Artwork

Please note, artwork can be downloaded from the [StreetSmarts website](https://streetsmarts.initiatives.qld.gov.au/nrsw-2023/) at <https://streetsmarts.initiatives.qld.gov.au/nrsw-2023/> from mid-March.

Logo – available at <https://roadsafetyweek.com.au/branding>



Email signature



Email signature: I made the pledge – available at <https://roadsafetyweek.com.au/branding>



Newsletter banner



National Road Safety Week

Newsletter images



Screen saver



Street banner – available at <https://roadsafetyweek.com.au/branding>



National Road Safety Week

Poster



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Poster: I made the pledge – available at <https://roadsafetyweek.com.au/branding>

