

Stakeholder and supporter kit



Enquiries

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

StreetSmarts@tmr.qld.gov.au

StreetSmarts team, Community Road Safety

Land Transport Safety and Regulation Branch | Policy, Planning and Investment Division

Department of Transport and Main Roads

Queensland Road Safety Week

About the week

Queensland Road Safety Week (QRSW) is a key event in Queensland's road safety calendar. 2025 marks the 11th celebration of **Queensland Road Safety Week**, running from **18 to 22 August**.

QRSW aims to raise the profile of road safety within communities across the state and is an opportunity for all Queenslanders, from individuals to community groups and private organisations, to show their commitment towards our shared goal of making Queensland roads safer for all road users.

The aim of the week is to:

- Promote the theme '**We're One Team Queensland. Let's drive like it**' by lighting landmarks around Queensland yellow to shine a light on road safety
- Encourage people to make road safety a priority on every trip
- Empower everyone to make good choices on the roads
- Promote the aim of reducing lives lost and injured on our roads by changing driver behaviour
- Celebrate good drivers and road users – regardless of whether they are a driver, passenger, pedestrian, bike rider, motorcycle rider, or any combination of these
- Encourage communities to get involved in promoting Queensland Road Safety Week and advocating for safe practices on our roads and paths.

Variable Message Signage (VMS)

The following messages will feature on TMR VMS boards state-wide:

Queensland Road Safety Week
18-22 August

If you are supplying content for signs that permit more text, then a longer option could be:

We're One Team, Queensland.
Let's drive like it.
Queensland Road Safety Week
18-22 August

Queensland Road Safety Week

Show your support

This stakeholder and supporter kit has been developed to help you promote QRSW. 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 safer for everyone.

Find us on social media



@StreetSmartsQld



@linkedin.com/company/tmrqld

Find our **Queensland 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.

Posting your own social media content

Your organisation can show support, and you can post on your own 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.

Below are some ideas for personalised content:

- Share our social media tile alongside an initiative your organisation has undertaken to keep people safe on the roads
- Share a personal experience relating to road safety
- Highlight the good work of safe drivers in your organisation
- Record a short video on your smartphone discussing the small things you do to make the roads safer (for example, always ready with a courtesy wave, indicating when exiting a roundabout, giving bike riders plenty of space, moving over and slowing down for emergency vehicles).

Tag your posts so we can find them: #QRSW2025, #RoadSafety, #StreetSmartsQld

Promote in your workplace or community group

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

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

- send an email to staff / members / subscribers
- include a story in your subscriber e-newsletter
- print a poster and pin it to a noticeboard
- use our screensaver artwork on your digital displays
- include a story and image on social media channel or internal platform
- conduct a workplace toolbox talk.

Queensland Road Safety Week

Promoting QRSW

Sample newsletter content

OPTION 1:

Last year, 302 lives were lost on Queensland roads. Be part of the change by getting involved in Queensland Road Safety Week, 18 – 22 August.

This year's theme is 'We're one team Queensland. Let's drive like it'. Together, we can make a positive difference on Queensland's roads.

[Organisation name] is proud to be supporting this year's Queensland 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]

To get involved, simply download [these helpful resources](#), wear yellow during the week to raise awareness, and encourage your friends and family to always take care on our roads. Visit the [webpage](#) for more information.

We're One Team Queensland. Let's drive like it!

OPTION 2:

Queensland Road Safety Week will be held from 18 to 22 August. We're one team Queensland, Let's drive like it.

You can get involved by downloading and sharing resources from the [online library](#), or [head to StreetSmarts socials](#) to join the conversation.

Sample social media or newsletter content

QRSW coming soon

Queensland Road Safety Week is almost here! Be part of the team with this year's theme 'We're One Team Queensland. Let's drive like it'.

Landmarks in Queensland will be lit yellow to raise awareness of [Queensland Road Safety Week](#) (18-22 August 2025), and Queenslanders are encouraged to wear yellow to promote road safety.

Together, let's make a positive difference on Queensland's roads.

We're One Team Queensland. Let's drive like it!

Queensland Road Safety Week

Sample media release

We're One Team this Queensland Road Safety Week

[Organisation name] is reminding all road users to drive smarter, be more patient and drive like One Team this Queensland Road Safety Week.

The state-wide initiative is held from 18 – 22 August and is celebrating its 11th year in 2025. The event is an opportunity for all Queenslanders to unite in making our roads safer through the theme 'We're One Team Queensland. Let's drive like it.'

[spokesperson's name and title] said we should all share the goal of reaching our destination safely and Queensland Road Safety Week is a great opportunity to make a positive difference 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.

"Queensland Road Safety Week is an opportunity to remind ourselves to drive smarter, be more patient and put safety first. 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, and drive as One Team, the number of deaths and injuries on our roads can only decrease."

<insert relevant paragraph for the region:>

[Northern region] Tragically, in 2024, 51 people died on roads in Northern Region, representing 16.9 per cent of the 2024 Queensland lives lost (302).

[Central region] Tragically, in 2024, 49 people died on roads in Central Region, representing 16.2 per cent of the 2024 Queensland lives lost (302).

[Southern region] Tragically, in 2024, 71 people died on roads in Southern Region, representing 23.5 per cent of the 2024 Queensland lives lost (302).

[SEQ North region] Tragically, in 2024, 55 people died on roads in SEQ North Region, representing 18.2 per cent of the 2023 Queensland lives lost (302).

[SEQ South region] Tragically, in 2024, 76 people died on roads in SEQ South Region, representing 25.2 per cent of the 2024 Queensland lives lost (302).

[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 ...]

Queensland Road Safety Week is a Queensland Government initiative, and landmarks around the state will be lit yellow to shine a light on road safety. For more information about Queensland Road Safety Week and how to get involved, visit the [StreetSmarts website](#).

Community groups and organisations are encouraged to get behind the week using sample templates, materials, and artwork available in the Queensland Road Safety Week stakeholder and [resources library](#).

Queensland Road Safety Week

Ideas to host your own event

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

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

- Show your support by wearing an item of yellow clothing, it could be socks or a t-shirt
- Run a road safety trivia competition or take a moment to think about what road safety means to you while completing a mindfulness colouring-in activity ([download activities here](#))
- You can share your photos using **#QRSW2025**.

Create a workplace/club display:

- Ask staff/members to take a photo wearing yellow, print and display on a dedicated wall. Or post images to social media, Viva Engage/Yammer/Workplace, or LinkedIn
- Display a [poster](#) in your workplace (kitchen, parents room, lifts, communal areas)
- Create a display – e.g. motorcycle or cycling safety gear, print out some fact sheets
- Add a [screen saver](#)
- Light your building yellow, the colour of road safety.

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 [road signs quiz](#) and [quizmaster's sheet](#)
- Add an [image](#) to your email signature.

Queensland Road Safety Week

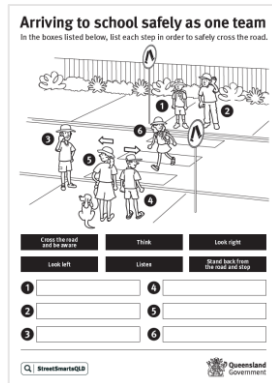
Activities

We have a range of activities that you can use at your own Queensland Road Safety Week events. Click the thumbnails below to download, or find them all on the [StreetSmarts website](https://www.street-smarts.qld.gov.au/).

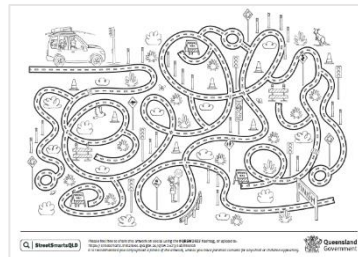
Colouring sheet (school crossing)



Safe crossing activity (primary children)



Maze activity (primary children)



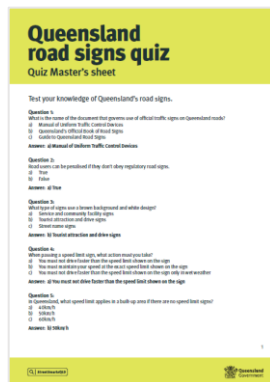
Colouring sheet (seatbelts)



DIY mini road signs



Road signs quiz



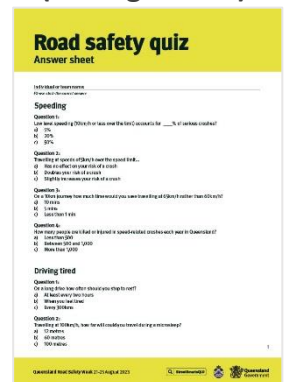
[Quiz master's sheet](#)

Road safety quiz (primary children)



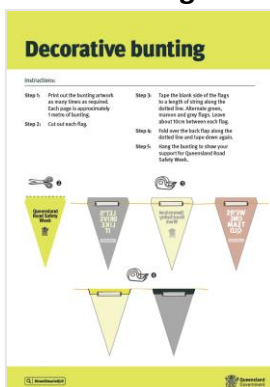
[Quiz master's sheet](#)

Road safety quiz (teenagers 15+)

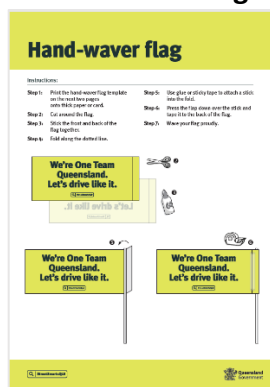


[Quiz master's sheet](#)

Bunting



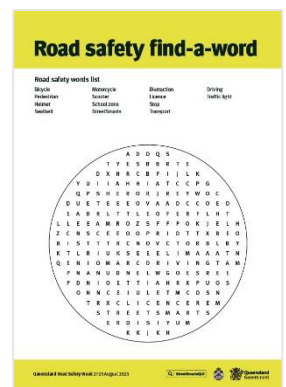
Hand-waver flag



Road safety musical bingo



Find-a-word



Queensland Road Safety Week

Artwork

Artwork can be downloaded from our [Stakeholder Library](#) on the StreetSmarts website.

Social media tiles



Email signature/newsletter banner



Queensland Road Safety Week

Screensavers



Newsletter graphic



Microsoft Teams/ Zoom background image



Queensland Road Safety Week

A3 posters

Click the thumbnail to download a poster.



Authorised by the Queensland Government, Brisbane.

Queensland Road Safety Week

School and organisation participation

Show your school or organisation's support for road safety by downloading and printing the files below.

School commitment

Implementing a school road safety commitment

We all play a part to ensure our children and the broader school community are safe on our roads. Schools, together with the Department of Transport and Main Roads, Queensland Police Service, local councils, and local businesses, are all working together to make road safety a priority for our school communities.

Sadly, road trauma is a leading cause of death of Queensland children and youth. As a whole community, young people need our support and guidance to keep them safe on and around roads while they are still developing the cognitive, sensory, and physical skills required to be safe road users.

Having a road safety commitment that is supported by parents/carers and students can help unite a school community to ensure they are committed to travelling safely around schools. This guide can be tailored to highlight the key areas of concern in your school to help bring about lasting safe behaviours on our roads.

The Department of Transport and Main Roads supports safe school travel with the SafeST program and resources. For more information contact your local [TMR road safety officer](#).



Queensland Road Safety Week

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DELIVERING FOR QUEENSLAND



Queensland Government

Certificate of appreciation

We're One Team Queensland. Let's drive like it.

Certificate of Appreciation

Presented to

In recognition of the valuable contribution and support offered to
Queensland Road Safety Week.

Queensland Road Safety Week

A StreetSmarts initiative

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