

School supporters 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 – 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 schools, to show their commitment towards our shared goal of making Queensland roads safer for all road users.

This year's theme is 'We're One Team Queensland. Let's drive like it'. We're asking staff, parents, and students to wear yellow one day during the week to show their support for road safety. This might be yellow socks, shoelaces or hair ribbons!

A range of [activities and resources](#) are available for schools from the Department of Transport and Main Roads' [StreetSmarts website](#).

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

Together, let's set a good example and inspire our younger generations to behave as One Team every time we're on or around the roads. Remember, we're One Team Queensland. Let's drive like it!

Variable Message Signage (VMS)

If your school has electronic signage, you can show your support by adding QRSW messaging to your board.

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

Promoting QRSW

Sample school newsletter content

This year's Queensland Road Safety Week runs from 18 – 22 August 2025, with the theme '**We're One Team Queensland. Let's drive like it**'.

We're setting aside **[day]** to wear yellow to mark this important week and spark conversations about what each of us can do to stay safe on the roads.

The safety of our students, parents and carers, and staff is paramount, and we all have a role to play. Students become road users at an early age as pedestrians, scooter or bike riders, and are our future drivers. Influencing positive road safety attitudes can never start too young.

We're asking everyone to consider how you can act as One Team Queensland on the roads:

- *Is it leaving 5 minutes early to beat the school rush?*
- *Is it walking the extra distance to use the school crossing?*
- *Is it demonstrating courteous driving by giving a wave when someone lets you merge in front of them?*

[School name] is proud to be supporting this year's Queensland Road Safety Week because we want our 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!

Sample school social media posts

Social media post #1: Queensland Road Safety Week is coming

[posted 11 – 17 August 2025]

Queensland Road Safety Week is next week so we're encouraging students to wear yellow on **[day]**. This year's theme is 'We're one team Queensland. Let's drive like it.' So, we're asking our students and their parents: how do you behave as **One Team** on the roads? For more information click [here](#).

Social media post #2: Queensland Road Safety Week is here

[posted 18 – 22 August 2025]

This week is Queensland Road Safety Week so we're asking students to wear yellow on **[day]**. We're also encouraging families to have a conversation starting with how we can behave as '**One Team Queensland**' on our roads. For more information click [here](#). Remember, we're One Team Queensland. Let's drive like it!

Queensland Road Safety Week

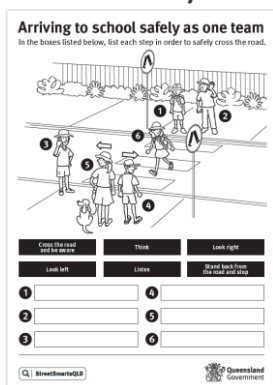
Activities

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/).

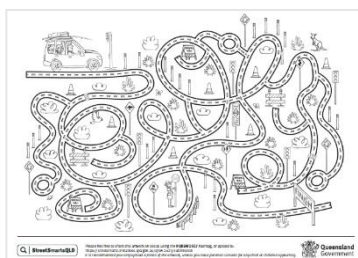
Colouring sheet (school crossing)



Safe crossing activity (primary children)



Maze activity (primary children)



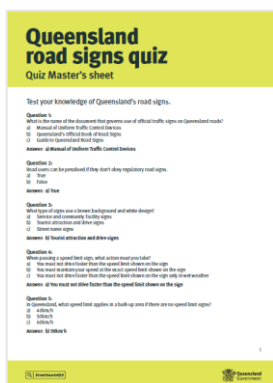
Colouring sheet (seatbelts)



DIY mini road signs

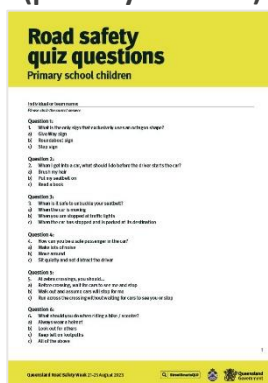


Road signs quiz



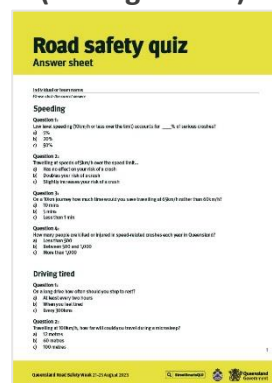
[Quiz master's sheet](#)

Road safety quiz (primary children)



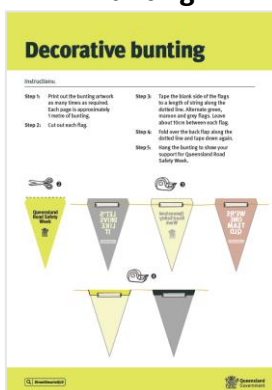
[Quiz master's sheet](#)

Road safety quiz (teenagers 15+)

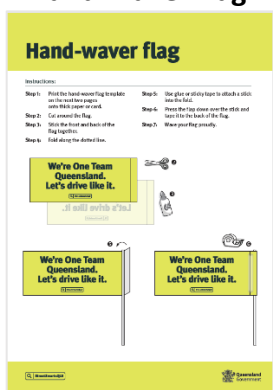


[Quiz master's sheet](#)

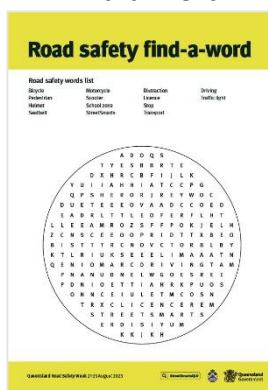
Bunting



Hand-waver flag



Find-a-word



School commitment

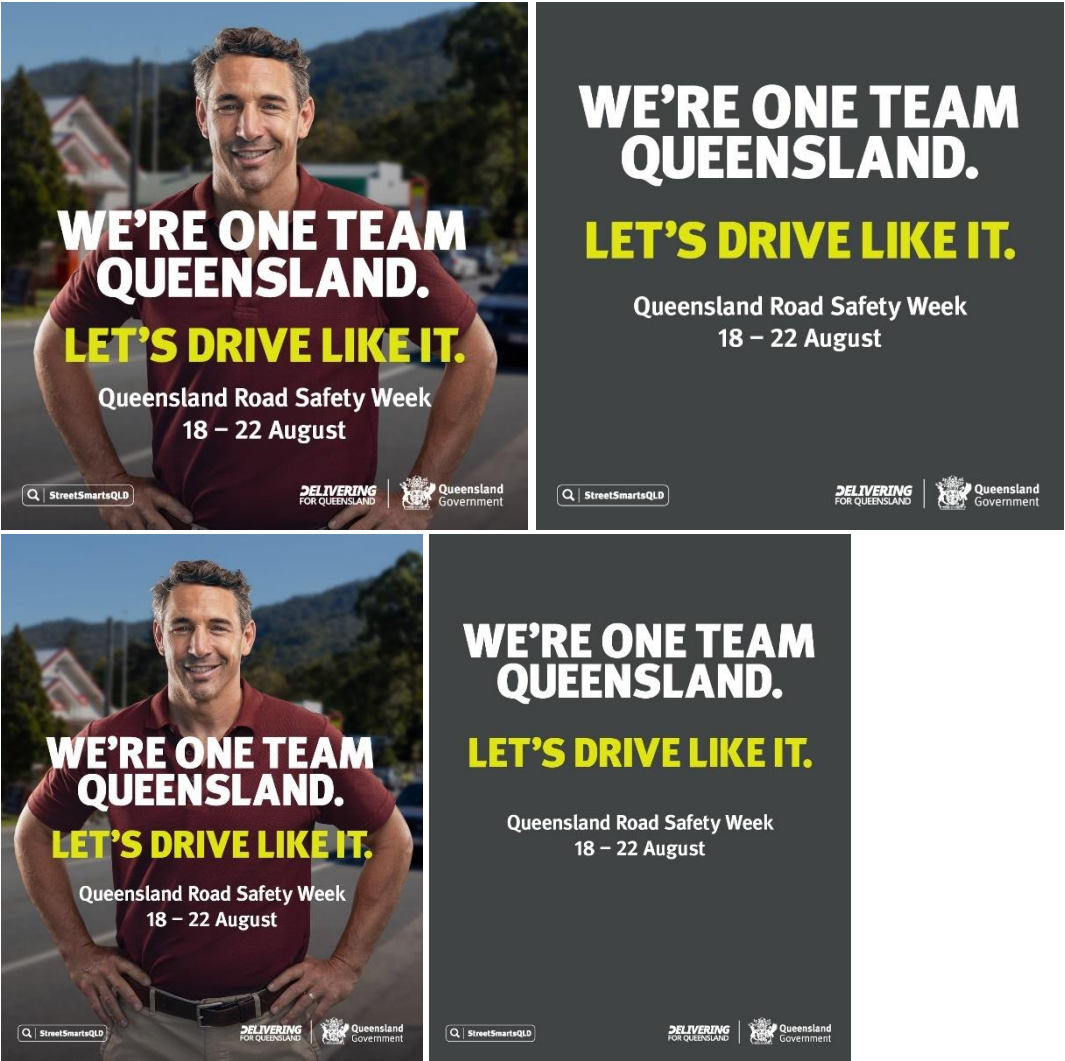


Queensland Road Safety Week

Artwork

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

Social media tiles



Email signature/newsletter banner



Queensland Road Safety Week

Screensavers



Newsletter graphic



Certificate of appreciation



Queensland Road Safety Week

A3 posters

Click the thumbnail to download a poster.



Authorised by the Queensland Government, Brisbane.

Queensland Road Safety Week

Additional resources for schools and students

StreetSmarts offers a variety of digital tools and downloadable road safety resources for schools including:

[Journi](#) is TMR's free road safety education program for children in years 5 and 6.



Schools e-scooter / e-bike resources kit: Download this [schools kit](#) which includes helpful resources and educational materials to educate students and your school community on e-scooter and e-bike safety.

