

# National Road Safety Week (NRSW)

Geelong Region Sponsorships Stakeholder Pack

17 – 24 May 2026



# Acknowledgement

We would like to acknowledge the Traditional Owners of the Land on which we are meeting today; the Wadawurrung People.

We pay our respects to Elders past, present and emerging, and extend that respect to all Aboriginal and Torres Strait Islander people here today.



# Background

[National Road Safety Week \(NRSW\)](#) is an annual initiative organised by Safer Roads and Highways (SARAH) in memory of Sarah Frazer who was killed alongside a tow row truck driver in the emergency lane of a New South Wales highway in 2012.

The week highlights the impact of road trauma and ways to reduce it. At its heart, the campaign aims to inspire meaningful reflection and drive positive change for safer roads.

The NRSW campaign will be live between 17 – 24 May 2026.

The TAC is supporting the promotion of National Road Safety Week 2026 in partnership with Amber Community (formally Road Trauma Support Service Victoria) and SARAH group as the Victorian Road Safety representative body. At its heart, the campaign aims to inspire meaningful reflection and drive positive change for safer roads.

In addition to official NRSW activity, the TAC supports Amber Community's Shine a Light on Road Safety Walk and Wheel event.

The annual event at Albert Park Lake will take place on Sunday 24 May 2026. This annual campaign raises awareness of road trauma, supports individuals and families affected, and generates vital funds for counselling, community support, and education programs.



## National Road Safety Week 2026

17-24 May

# How To Get Involved

This year we are encouraging our stakeholders to embrace National Road Safety Week (NRSW). By sharing these important messages within your networks and communities, you are supporting the TAC's mission to foster a road-safety-first culture.

## Share the message

Within this pack, you will find:

- Key messages and daily themes
- Download links to shareable assets
- Examples of how to authentically incorporate NRSW into your workplace and daily practices

When preparing posts or integrating these activities into your business, please tailor the tone and style to suit your brand voice and target audience.

## Tag us

To help share and celebrate your activities throughout the week, please tag the TAC on your social channels:

**Instagram:** <https://www.instagram.com/tacvictoria>

**Facebook:** <https://www.facebook.com/TransportAccidentCommission>

**LinkedIn:** <https://www.linkedin.com/company/transport-accident-commission>

## Support

If you or someone you know needs support because of road trauma, please contact the Amber Community on [1300 367 797](tel:1300367797). You can also visit <https://ambercommunity.org.au/>

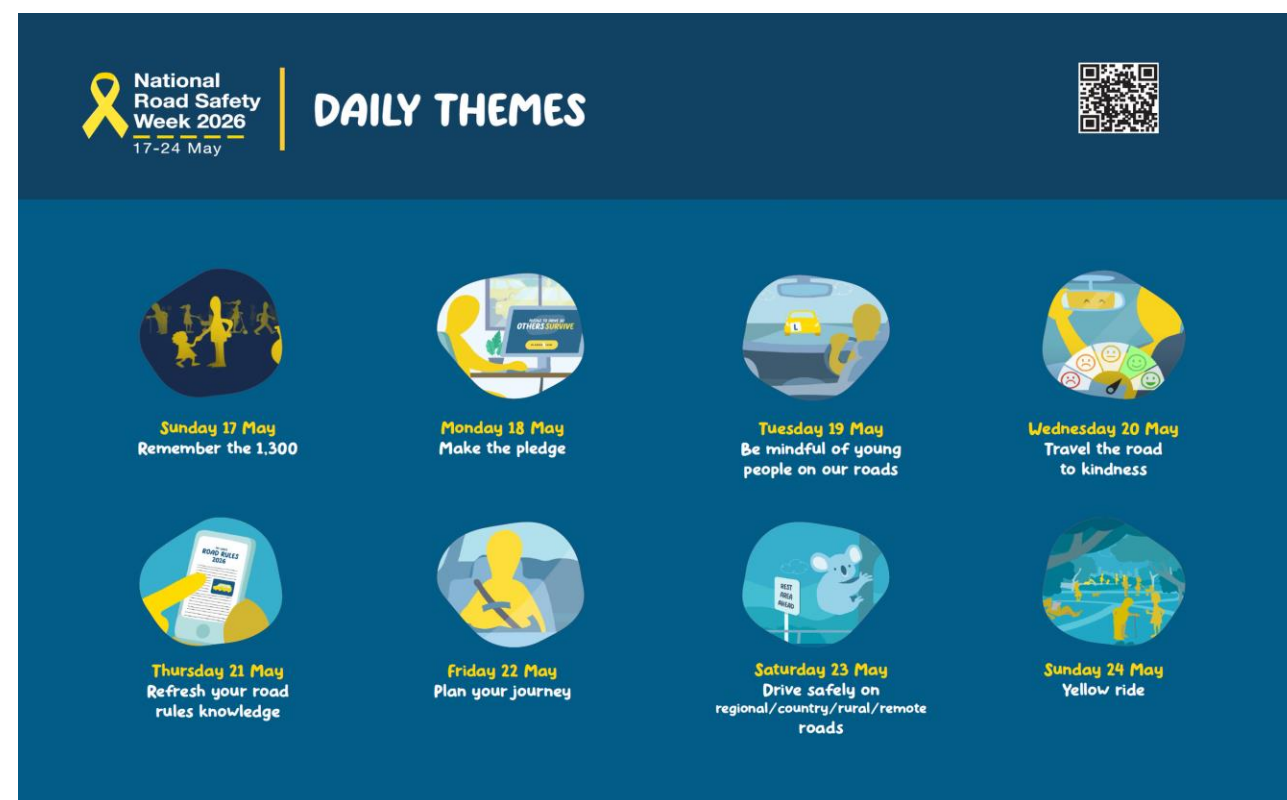
# Daily Themes/ Key Messages

Each day of NRSW has a road safety theme and call to action, with the overarching week-long campaign being a focus on **driver distractions**.

You can help by spreading these important messages with your community.

Below are the key themes for the week. On the branding resources page you will find short videos that you can play on your socials, in office and through other platforms:

- Sunday 17 May: Remember the 1,300
- Monday 18 May: Make the pledge
- Tuesday 19 May: Be mindful of young people on our roads
- Wednesday 20 May: Travel the road to kindness
- Thursday 21 May: Refresh your road rules knowledge
- Friday 22 May: Plan your journey
- Saturday 23 May: Drive safely on country roads
- Sunday 24 May: Yellow ride/walk/scoot for everyone's safety



# Campaign Creative

Shareable assets have been developed to help stakeholders share the NRSW messages and daily themes. We encourage you to share the assets on your social media, network communications and with your workplace.

All digital assets can be viewed and downloaded here: [National Road Safety Week](#)

## Creative Assets



# How you can get involved

## Pledge to drive so others survive

- Download the “pledge to drive so others survive” poster from the NRSW website branding resources webpage, .
- Complete with QR code that directs users to the pledge page, you can print this off and place up in your office.
- In team meetings, encourage your staff to make the pledge.
- Discuss the pledges made to hold each other accountable to keeping the pledge front on mind.
- Forward the pledge to those in your network and invite them to follow suit with their own staff.
- Create a visual display in the office of all pledges made to keep front of mind.



## Walk to the Solace Sculpture at Limeburners Point

In 2020, local artist Don Walters designed Victoria's first state-wide memorial to honor the lives tragically lost in a transport accident. This deeply meaningful project was delivered by City of Greater Geelong, in partnership with the TAC and supported by Amber Community.

This sculpture sits gently above the water at Limeburner's Point, a place of calm and reflection. Set against a picturesque backdrop, it invites visitors to pause and breathe.

Its design draws inspiration from the phases of the moon, a poetic representation of the shifting stages of grief, healing and the ongoing journey carried by those affected by road trauma.

You might like to participate in your own walking meeting to the sculpture to discuss its significance and for a moment of quiet reflection

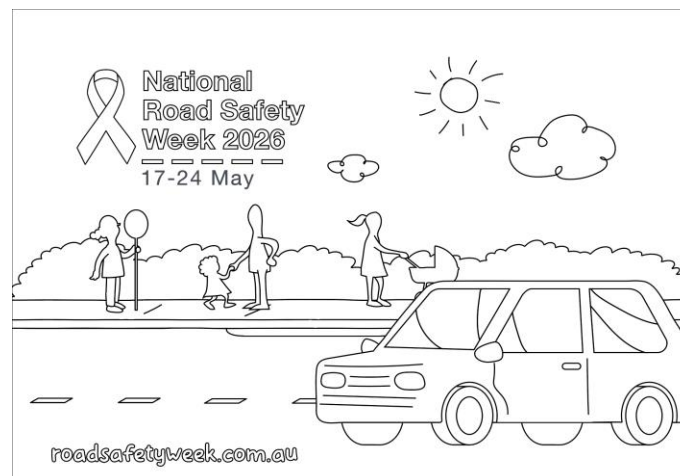
Further information can be found here [Solace - City of Greater Geelong](#).



# How you can get involved

## Other activities

- Encourage your team to wear a splash of yellow during the week.
- Update your email signatures to include the NRSW signature asset
- Share the available assets on socials
- Play the 2026 Overview TVC in your team meetings, on your socials
- Organise a colouring competition for staff or their children with the available colouring-in sheet located on the branding resources page.



## Supported messaging

- Drive so others survive
- It takes all of us
- It takes all of us to drive real change.
- Moments matter
- Put your phone down. Moments Matter.
- Activate Do Not Disturb before driving.
- I pledge to drive phone free

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