

Road Rules Refresher road safety campaign 2026

Stakeholder and supporter kit



Enquiries

For more information to support your promotion, please contact:

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Community Road Safety

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

Department of Transport and Main Roads

<https://streetsmarts.initiatives.qld.gov.au/road-rules-refresher/>

About the campaign

Road Rules Refresher is a new campaign to refresh drivers' knowledge of, and encourage compliance with, the Queensland road rules to improve road safety and reduce road trauma.

In 2025, 306 people were killed and thousands more seriously injured on Queensland roads. Road rule violations are a major contributing factor in fatal and serious injuries on our roads. Stakeholders and the community support road rule education with 56% of Queenslanders believing up-to-date road rule information should be mandatory of all drivers.

Ten new road rule videos and a [webpage](#) have been developed focussing on the most misunderstood road rules which are:

- Merging
- Giving way (pedestrians)
- Safe following distances
- Roundabouts
- Giving way at intersections
- U-turns
- Solid white lines
- Motorcycle lane filtering
- Changing lanes
- Keeping left

Road rules change over time and vary across states and jurisdictions in Australia. Knowledgeable drivers are safe drivers. This campaign asks road users to take a few minutes to check they're up to date with the Queensland road rules via quizzes, videos and social media content.

How you can help

This stakeholder and supporter kit has been developed to help you promote videos showing the 10 most commonly misunderstood road rules. 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.

Refresh your road rules knowledge for safer roads

We ask individuals and communities to refresh their road rules knowledge to create safer roads for everyone.



@StreetSmartsQLD

[@linkedin.com/company/tmrqld](https://www.linkedin.com/company/tmrqld)

Find our **Road Rules Refresher** 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: #RoadRulesRefresher, #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.

Promote in your workplace or community group

Let your organisation, community group, or club know you support all drivers refreshing their road rules. Knowledgeable drivers are safer drivers.

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 Road Rules Refresher posters and pin them to a noticeboard
- Use the screensaver artwork on your digital displays
- Include a story and image on social media channel (don't forget Yammer, Viva Engage and Workplace if you use them)
- Conduct a workplace toolbox talk.

Educate your audience on the top 10 most misunderstood road rules

Sample newsletter content

Do you know when to indicate on a roundabout? When do you have to give way to pedestrians and cyclists? When can a driver cross a solid white line?

Road rules change over time and vary across states and jurisdictions in Australia. Knowledgeable drivers are safe drivers. Take a few minutes today to check you're up to date with the Queensland road rules.

[Organisation name] supports safe driving because we want our [staff/members/our community/school community] to get home so you can be there for the ones you love.

Refresh your road rules knowledge and encourage your friends and family to do a refresher so we can all get home safely.

We all have a role to play in making our roads safe – all road safety is local, so let's all do our bit to make our roads a safer place.

Sample social media or newsletter content

Queensland's 10 most misunderstood road rules

Merging

Not all merging rules are the same. Do you know the difference? Refresh your knowledge [here](#).

Giving way

Road safety is everyone's responsibility. Do you know when you need to give way to pedestrians? Find out [here](#).

Safe following distances

Rear-end crashes are the most common type of crash. Do you know the minimum safe following distance? Check your answer [here](#).

Roundabouts

More than half of Queensland drivers don't know the roundabout rules, do you? Find out [here](#).

Giving way at intersections

Intersections can be tricky. Refresh your knowledge [here](#).

U-turns

U-turns might seem simple, but fewer than half of Queensland drivers know the rules. [Here's a refresher](#).

Solid white lines

Crossing solid white lines can be dangerous. [Here](#) are the dos and don'ts to keep you and others safe on the road.

Motorcycle lane filtering

Do you know the lane filtering rules? More than half of Queenslanders don't, are you one of them? Find out [here](#).

Changing lanes

Changing lanes involves more than just using your indicator. View a refresher [here](#).

Keeping left

Keeping left isn't just courtesy, it's about safety and maintaining traffic flow. Do you have a loved one who could do with a refresher of this rule? Show them [this](#).

Artwork

Artwork can be downloaded from the [StreetSmarts website](https://streetsmarts.initiatives.qld.gov.au/stakeholder-library/).

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Road Rules Refresher campaign identifier

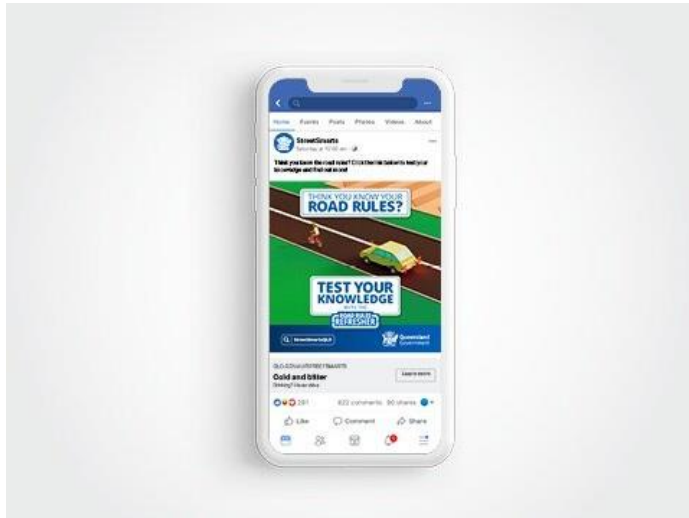


Full-length videos

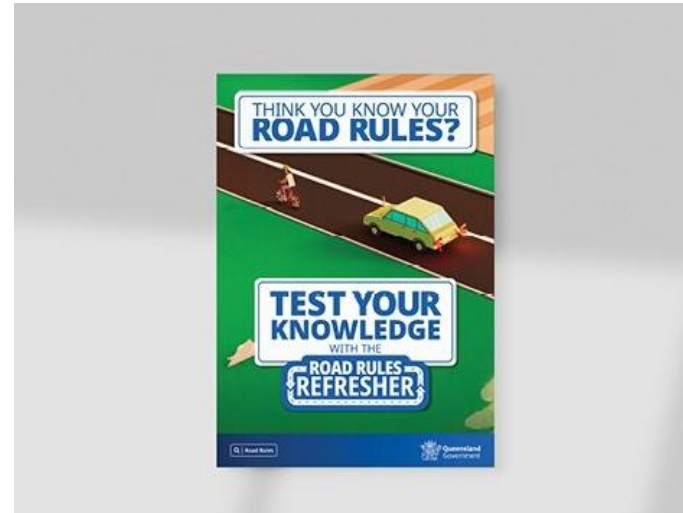


Link: <https://dtmr-jointhedriver.s3.ap-southeast-2.amazonaws.com/downloads/resources/bundles/Road+Rules+Full-length+Videos.zip>

Social media statics



Posters (digital and print)



Link: <https://dtmr-jointhedriver.s3.ap-southeast-2.amazonaws.com/wp-assets/wp-content/uploads/2026/06/18120303/Road-Rules-Posters.zip>

Banner



Screensaver



Flyer



Link: <https://dtmr-jointhedriver.s3.ap-southeast-2.amazonaws.com/wp-assets/wp-content/uploads/2026/06/24104715/Road-Rules-Flyer-1.zip>