



**TOOLKIT**

NATIONAL WALK SAFELY TO SCHOOL DAY 2026  
HOW TO GET INVOLVED

 National  
Road Safety  
Week 2026  
17-24 May

# IN THIS TOOLKIT

## 1 GETTING STARTED

Introduction	3
• About WSTSD	
Key messages	4
Register for Publicity	5
How to Get Involved	6

## 2 COMMUNICATION ASSETS

Proposed copy	7
• Social Media	
• Newsletter	

## 3 CREATIVE ASSETS

Creative Assets	8
• Social Media Tiles	
• Official Sticker	
• Official Poster	
• Official Video	
• Want more creative assets?	9

## 4 CONNECT WITH US

Road Safety Week	10
Key Contacts	11
• All States	
• Our Social Media	
Relevant Links	12

# Introduction

This toolkit has been prepared to help you get involved and make the most of National Walk Safely to School Day across your communication channels.

It contains key messages, images and other great assets to assist with your participation and to promote Walk Safely to School Day which also supports National Road Safety Week 2026.

## **About Walk Safely to School Day**

National Walk Safely to School Day 2026 is on Friday 22 May.

Now in its 27th year, the annual campaign encourages all primary school children, their parents and carers to walk safely and regularly to school.

Championed by the Pedestrian Council Australia, the initiative aims to raise awareness of the health, road safety, transport and environmental benefits that regular walking or alternative active transport (especially to and from school) can provide for the long term well-being of our children, not just on Friday 22 May, but every day. Apart from the physical benefits, regular walking also has a favourable impact on children's cognitive and academic performance.

More information can be found at [walk.com.au](http://walk.com.au)



# About Walk Safely to School Day

## Key Messages

- To encourage parents and carers to walk regularly and safely to school with primary school aged children
- To promote the health benefits of walking and to form regular walking habits
- To help children develop safe road crossing skills
- Ensure children up to the age of 10 years always hold an adult's hand when crossing the road
- To reduce car dependency and traffic congestion
- To reduce the level of air pollution created by motor vehicles
- To promote the use of public transport

## Fast Facts:

<b>WHAT</b>	National Walk Safely to School Day
<b>WHEN</b>	Friday 22 May 2026
<b>WHERE</b>	In all primary schools across Australia
<b>HOW</b>	Encourage children to build regular walking into their daily routine

For more information visit [walk.com.au](http://walk.com.au)

[Access our media release here](#)



Do you want to promote your school in the media?  
Register [here!](#)

Click [here](#)  
to register

We have media contacts throughout Australia who are looking to cover local stories to promote National Walk Safely to School Day. They would love to hear about your involvement, big or small.

If you want to see your school in the media\* - TV, radio, newspaper or online, for encouraging healthy habits, register [here](#).

\*Please note that media placements cannot be guaranteed



# Everyone can get involved

**Spread the word and tell parents, friends, carers, teachers and local businesses about the event!**

**For more information download our media release [here](#).**

## Schools

- Use the information in this toolkit and publish in your newsletter or parent notices via direct emails
- Display the poster on your noticeboard and around your school
- Access your school pack and tattoos for students [here](#)
- Give participating students their Walk Safely to School Day certificate [here](#)
- Encourage kids to print and colour-in the online poster [here](#)
- Ask your parents and caregivers to help promote and support the campaign and event
- Register your school for publicity for media opportunities
- Host a Healthy Breakfast (ask your P&C, council and local supermarket/grocery store to sponsor a breakfast at your school). For more ideas, [click here](#)
- For a whole lot more, click [here](#)



## Police

- Use the information in this toolkit and publish in your newsletter and social media channels
- Hand out tattoos
- Attend a local school media event on Friday 22 May to support the day
- Write and send out a media release about road safety

## Ministers

- Write and send out a media release promoting the significant benefits of walking regularly
- Post on your social media channels and newsletters
- Attend a local school media event on Friday 22 May to promote and support the day
- Be available for media opportunities

## Councils

- Use the information in this toolkit and publish in your newsletters, magazines and social media channels
- Attend a local school media event on Friday 22 May to support the day
- Sponsor a Healthy Breakfast
- Ask your mayor and councillors to walk with a local school
- Involve your road safety officers

# Need some help writing social posts or newsletter stories?

## Here are some ideas!

### Social Media Posts

The captions below have been created for your convenience. Please feel free to use this copy or craft your own. Be sure to use the hashtag **#WSTSD** and tag us [@NatWalkToSchool](https://www.facebook.com/NatWalkToSchool)

#### Recommended Social Media Post 1:

Here at [insert school's name], we encourage our students to walk some or all of the way to school as regularly as possible! On Friday 22 May our school will participate in Walk Safely to School Day in support of National Road Safety Week. Follow our walking journey on [insert social and digital platforms] **#WSTSD**

#### Recommended Social Media Post 2:

Calling all friends of [insert school's name]! Join us on Friday 22 May for Walk Safely to School Day in support of National Road Safety Week. Let's raise awareness about the importance of incorporating walking into our daily routine and teaching children about road safety. **#WSTSD**

#### Recommended Social Media Post 3:

Research shows that children who walk before school perform better. Walking at lunchtime or on the way home also offers significant benefits. On Friday 22 May we will be participating in Walk Safely to School Day, you should too! **#WSTSD**

### Newsletter Copy

[insert school's name here] is taking part in National Walk Safely to School Day on Friday 22 May 2026, also supporting National Road Safety Week.

Walk Safely to School Day also encourages positive environmental action, better use of public transport with reduced car-dependency and encourages parents and carers to walk more, reducing dangerous traffic congestion around schools.

Being active every day, including walking to school, can help make a difference for many Australians. Whether you're a parent, teacher, or carer - everyone has a role to play in helping children to lead active healthy lives.

Remember, Active Kids are Healthy Kids, so start planning your Walk Safely to School Day journey for Friday 22 May 2026!



# Creative assets

## Social Media Assets:



For all social media assets  
[Click here](#)

## Official 2026 Sticker



For stickers  
[Click here](#)

## Official National 2026 Poster



For all poster and flyer assets  
[Click here](#)

## Campaign Images



For all campaign images  
[Click here](#)

# Creative assets

## Want more?

For videos, education and more material to download, click [here](#) to head to our website to find out more.



## Unique Assets

Co-branded social media tiles can be created for your business upon request. Let us know your specs if you need something different

Please send requests to:

Dylan Hamilton-Foster

0404 064 171

[dylan@hamilton-foster.com](mailto:dylan@hamilton-foster.com)

# National Road Safety Week



National Walk Safely to School Day also appears on the National Road Safety Week calendar of events.

## About National Road Safety Week

National Road Safety Week is an annual initiative from the Safer Australian Roads and Highways (SARAH) Group, partnering road safety organisations and Government.

The week highlights the impact of road trauma and ways to reduce it.

More information can be found at [roadsafetyweek.com.au/road-safety-week](https://roadsafetyweek.com.au/road-safety-week)

## Connect with us on social media!

 [@nationalroadsafetyweek](https://www.instagram.com/nationalroadsafetyweek)

 [@NationalRoadSafetyWeek](https://www.facebook.com/NationalRoadSafetyWeek)



# Key contacts



## National Organisers

**Harold Scruby**  
 CEO of the Pedestrian Council of Australia  
 0418 110 011  
[mail@walk.com.au](mailto:mail@walk.com.au)

**Dylan Hamilton-Foster**  
 For any website queries  
 0404 064 171  
[dylan@webdesignjedi.com.au](mailto:dylan@webdesignjedi.com.au)

## National Media

**Gabrielle Leonello**  
 Director at littlelion PR  
 0425 554 454  
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## SA/NT/ACT

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## QLD

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 Cinnamon Watson Publicity  
 0432 219 643  
[cinn@cinnamonwatsonpublicity.com.au](mailto:cinn@cinnamonwatsonpublicity.com.au)

## Connect with us on social media!



[@NatWalkToSchool](https://www.instagram.com/NatWalkToSchool)



[@NatWalkToSchool](https://twitter.com/NatWalkToSchool)



[NationalWalkSafelyToSchoolDay](https://www.facebook.com/NationalWalkSafelyToSchoolDay)



[#WSTSD](https://www.facebook.com/hashtag/WSTSD)

# Relevant links

## Walk Safely to School Day website and all creative assets

[walk.com.au/wstsd/material.asp](http://walk.com.au/wstsd/material.asp)

## Register for publicity

[walk.com.au/wstsd/register-for-publicity.asp](http://walk.com.au/wstsd/register-for-publicity.asp)

## Campaign images

[dropbox.com/scl/fo/wu40lyosnveel1gxue6qg/AJDI0RnUL35xXfcywanKpUs?  
rlkey=cht6z762iqu0kh8sk4i53toei&st=gi4xinad&dl=0](https://dropbox.com/scl/fo/wu40lyosnveel1gxue6qg/AJDI0RnUL35xXfcywanKpUs?rlkey=cht6z762iqu0kh8sk4i53toei&st=gi4xinad&dl=0)

## Media release

[dropbox.com/scl/fi/fxcuzemjmu6897zrikr57/Walk-Safely-to-school-day-2025-Media-  
Release.pdf?rlkey=3t6ygxfc9l0crycf4lq96ujpd&e=2&st=tq6rfnip&dl=0](https://dropbox.com/scl/fi/fxcuzemjmu6897zrikr57/Walk-Safely-to-school-day-2025-Media-Release.pdf?rlkey=3t6ygxfc9l0crycf4lq96ujpd&e=2&st=tq6rfnip&dl=0)

## Host a healthy breakfast

[walk.com.au/WSTSD/host-a-healthy-breakfast.asp](http://walk.com.au/WSTSD/host-a-healthy-breakfast.asp)

## Contact us

[walk.com.au/wstsd/contact.asp](http://walk.com.au/wstsd/contact.asp)



THANK YOU!

