

School Crossing Program: Safe Crossings, Safe Kids

Stakeholder Toolkit

JUNE 2025



Safe Crossings, Safe Kids – Stakeholder toolkit

The Department of Transport and Planning has launched **Safe Crossings, Safe Kids**: a new road safety initiative to remind Victorians of the road rules and safe behaviours at school crossings.

Working with councils and the community, we're focusing on six key behaviours at school crossings to ensure the safety of our community, particularly students, school crossing supervisors.

We invite you to use this toolkit to educate your local community – particularly drivers – about safe behaviours around school crossings.

In the pack you will find:

- Key points and reminders on safe behaviours
- Information posters
- Social media posts
- E-newsletter story and eDM images
- Print newsletter advertisements
- Digital display advertisement (MREC)
- Audio for an On Hold phone message

Visit [Transport Victoria](#) for more information.



Thank you for your support
in ensuring this initiative
reaches your community.

How to use this pack:

1. Download the materials in this pack
2. Share the materials with your community
3. Post the social content on your school or council social media channels
4. Display posters in your facilities, libraries and community hubs
5. Include print ads in your newsletter and digital banners on your website
6. Add the on-hold audio recorded message to your phone holding line
7. Direct people to visit transport.vic.gov.au/schoolcrossings for more information

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Key messages

We've created 6 different visuals - each one paired with one of the key messages below:

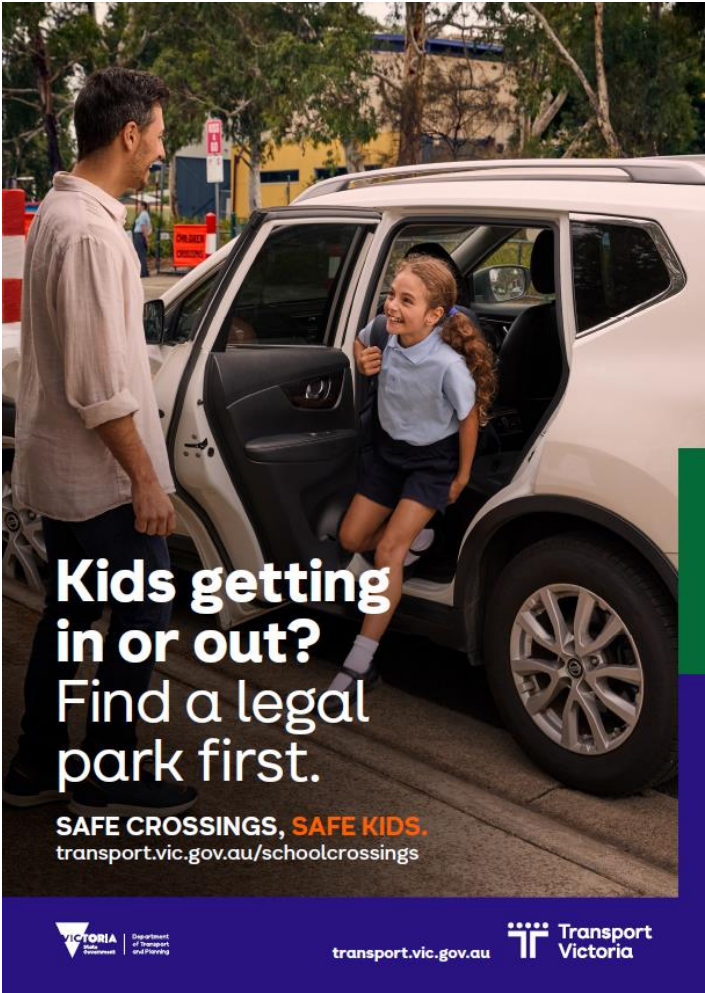
- Slow down around school crossings and prepare to stop.
- Respect School Crossing Supervisors, they're trained to support your children's safety.
- Stop and wait until the school crossing is clear of all pedestrians including supervisors.
- If the school crossing flags are displayed, you must give way.
- Don't let your children get in or out of your vehicle when stopped waiting at a school crossing.
- If you see a school crossing, use it.



▲ IMAGE: School Crossing Supervisor holding stop sign for student and parent to cross the road with a car stopped behind.

A4 posters

- There are 6 different posters available.
- Print them out and put them up at your:
- Local libraries and community centres
 - Schools and kindergartens
 - Council buildings or shared public spaces



Asset	Size	Output	Download
Digital Posters	A4	Static	<< download link >>

Social media materials

We’ve provided 6 different social media tiles, which can be shared on your social media channels.

Consider using our handle to tag us when posting across:

- Facebook, www.facebook.com/transportvictoriagov
- Instagram, [@transport.victoria](https://www.instagram.com/transport.victoria)

Suggested social copy:

Our crossing supervisors do an amazing job, but they can’t do it alone. Let’s all do our part on the road to keep our kids safe. Remember to:

- Slow down around school crossings.
- Give way when the flags are up.
- Stop and wait for everyone to cross.
- Don’t let kids in/out of the car at crossings.
- If you see a school crossing, use it.

The rules around school crossings aren’t just courtesy, they’re the law. To find out more visit transport.vic.gov.au/schoolcrossings

Asset	Size	Output	Download
Social Tiles	1080x1350px	Static	<< download link >>



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E-newsletter story (eDM)

Email banners go at the top of the email and email body tiles can be used throughout to break up the text.

Headline: Safe Crossings mean Safe Kids

We’re reminding the community to slow down and take care at school crossings. Our school crossing supervisors do an amazing job, but they can’t do it alone. Let’s all do our part to keep our kids and crossing supervisors safe.

Remember to:

- Slow down around school crossings and prepare to stop.
- Respect School Crossing Supervisors, they’re trained to support your children’s safety.
- Stop and wait until the school crossing is clear of all pedestrians including supervisors.
- If the school crossing flags are displayed, you must give way.
- Don’t let your children get in or out of your vehicle when stopped waiting at a school crossing.
- If you see a school crossing, use it.

The rules around school crossings aren’t just courtesy, they’re the law. To find out more, visit transport.vic.gov.au/schoolcrossings

Asset	Size	Output	Download
eDM Header Banner	600x300px	Static	<< download link >>



Asset	Size	Output	Download
eDM Body Tiles	305x305px	Static	<< download link >>



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Print/digital advertisements

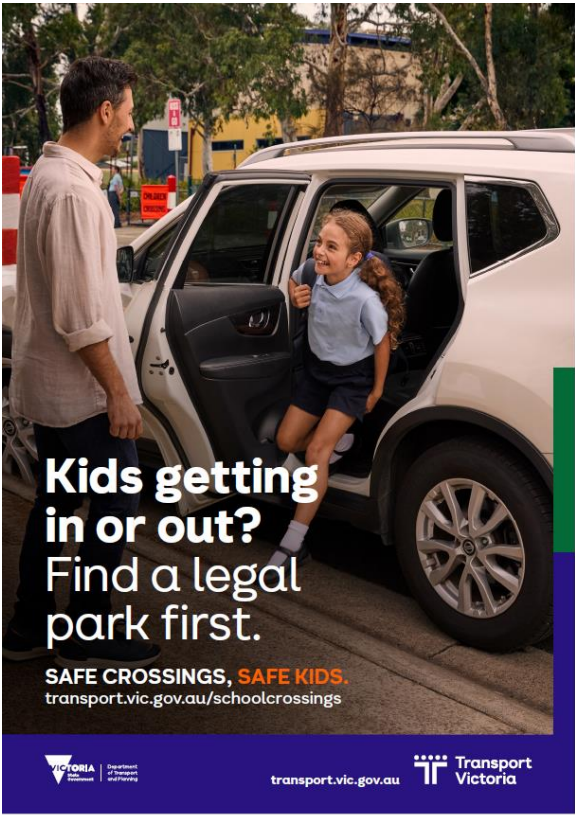
These images are suitable for placement in printed council newsletters, school newsletters and community bulletins.

- Use RGB files for digital newsletters
- Use CMYK for printed newsletters

Asset	Size	Output	Download
1/4 Page Horizontal	262mm(w)x92mmm(h)	Digital RGB	<< download link >>
1/4 Page Horizontal	262mm(w)x92mmm(h)	Print CMYK	<< download link >>



Asset	Size	Output	Download
1/4 Page Vertical	129mm(w)x 188mm(h)	Digital RGB	<< download link >>
1/4 Page Vertical	129mm(w)x 188mm(h)	Print CMYK	<< download link >>



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Digital display

This digital display can be used on council websites, school websites, community digital display boards or in email footers. It is formatted for use across digital advertisement placements. Consider linking the MREC to the [Transport Victoria](#) website for more safety information.

On-hold audio message

Add this short audio message to your phone lines or community centre on-hold systems. The brief audio recording delivers a clear and engaging reminder about safe behaviours at school crossings in the voice of a friendly student.

Asset	Size	Output	Download
MREC display	300x250px	Animated .Gif	<< download link >>



Asset	Size	Output	Download
Audio recording	30 sec	.Mp3 / .Wav	<< download link >>

VO Script

Thanks for holding. We know waiting can be frustrating, but at school crossings, it saves lives. If you see a school crossing, use it. If you're driving, slow down and prepare to stop. Give way when the flags are up, wait for everyone to cross, and always treat crossing supervisors with respect. Safe crossings, Safe Kids.

Learn more at transport.vic.gov.au/schoolcrossings



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Transport Victoria Website

The Transport Victoria website has up to date information on the rules at school crossings.

We invite you to link all digital assets to this website, so community members can find out about how to stay safe, and keep others safe, at school crossings..

Visit transport.vic.gov.au/schoolcrossings

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 Safe Crossings Safe Kids

Safe Crossings, Safe Kids

We can all do our part to help children get to and from school safely. The Safe Crossings, Safe Kids initiative is a reminder on the rules and important behaviours at school crossings.

On this page

- [Safe behaviours at school crossings](#)
- [Identifying a school crossing](#)
- [Posters](#)

Safe behaviours at school crossings

As kids travel to and from school it's important for drivers, pedestrians and cyclists to be aware and take extra care during these busy times. Following the road rules at school crossings doesn't just keep our community safe, it is also the law.

Thank you

For more information, please contact
Road Safety partnerships team:

scsp@transport.vic.gov.au



Department
of Transport
and Planning