

The Safe Migration Project

Starting Primary School

Schools Pack

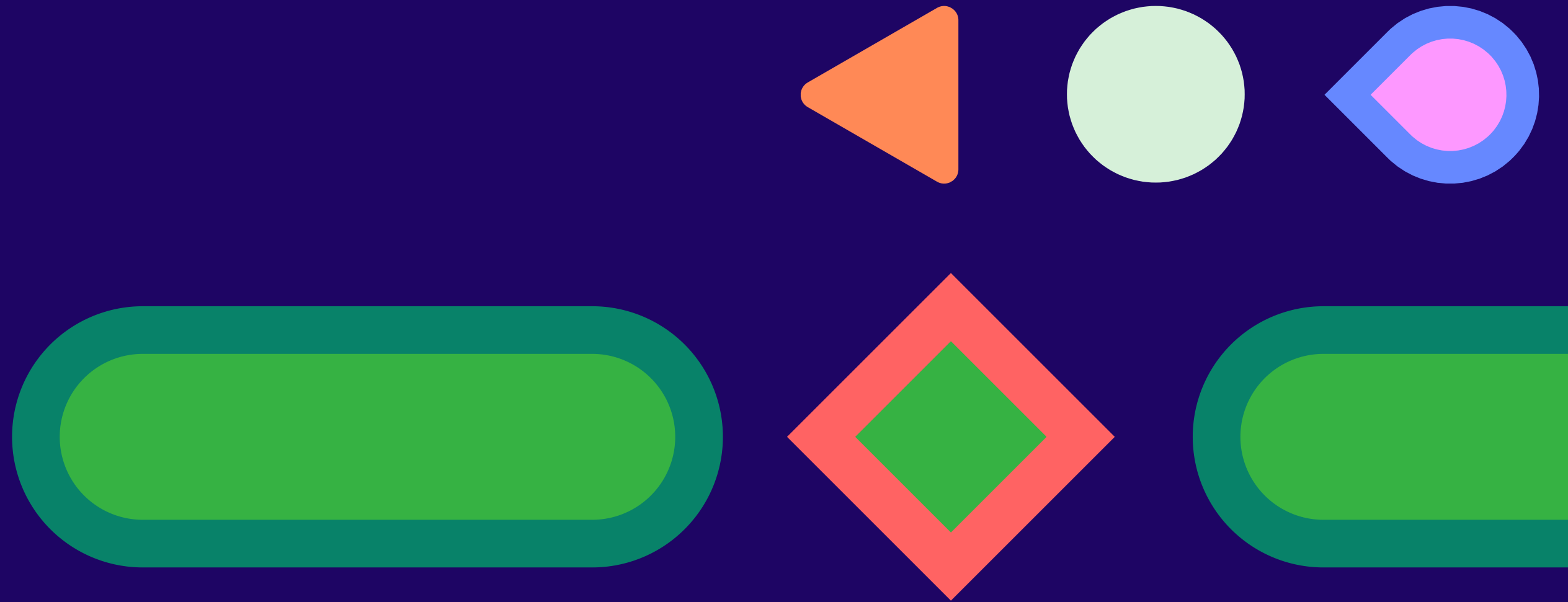
Downloadable resources to share with your school community.



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Introduction



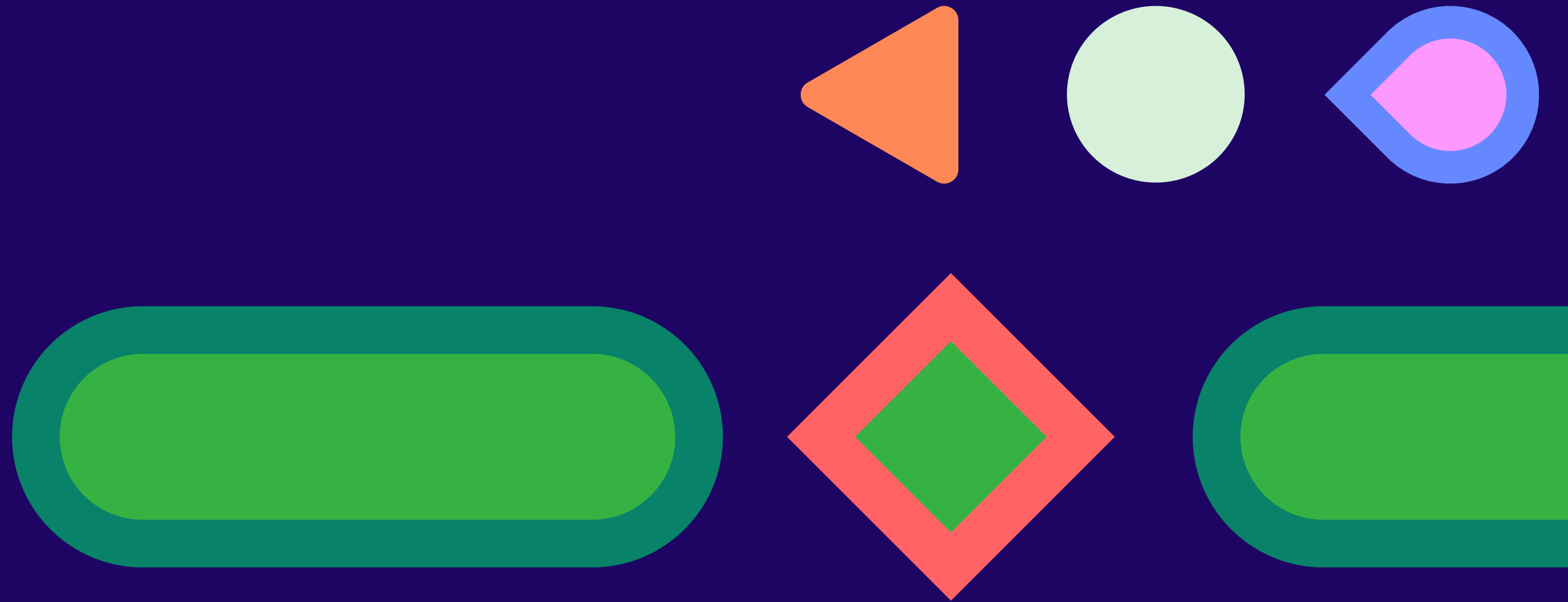
Introduction

Keeping your youngest students safe on their journey to and from school is a priority we all share. The TAC's Safe Migration Project is an initiative designed to give parents and carers practical tips to help their children travel safely to and from primary school.

We have provided schools with engaging, easy-to-follow resources that you can share with parents and carers to support safe travel habits from day one. These resources are ready for you to pass on to your school community at key moments, such as during Prep orientation or when welcoming new students.

By sharing these resources, you'll empower parents and carers to feel more confident about their children's safe travel while reinforcing your school's role as a proactive community that prioritises student safety and wellbeing.

Messaging



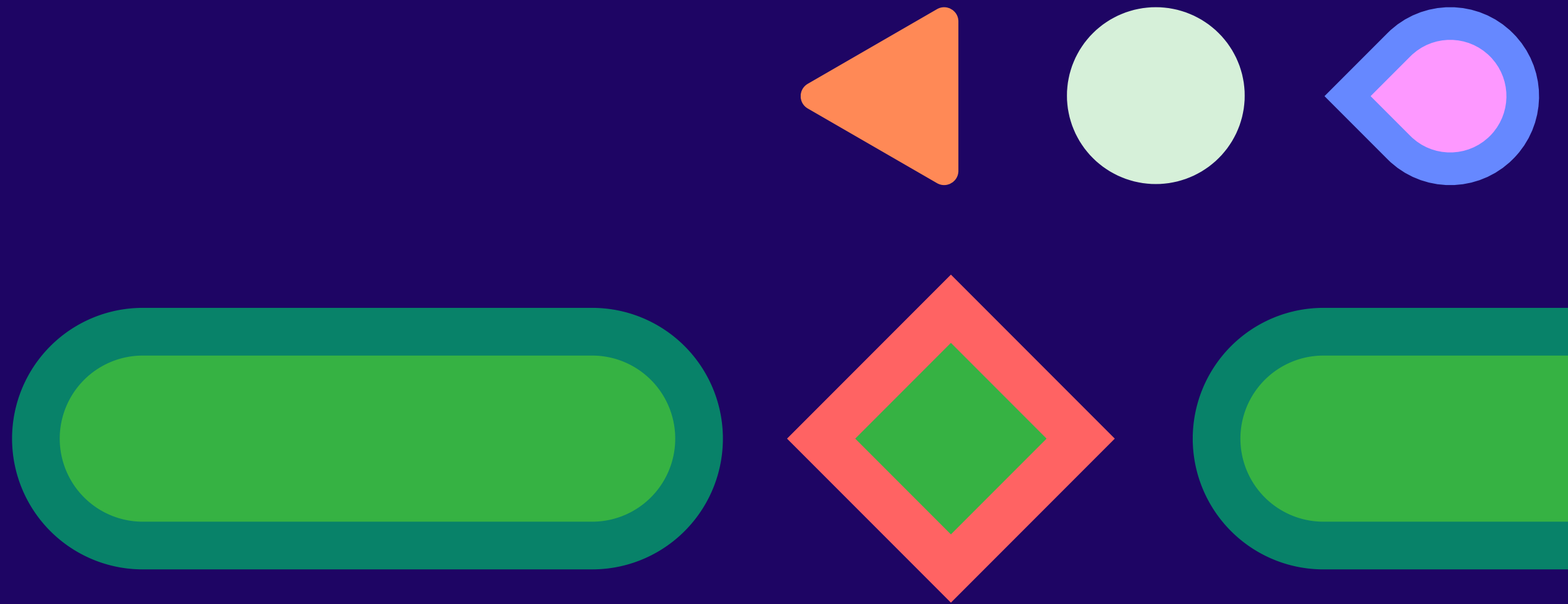
Messaging

The TAC encourages you to share the key messages from the Safe Migration fact sheet with your school community to help raise awareness of tips to help children travel safely to and from primary school.

There are a range of helpful messages about:

- Safe active travel and route planning
- Walking to school with children
- Riding safely on scooters and bikes
- Ensuring children are safe as passengers
- Slowing down and driving safely around school neighbourhoods
- Considerations for pick-up and drop-off.

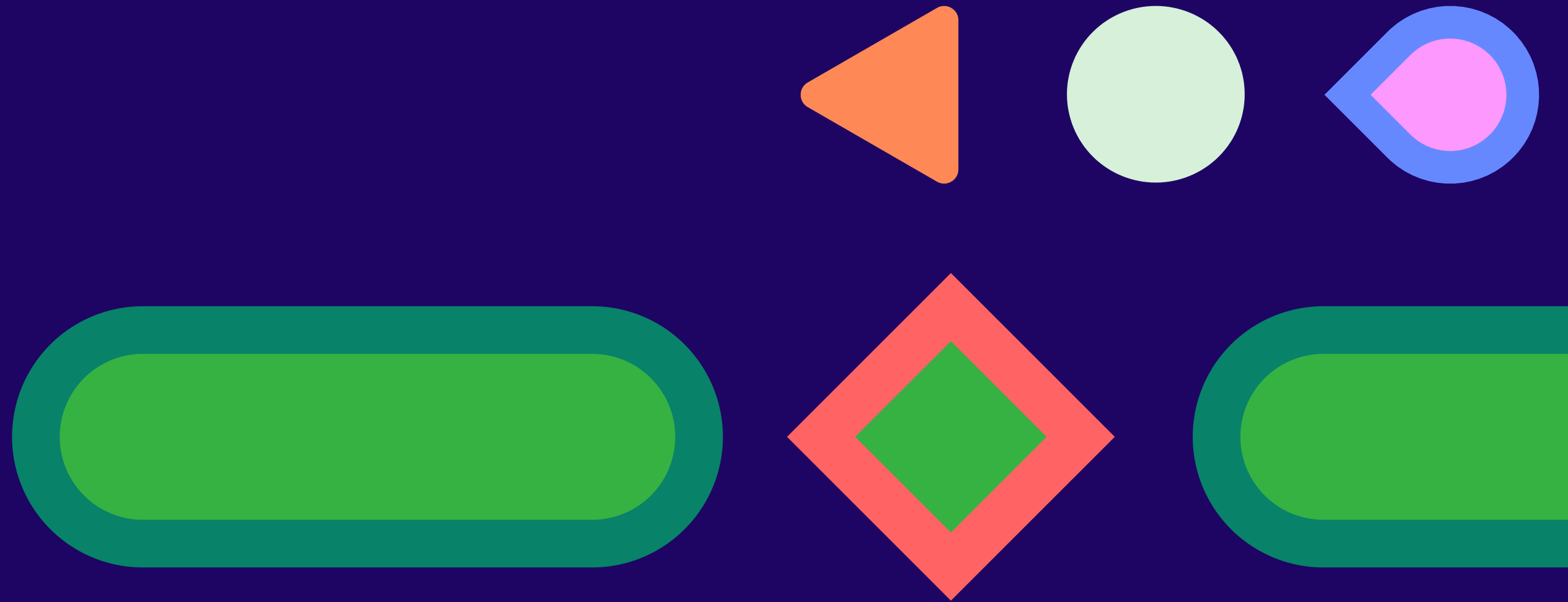
What you can do



What you can do

To support the project, this pack includes digital assets to share with your school network. Click the links on each page to download the assets to your device and read our tips on how to use and share each resource and asset below.

Assets



Fact sheet

The TAC has created a helpful fact sheet (available in multiple languages) with practical, easy-to-follow safe travel tips for parents and carers.

How to use the fact sheet:

- Share the fact sheet in your school newsletter, emails, or social media to reach parents and carers directly
- Incorporate it into Prep orientation sessions or parent information nights to start a conversation about safe travel to and from school
- Embed a link to the fact sheet on your school website to keep it easily accessible for families
- Encourage families to read the fact sheet and discuss safety tips with their children as part of building safe travel habits.

Tip: The fact sheet is a great way to introduce your school's involvement in the TAC's Safe Migration Project and reinforce your commitment to student safety and wellbeing.



[Download Fact Sheet](#)

Newsletter content

We've developed 4 ready-to-use newsletter articles that your school can easily include in upcoming newsletters or parent communications. Each piece aligns with the TAC's Safe Migration Project and helps families build safe travel habits.

#1 Newsletter - Support your child to travel safely to and from school

Advised to go in school's November newsletter.

Copy:

As a school community, we're committed to supporting safe travel habits from the very beginning of primary school. Through the TAC's Safe Migration Project we'll be sharing practical tips and resources with parents and carers to support you and your children to travel safely to and from school - whether by walking, riding, scootering, or driving.

We encourage you to take a look at the resources on offer, designed to spark important conversations about safe travel to and from school.

[Click here to read the fact sheet](#) (available in multiple languages) for practical and easy-to-follow safe travel tips.

#2 Newsletter - Safe active travel tips

Advised to go in school's December newsletter.

Copy:

Choose safe active forms of travel to school this summer. As the warmer weather arrives, we see more families walking, riding, and scootering to school. Active travel is a healthy, social, and environmentally friendly way to get to and from school - but it's important to stay safe on the journey.

Here's a quick safety checklist before walking, riding, or scootering to school with your child:

- plan the safest route (this is not always the quickest)
- choose quieter streets with lower speed limits (ideally 40km/h or less)
- cross at pedestrian crossings, signals, or where drivers can see you
- always wear a helmet (it's the law and reduces injury risk by 74%)
- choose footpaths, shared-use and bike paths
- stay close and actively supervise them at all times
- role model 'Stop, Look, Listen and Think' when crossing roads
- always hold their hand when near traffic and crossing roads.

By taking these simple steps, we can all enjoy the benefits of safe active travel.

[Click here to read the Safe Migration fact sheet](#) (available in multiple languages) for more tips on safe travel to and from school.

HOW TO USE THEM:

- Copy and paste the newsletter content directly into your school's e-newsletter or parent update
- Share articles on suggested months to keep safety messages consistent and visible throughout the year.

Newsletter content cont.

#3 Newsletter - Planning your safe school journey

Advised to go in school's January newsletter.

Copy:

Welcome to our new Prep families!

We warmly welcome all our new Prep students and their parents, carers and families as you begin your exciting school journey!

Starting primary school is the perfect time to build safe travel habits to and from school. Whether your family walks, cycles, scoots, or drives, there are simple steps we can all take to make every school journey safer.

We're excited to share the TAC's Safe Migration Project resources with you, designed to give schools and families the support needed to help children travel safely to and from school.

Read the fact sheet (available in multiple languages) for practical, easy-to-follow safe travel tips for parents and carers, [available here](#).

Let's work together to make every school journey a safe one.

#4 Newsletter - A safe start for our Prep families

Advised to go in school's February newsletter.

Copy:

Congratulations to our new Prep families on completing the first month of school! We know this is a big transition, and we're so proud of how our students (and parents and carers) are settling into school life.

As you and your child continue to establish your daily routines, it's a great time to revisit the safe travel tips and resources available through the TAC's Safe Migration Project. These practical tools are designed to help families travel safely to and from school, whether you're walking, cycling, scootering, or driving.

Read the fact sheet (available in multiple languages) for practical, easy-to-follow safe travel tips for parents and carers, [available here](#).

At **[Insert School's Name]**, we're committed to supporting the safety of every child in our school community.

PowerPoint slides

The PowerPoint presentation includes key messages for parents and carers on travelling safely to and from school.

How to use it:

- Include it as part of your Prep Orientation sessions or any opportunity safe travel is at the forefront of your school's communications
- It can be edited to include tips that are specific to your school community.



Feel free to add extra slides to suit your school community, but please do not alter existing road safety content.



[Download PowerPoint slides](#)

A3 Poster

The A3 poster is designed to help remind families about safe travel habits to and from school, whatever form of transport they choose. It reinforces your school's commitment to supporting safe journeys to school and your involvement in the TAC's Safe Migration Project.

How to use it:

- Print and display the poster near Prep classrooms, school entrances, or anywhere parents and carers will see it regularly
- Laminate for durability, especially if displayed outdoors or in high traffic areas
- Use it as a conversation starter with families – it's a great way to highlight your school's focus on helping students and their families travel safely to and from school
- Share digitally in newsletters or on your school's website or social media to extend its reach.

[Download A3 Poster](#)

TIP:

Place the poster where parents wait or walk past daily — it's a simple but effective way to keep safe travel front of mind.



WhatsApp Posts

We've prepared 2x ready to send WhatsApp messages for your school to share with parents and carers of Prep students. These messages are designed to be quick, engaging reminders about safe travel routines.

TIP:

Post one message in January or early February, and the second later on in February or early March, to keep safety top of mind as families establish daily travel routines.

How to use them:

- Send to your Prep parent who is in charge of parent communications in January or February, when new families are settling into school routines
- Encourage them to copy and paste the text directly from the Schools Pack – no editing needed.

#1 WhatsApp post

Advised for schools to send in February to parents to post.

Suggested Copy:

This helpful fact sheet from the TAC's Safe Migration Project provides practical, easy-to-follow tips for parents and carers to support their child to travel safely to and from primary school.

[Insert School Name] will continue to provide parents and carers with practical tips and advice on how to ensure our children are safe while travelling to and from school.

 View the fact sheet here:

www.roadsafetyeducation.vic.gov.au/safemigration-primary

#2 WhatsApp post

Advised for schools to send in March to parents to post.

Suggested Copy:

Safe school journeys are a priority for our teachers and staff at **[Insert School Name]**. We'll continue to share practical tips and resources to support safe travel to and from school - whether by walking, riding, scootering, or driving.

 Get more safe travel tips here:

www.roadsafetyeducation.vic.gov.au/safemigration-primary

[Download WhatsApp tile](#)

Social media posts

We've created 3 ready-to-use social media posts with accompanying carousel assets for your school to share on your channels.

How to use them:

- Download the assets below and consider using the messaging and wording provided from this pack for your social media caption
- Post on your school's Facebook, Instagram, or community pages to remind families about safe travel to and from school.

Tips: To make the post your own, you can:

- Use the provided social media tile
- Tailor your message to your school's tone and add any specific tips. Eg. "Parents, make sure you park on Smith St to drop your children off"
- Share posts on suggested months to keep safe travel front of mind throughout the Term.

Social media post #1

Suggested for schools to post in November.

Suggested Caption:

We're proud to support our school's commitment to road safety and helping children travel safely to and from school, whether they're walking, riding, scootering, or being driven.

Because at **[Insert School's Name]**, the safety of our students always comes first. 🧡🚶

Visit The Safe Migration Project website to find out more - www.roadsafetymigration.vic.gov.au/safemigration-primary.

#TACSafeMigrationProject #RoadSafety

[Download Assets](#)

*Please download the assets and upload them as a carousel on Facebook or Instagram (order of carousel is numbers in the file name). There are sizes for both feed posts and stories.

4:5 (in-feed posts)

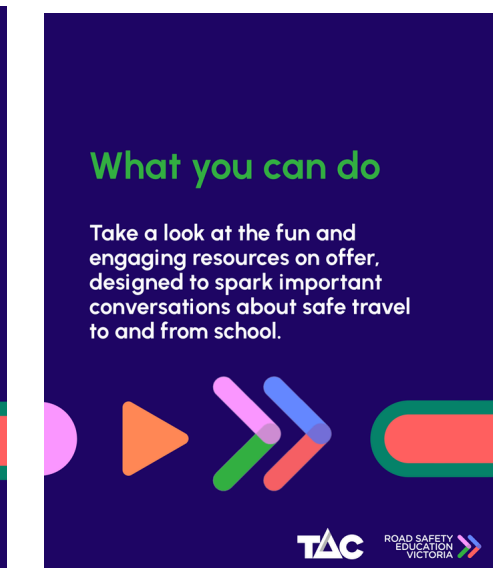
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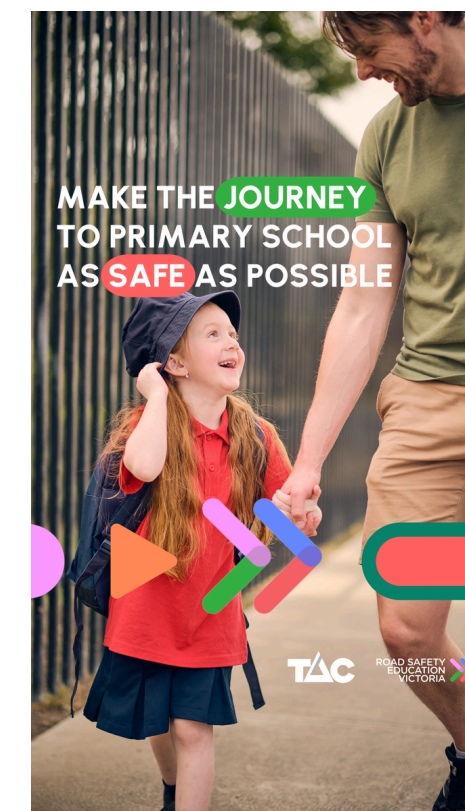
2.



3.



9:16 (Stories)



Social media post #2

Suggested for schools to post in December 2025.

Suggested Caption:

🚲 Make your child's active journey to primary school a safe one. 🚶

Whether your family walks, cycles, scoots, or drives, there are simple steps we can all take to make every journey safer.

Swipe to see tips on planning the safest route if you are walking, riding or scootering to school. Together we can support our children to travel safely to and from school.

We're proud to share these tips and support safe school journeys as part of the TAC's Safe Migration Project.

Visit The Safe Migration Project website to find out more - www.roadsafetymigration.vic.gov.au/safemigration-primary.

#SafeSchool #SafeMigrationProject #RoadSafety

[Download Assets](#)

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4:5 (in-feed posts)

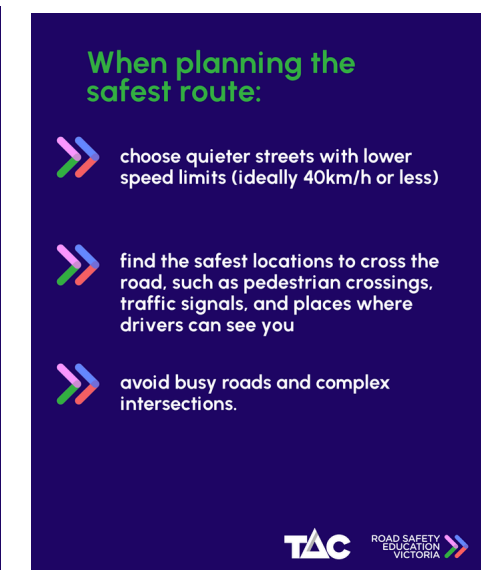
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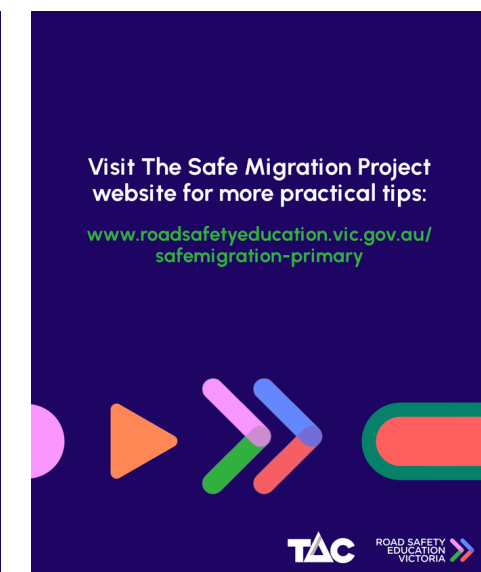
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5.



6.



9:16 (stories supplied in link to download)

Social media post #3

Suggested for schools to post in March.

Suggested Caption:

🚶 Make your child's journey to primary school a safe one. 🚶

There are simple steps we can all take to make every school journey safer when driving around school neighbourhoods.

Swipe to see tips for keeping children safe when travelling by car. Together we can support safe journeys to and from school. We're proud to share these tips and prioritise safe travel for our school community as part of the TAC's Safe Migration Project.

Visit The Safe Migration Project website to view the resources and find out more - www.roadsafetyeducation.vic.gov.au/safemigration-primary.

#SafeSchool #SafeMigration #RoadSafety

[Download Assets](#)

*Please download the assets and upload them as a carousel on Facebook or Instagram (order of carousel is numbers in the file name). There are sizes for both feed posts and stories.

4:5 (in-feed posts)

1.



2.

To ensure children are safe as passengers:

- make sure they travel in the rear seats
- use the correct child restraint or booster seat until they pass the 5-step test (usually 10–12 yrs)
- help them enter and exit the car using the safety door - the rear passenger door, closest to the kerb.

The 5-Step Test

Only when you can say YES to all 5 steps can your child move to an adult seat belt for that particular car.

1. Back against the vehicle seat
2. Knees bent at the edge of the seat
3. Lap belt on top of thighs, not on belly
4. Shoulder belt between neck and shoulder
5. Sit properly and can stay seated for the whole journey

3.

Help make school neighbourhoods safe by:

- slowing down when driving
- taking extra care, as children can be easily distracted and unpredictable when using roads
- parking away from the school and walking to the gate to reduce congestion
- using designated pick-up and drop-off zones properly.

4.

Visit The Safe Migration Project website for more practical tips:

www.roadsafetyeducation.vic.gov.au/safemigration-primary

9:16 (Stories)

1.



2.

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Visit The Safe Migration Project website for more practical tips:

www.roadsafetyeducation.vic.gov.au/safemigration-primary

Additional resources

Click the below links to learn more.

- [Child car seats](#)
- [Cycling with children](#)
- [Bicycle helmets](#)
- [Road Safety Education Victoria](#)

If you have any questions about these resources, please contact the TAC Education Team at roadsafetyeducation@tac.vic.gov.au