

MEDIA RELEASE

Shine a Light on Road Safety Returns in May 2026

Amber Community is proud to launch its annual Shine a Light on Road Safety campaign, a statewide initiative raising awareness of road safety, supporting people impacted by road trauma, and raising vital funds for Amber Community to continue its work to reduce the incidence impact of road trauma.

Running throughout May 2026, the campaign brings together individuals, families, workplaces, and communities across Victoria from metropolitan Melbourne to regional towns to honour lives lost, support those affected, and drive positive change for safer roads.

Why this campaign matters

Road trauma continues to have a devastating impact on Victorian families and communities across metropolitan and regional Victoria. Every life lost or changed forever is one too many, and action is needed to reduce preventable crashes on our roads

Shine a Light on Road Safety highlights the urgent need for safer choices on our roads and encourages everyone to play their part in preventing crashes and injuries.

Funds raised through the campaign enable Amber Community to deliver free counselling, support services, and evidence-based education programs for people affected by road trauma across metropolitan and regional Victoria.

Community Walk & Wheel – Melbourne

Our annual Community Walk & Wheel at Albert Park Lake on Sunday 24 May 2026. This inclusive and family-friendly event invites participants to walk, ride, wheel, or push a pram over either a 2km or 5km course in support of those impacted by road trauma and drive positive change on our roads.

Event details:

Location: Palms Lawn, Albert Park Lake

Registration: 10:00am

Speeches: 11:15am

Walk start: 11:30am

The event will feature special guest speakers, including representatives from government, emergency services, and Amber Community's lived experience volunteers, who will share powerful messages about the importance of road safety.

Fundraise Your Way – May 2026

Throughout May, Victorians are encouraged to get involved through Fundraise Your Way, combining fundraising with meaningful road safety awareness activities in their local communities.

Participants can choose how they support the campaign, from walking, running, swimming, and cycling to hosting community events, workplace challenges, road safety awareness activities, school or sporting club

initiatives, and conversations that promote safer driving behaviours and raise awareness of the impacts of road trauma.

Every fundraiser contributes to Amber Community's vital counselling, education, and peer-support services for people affected by road trauma.

Tribute Wall

There is now a new way to get involved with the Shine a Light on Road Safety campaign.

The Tribute Wall is a special space where you can share a message or photo in memory of someone, or simply to raise awareness. It's a meaningful way to show your support and connect with the road safety community.

Regional communities: Driving change locally

Regional communities are a vital part of the Shine a Light on Road Safety campaign, playing a part in raising awareness, starting conversations, and promoting safer road use in towns and regions across Victoria.

For those unable to attend the Melbourne Walk & Wheel, Fundraise Your Way offers meaningful opportunities to participate locally, including community walks, barbeques, bake sales, sporting events, school and workplace activities, and community conversations.

By taking action locally, regional Victorians help strengthen conversations around road safety and foster safer driving behaviours in their communities.

A united commitment to safer roads

The campaign is proudly supported by the Transport Accident Commission, the Victorian Government, and a group of committed campaign sponsors and road safety partners, demonstrating a shared commitment to improving road safety outcomes across the state.

Headlights Day Friday 22 May 2026

On Friday 22 May 2026, motorists across metropolitan and regional Victoria are encouraged to turn on their headlights during the day as a simple but powerful symbol of their commitment to road safety and remembrance.

Illuminations National Road Safety Week

During National Road Safety Week (17–24 May 2026), metropolitan and regional landmarks and community spaces will be illuminated in yellow to amplify the campaign message and encourage reflection on safer driving.

Get involved

Victorians are invited to take part by registering for the Community Walk & Wheel, hosting a local event, or starting a fundraiser.

Together, we can shine a light on road safety, honour those we have lost, and support those living with the impact of road trauma.



For more information and to get involved, visit: <https://getinvolved.ambercommunity.org.au/event/shine-a-light>

Media and campaign contacts

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