



Supporting *Future-Ready* Students

# Safe Roads, Secure Futures Competition 2025: A Road Safety Competition

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Insurance.



## What is this competition about?

- Learn about road safety and ways to protect yourself and other motorcycle users.
- Ideate a campaign that inspires motorcyclists to be safer on the roads.
- Open to secondary school students at Malaysian national schools.



**Submission Dates: 6 Oct – 2 Nov**

**Winners announcement: 21 Nov**

## What is in this competition pack?

### Overview

- What the competition is about



### Learning

- Road Safety Challenges for Riders
- Risk Management Strategies



### Competition

- How to participate
- Example of campaigns

## What Does Transportation Mean to You?

For many students, motorcycles = freedom, independence, and connection.

But freedom also comes with risks.

? How does having access to a motorcycle help you feel more independent and able to manage daily life?

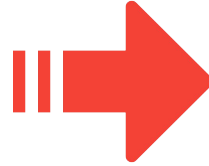


# The Story of Amir\*



**Before Accident**

- Amir's daily life involves:
- Riding to school
  - Meeting friends
  - Working part-time jobs



**After Accident**

- Amir's motorcycle accident affects lives:
- Missed school
  - Financial costs
  - Family worry

**Amir's story is not an isolated case**

\*fictional character

# Road Safety in Malaysia

More than 60% of road accident deaths in Malaysia involve motorcyclists (MIROS, 2023).



Young riders (16–25) among the most affected.

Common situations that increases risk:

- Rushing → speeding
- Checking phone → distracted driving
- Skipping helmet → severe injuries

# Cost of Accidents

**Accidents are not just about money. The effects:**



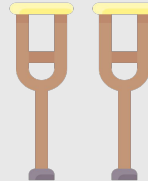
**Financial**  
vehicle repairs,  
medical bills



**Social**  
missed school,  
isolated from friends



**Emotional**  
stress, trauma for  
family



**Physical**  
injuries, long recovery

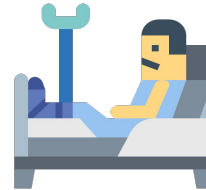
**? How do you think accidents change a person's life?**

# Ways to manage road risk

We can't control everything that happens on the road, but there are ways to manage risk. Four ways to manage road risk are:

**Accept**

**Avoid**



**Reduce**

**Transfer**



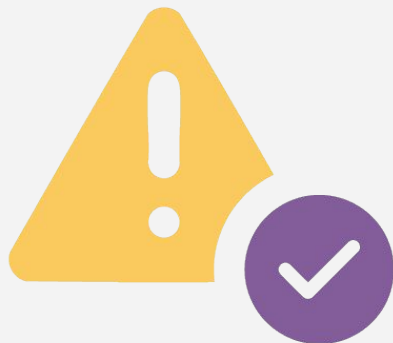
# Ways to manage road risk

Imagine this:

You're getting ready to ride your motorcycle to school, but suddenly heavy rain starts. The road looks slippery, and visibility is poor.

What would you do next?





**You accept the risks involved  
when riding in the rain.**

*For example: Riding the motorcycle  
in the rain but staying alert.*



**You stay away from risks.**

*For example, taking the bus instead of riding the motorcycle.*



**You take steps to make something safer.**

*For example, check that your motorcycle tyres have good grip, wear waterproof gear like a rain jacket, and wait under shelter if the rain is too heavy.*



**You make someone else responsible for possible financial loss.**

*For example, buying insurance so the company helps pay if you get into an accident.*



But remember: insurance only covers the cost. The accident itself: **injuries, stress, or time lost** will still affect you. Staying safe is always the better choice.



## Key Takeaway

***Is it important to understand and manage road risks to create safe roads for ourselves and others.***



# Students as Changemakers

## Your Role

How can you inspire other young people to stay safe on the roads?

Come up with a campaign idea for your peers.



# How to Participate

## Step 1

### Research

Identify the key motorcycle safety issues in your community, whether from road conditions, traffic, or rider habits.



## Step 2

### Plan

Ideate a persuasive, youth-friendly campaign on motorcycle safety. Show us your creativity in how you design and bring it to life.



## Step 3

### Submit

Send in your entry following the guide to win cash prize!





# Examples of Campaigns

## Examples



**Social Media  
videos/posts**



**Posters, comics,  
or infographics**



**School mural or  
banner**



**Programme with  
peers**



**School Performance**



**Collaborating with  
teachers or  
community leaders**

**And many more  
creative ideas!**

# Participate now!

## SAFE ROADS, SECURE FUTURES COMPETITION 2025



Ideate a campaign to promote road safety among motorcyclists and stand a chance to win cash prizes up to RM1,500!

Submit your entries by 2 Nov 2025

### HOW TO PARTICIPATE

#### STEP 1: RESEARCH

Identify road safety issues in your community!

#### STEP 2: PLAN

Ideate a youth-friendly campaign idea to promote safer roads.

#### STEP 3: SUBMIT

Send in your entry for a chance to win funding to run your campaign!

Submission closes 2 Nov 2025  
Winners will be announced on 21 Nov 2025

### CATEGORIES



*This competition is open to ALL national secondary school students in Malaysia in these categories:*

Category A Forms 1 to 3	Category B Forms 4 to 5
Gold Award: RM 1,500	
Silver Award: RM 1,000	
Bronze Award: RM 700	
Two Distinction Awards: RM 400 each	



Visit [finco.my/finco-safe-roads-secure-futures-competition](https://finco.my/finco-safe-roads-secure-futures-competition) to understand:

- Participation guidelines
- Judging criteria
- Terms and conditions



**Thank You!**

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