

MEDIA ADVISORY

3 May 2011



25 National Circuit
FORREST ACT 2603
Tel: (02) 6253 6900
www.atatruck.net.au

ROAD SAFETY AND TRUCKING CAREERS EXHIBITION COMES TO TASMANIA

- Excellent photo/vision opportunity of school students and visitors interacting with computerised road safety displays.
- Excellent opportunity for interviews, including radio, about the trucking industry and road safety.

The Australian Trucking Association's travelling exhibition centre, the *Road Ahead*, will visit students in Tasmania over the next three weeks.

The *Road Ahead* is a state-of-the-art semitrailer filled with interactive displays about road safety and the trucking industry. The exhibition centre travels to schools, colleges and shows across the country, and cost the industry and its suppliers about \$1.3 million.

The details of the Tasmanian tour are as follows:

| Date | Venue |
|--------|--|
| 5 May | Agfest, Quercus Park near Carrick and Bracknell, south of Launceston |
| 6 May | Agfest, Quercus Park near Carrick and Bracknell, south of Launceston |
| 7 May | Agfest, Quercus Park near Carrick and Bracknell, south of Launceston |
| 9 May | Rosebery District High School |
| 10 May | Mountain Heights School |
| 12 May | Claremont College |
| 13 May | Cosgrove High School |
| 14 May | Salamanca Market |
| 16 May | Kings Meadows High School |
| 17 May | Oatlands District High |
| 18 May | Scottsdale High |
| 19 May | Launceston Mall |
| 20 May | Cressy District High School |

We would be happy to organise picture/vision opportunities or interviews to suit your requirements. The attached pages give a background of The Road Ahead program as well as illustrating some of the picture opportunities that will be available.

Media contacts: Bill McKinley 02 6253 6900 / 0488 292 823
Stephen Williamson 02 6253 6900 / 0438 867 850

National Voice of the Australian Trucking Industry

BACKGROUND BRIEF

THE ROAD AHEAD TRAVELLING EXHIBITION

Introduction

The Road Ahead travelling exhibition is a state-of-the art semitrailer filled with interactive displays about the trucking industry and road safety. The semitrailer was built specially for the Australian Trucking Association and has fold out sides to increase the size of the exhibition space.

The trucking industry and its suppliers are financing the \$1.3 million project. A wide range of companies, organisations and individuals have made contributions to the project.

What's the exhibition for?

The goals of the exhibition are to:

- provide motorists with important tips about sharing the road safely with trucks. A significant number of accidents involving trucks are caused by other drivers, often because they have not been taught that trucks handle differently to their cars;
- provide secondary school students with information about careers in the trucking industry and the job choices that are available; and
- provide the community with information about how the trucking industry delivers 75 per cent of Australia's freight, including every item on the shelves of every supermarket in the country.

What are the displays?

Gear changing: The gear changing game invites visitors to simulate driving a truck by changing gears as it accelerates. The game has three difficulty levels. The hardest level turns off the truck's tachometer and requires the visitor to change gears based on the noise of the engine.

Loading a truck: Using a touch screen, visitors must correctly load a simulated truck with freight before driving off. At the easiest level, the visitor must load a 1 tonne ute with domestic items such as full cardboard boxes, pot plants and a TV set. At the hardest level, the visitor must load a 60 tonne semitrailer with pallets of recycled paper, bricks, 200 litre drums and other items.

Safety table: The safety table has space for eight visitors, who compete through ten mini-games about how to share the road safely with trucks. The games are:

| | |
|---------------------------------|---------------------------|
| Cut out cutting in | Lights at night |
| Do not overtake turning vehicle | Towing caravans and boats |
| Maintain your speed | Overtake with care |
| 100 kph speed limiting | Roundabouts |
| Road positioning | Road courtesy |

Static displays: There are also information panels about the industry, career opportunities that are available and the importance of level crossing safety.

SAMPLE IMAGES



Jonah, aged 5, inspects the safety table in the exhibition centre. The safety table has seats for eight visitors, with interactive mini-games teaching the user about sharing the road safely with trucks.

Other displays in the exhibition cover:

- gear changing as a simulated truck accelerates;
- the loading of different types of trucks;
- jobs in the trucking industry;
- top 10 tips for driving with trucks; and
- level crossing safety.



The exhibition uses a range of activities to teach students the messages of sharing the road safely with trucks, careers in the trucking industry and the importance of trucks to the community.



The exhibition exterior. The sides of the semitrailer fold out to provide more internal space for the exhibition.