

MEDIA RELEASE



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CUT THROUGH THE STATIC AT TRUCKING AUSTRALIA 2014

The trucking industry has come a long way on improving its safety, but operators and industry groups need to cut through the static and explain the industry's achievements to the public.

At Trucking Australia 2014, media and political experts Glenn Milne and Jannette Cotterell will share ideas that everyone in the industry can use to get the message out.

Trucking Australia 2014 will be held on Hamilton Island on Friday 6 and Saturday 7 June 2014.

Mr Milne and Ms Cotterell will also discuss how the ATA can get results from the ideas that delegates put forward at the event to improve safety and make trucking a healthy industry of choice. Those ideas will feed into the ATA's strategic plan, which sets out its lobbying, communications and research priorities.

Jannette Cotterell is the managing director of Executive Counsel Australia, a non-politically aligned advocacy firm that is highly regarded by all sides of politics.

Glenn Milne has covered Canberra politics for more than two decades, including as the political editor of *The Australian*, the Seven network and News Ltd's Sunday newspapers.

"The trucking industry's reputation has been under media pressure this year, with the so-called Four Corners 'exposé' of truck maintenance and the Cootes saga," Mr Milne said.

"In the case of Four Corners, the ATA showed the way with a pro-active response that acknowledged some industry problems but also put pressure back on the Government to play its part.

"At Trucking Australia 2014, I'll discuss the art of managing media messages and how delegates can drive positive media engagement."

Trucking Australia 2014 will also include the Kenworth Legends Luncheon, a barbecue hosted by BPW Transpec in the resort's front street, and the presentation of the 2014 National Trucking Industry Awards at the ATA Foundation Sponsors Gala Awards Dinner.

Full delegate registration for Trucking Australia 2014 is only \$475 (incl GST). Four star accommodation is available at the special event rate of only \$270 per night (incl GST).

For more information about Trucking Australia 2014 or to register, go to www.truckingaustralia.com.au.

High res images of Jannette Cotterell and Glenn Milne are available for media use by emailing kathleen.bakon@truck.net.au.

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A safe, professional and viable trucking industry