

MEDIA RELEASE



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TRUCKWEEK 2014: CELEBRATE AUSTRALIA'S TRUCKING INDUSTRY

- week of trucking industry events from 1-7 September 2014
- national website, www.truckweek.com.au with ideas, resources and a list of events

It's time to celebrate the trucking industry and the people who work in it with the launch today of TruckWeek 2014, a national week of trucking industry events from 1-7 September 2014.

Co-ordinated by the Australian Trucking Association every two years, TruckWeek encourages businesses and individuals across Australia to raise the profile of the trucking industry and celebrate its achievements by holding an event in their local area.

The Chair of the ATA, Noelene Watson, said TruckWeek was a great opportunity to build ties between trucking operators and the community.

"Trucking delivers 70 per cent of Australia's freight, including every item on the shelves of every supermarket. Our skilled drivers, mechanics and administration staff work safely and professionally around the clock to deliver the goods Australians use every day," Mrs Watson said.

"TruckWeek 2014 is our chance to show Australians how trucking delivers.

"The national TruckWeek website, www.truckweek.com.au, has a host of great event ideas and resources to help carry them out, including template letters, safety tips and even official TruckWeek award certificates.

"I urge every trucking operator to visit the website, find an idea that suits your business and then register an event.

"The ATA will promote each event through the TruckWeek website, the media and our Twitter feed, [@TruckAustralia](https://twitter.com/TruckAustralia). By participating, you'll help to raise the profile of the trucking industry and your business."

The TruckWeek website's list of suggested events includes:

- holding an awards ceremony to recognise exceptional staff;
- taking a local politician for a drive in a truck;
- talking to local media;
- holding a TruckWeek barbecue; and
- visiting a local school.

For more information, visit the TruckWeek website, www.truckweek.com.au, and sign up to follow the ATA Twitter feed, [@TruckAustralia](https://twitter.com/TruckAustralia).

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About the ATA: The Australian Trucking Association (www.truck.net.au) is the peak body that represents the trucking industry. Its members include state and sector trucking associations, major logistics companies and operators and suppliers with leading expertise in truck technology.

A safe, professional and viable trucking industry