

MEDIA RELEASE



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

05 May 2016

TRUCKWEEK 2016: SHOW AUSTRALIA HOW TRUCKING DELIVERS

It's time to show Australia how the trucking industry delivers with the launch today of TruckWeek 2016, a national week of trucking industry events from 29 August – 4 September 2016.

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.

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

"The trucking industry delivers every item on the shelves of every shopping centre – your food, your clothes, and even your iphone arrived by truck," Mrs Watson said.

"Our skilled drivers, mechanics and administration staff work around the clock to safety and professionally deliver the goods Australians buy and use every day.

"TruckWeek 2016 is our chance to celebrate the trucking industry and the people who work in it. I encourage everyone in the industry to be part of this celebration by hosting an event in their area, and registering it online as part of TruckWeek 2016.

"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.

"It's free to participate – there's no fee, no fundraising, just a genuine connection with our communities.

"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."

Suggested TruckWeek events include:

- holding an awards ceremony to recognise exceptional staff;
- taking a local politician for a drive in a truck;
- holding a TruckWeek barbecue;
- visiting a local school;
- or making up your own event to suit your business.

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).

Media contact: Kathleen Bakon 02 6253 6900 / 0409 524 120

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