

MEDIA RELEASE

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

MOUNT GAMBIER STUDENTS FIRST TO EXPERIENCE THE ROAD AHEAD

Students from St Martins Lutheran College and the Reidy Park Primary School in Mount Gambier will be among the first school students in Australia to experience the Australian Trucking Association's new travelling exhibition centre, the *Road Ahead*.

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

The trailer's visit to Mount Gambier is part of a week long tour to regional transport hubs in NSW and QLD. The Road Ahead will now make its way to Mildura, Deniliquin and Dubbo in NSW, Toowoomba in QLD and will finish up in Maroochydore on the Gold Coast on Saturday 9th August.

Along the route, ATA Chief Executive, Stuart St Clair and ATA Chairman, Trevor Martyn will be meeting with local trucking operators, local government authorities, local federal and state politicians and the media to discuss road safety and careers in the trucking industry.

ATA Chairman, Trevor Martyn said the meetings will provide an important forum where interested people can voice their concerns and ask questions about the industry.

"The goal of the travelling exhibition is to build on the ATA's long term message of sharing the road safely. We are also aiming to help improve the industry through the promotion of safety and careers to school students and young people," Mr Martyn said.

"We will be briefing transport operators on how the Road Ahead exhibition will help demonstrate the importance of the trucking industry to the wider community. We will also be talking to political and community representatives about the need for more rest areas, better road access, and the frustrations faced by the industry.

"Overall the exhibition will give visitors the opportunity to take away a clear picture of how industry and communities can work together to improve road safety," Mr Martyn said.

Details on the trailer's visit to Mount Gambier are as follows:

Date	Time	Location
Wednesday 30 th July	10am – 3pm	St Martins Lutheran College 2 St Martin's Drive
Thursday 31 st July	10am – 3pm	Reidy Park Primary School 30 O'Halloran Terrace
Friday 1 st August	5-7pm	Scotts Transport Gray Street

Further background material about the Road Ahead travelling exhibition is attached.

Media contact: Bill McKinley 02 6253 6900 / 0488 292 823
Bernadette Dorahy 02 6253 6900 / 0419 464 794

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.
- 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 and the career opportunities that are available.

Who contributed to the project?

Principal 5 years sponsors

BP Australia
National Transport Insurance
Volvo Trucks Australia

Benefactors

Operators

Bunker Freight Lines P/L	Calleja Transport
Don Watson Transport	Glen Cameron Group
K & S Corporation	L Arthur Pty Ltd
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Peter Gunn Australia	Rocke Brothers
SECON Freight Logistics	Simon National Carriers
Wettenhall Interstate Transport	

Peak bodies

Australian Trucking Association	NatRoad
Transport Forum WA	

Government

National Transport Commission	Transport Certification Australia
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Industry Suppliers

Alcoa Wheels	BPW Transpec
Bridgestone	Cummins
Exhibition Services	FTE
Jamshop	JOST
MaxiTrans	Norden
Rambler Transport Industries	Rice Graphics
Thermo King	

For further information

Bill McKinley	02 6253 6900 / 0488 292 823
Bernadette Dorahy	02 6253 6900 / 0419 464 794