

# MEDIA ADVISORY

29 September 2009



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

## THE ROAD AHEAD TRAVELLING EXHIBITION ROAD TRIP

- Excellent photo/vision opportunity of school students 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 the Shepparton, Yarrawonga and Echuca region in 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 event will prove an informative source of material for your publication/broadcast and we see your involvement in the event as valuable in terms of active participation in the debate on the course of the industry.

The details of the current tour are below.

DATE	LOCATION
7 October 2009	Yarrawonga Primary School
8 October 2009	Barooga Public School
9 - 10 October 2009	Shepparton Show
12 October 2009	St Augustine's College Kyabram
13 October 2009	Echuca South Primary School
14 October 2009	Echuca College
15 October 2009	Rochester Primary School
16 October 2009	Cobram Primary School
19 October 2009	Haslem Street Primary School Kyabram
20 October 2009	Mooroopna Secondary College
21 October 2009	Lancaster Primary School
22 October 2009	Mooroopna Park Primary School
23 October 2009	Kyabram Secondary College
24 - 25 October 2009	Cobram Show

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:** David Bauche 02 6253 6900 / 0421 047 017  
Bill McKinley 02 6253 6900 / 0488 292 823

*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 courtesies

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 manager, Stuart Lewis, 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.