



FUNDING THE PROGRAM

Funding by way of sponsorship is required so we can continue to roll the program out.



Help us to reduce the social and economic cost of accidents that involve trucks by creating awareness

CONTACT

Dave Boyce

To discuss ways that you can help with the program.

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NZ TRUCKING ASSOCIATION – FUNDING / SPONSORSHIP PROPOSAL



**SHARE THE ROAD SAFELY
WITH BIG TRUCKS**

✓ SET UP FOR THE PROGRAM

- ⊗ We take a brand new large truck and a real life working truck to the presentation
- ⊗ Set up two large gazebos 12m x 4m Oversized pull up banners visually illustrate common situations that occur every day on the road
- ⊗ Five safety messages are clearly written on each banner
- ⊗ Play area NZ scene playmats are set up with diecast trucks

“The goal is to reduce the truck related fatalities and injuries on the road”

DAVE BOYCE
CEO

Volunteers inside the gazebo explain the safety tips. The large images are engaging and invite questions and discussions. The safety tips are easy to read.



✓ HOW THE PROGRAM WORKS

- ⊗ Dave Boyce CEO addresses each group and explains why we have brought trucks to school. He invites the students to climb into the truck so they can see what a truck driver can and cannot see. Assisting the participants into the cab are truck drivers and other volunteers who have a good knowledge of the trucks and their blind zones.
- ⊗ After they have been in the truck the students enter the gazebo area. Inside are volunteers from industry and truck drivers who are on hand to go through the messages and discuss the images on the banners.
- ⊗ The play area is so that they can see all the different types of trucks and drive them around a NZ roadway.
- ⊗ When the participants leave the area they are given a take home safety tips booklet, a trucking magazine and other merchandise that has been donated by industry suppliers.
- ⊗ The program is proving to be very successful because it's a hands on, face to face type of education. The program is bright, exciting and informative with marketing material that has been designed to share. It is suitable for a wide range of audiences from pre-school to the elderly.
- ⊗ The demand for bookings is proof that the issues we raise are prevalent for a significant number of road users.
- ⊗ We don't attempt to teach people how to drive and we don't promote that all truck drivers are perfect. We strongly promote creating awareness and knowledge about large trucks and what they are capable and not capable of.
- ⊗ The flip side of this is we are engaging with trucking companies to adopt the program and make it part of their company culture which will encourage good driver behaviour.

f FACEBOOK

Facebook/Social media is a way we can share the knowledge base to an even wider audience. The results of our postings have been phenomenal. Some of our views are over 60,000 and thousands of shares.

📺 MEDIA

Industry magazines have committed to continue to report on the program. NZ Truck & Driver, New Zealand Trucking Magazine, Deals on Wheels, Truck Journal, Diesel Talk and other industry publications.

📺 TV

There is strong media interest in the program with TV3 making a news item about the visit to Cheviot Area School in July. This segment played on the 3rd August on the Story program at 7pm.

📺 ONLINE MEDIA

Stuff have reported several times and have also published a video which featured Dave Boyce taking the reporter for a drive in a new Western Star truck.

📺 ANIMATION

Launching soon are the animated images. This will show the static images in a moving form. They will be shared on YouTube and used when TV screens are available.

📺 NEXT STEPS

We have been offered a proposal for a fully self contained mobile classroom trailer which would be ideal for this program. It would enable us to present the program in all weather situations including class room training for Drivers Fatigue and Health and Wellbeing. The size of the trailer means that we can present at large gatherings. Smaller custom built trailers would be used for smaller gatherings meaning that we can present the program at multiple sites at one time.

✓ POTENTIAL OUTCOMES

- Lives saved - fewer fatalities
- Less accidents on the road that involve trucks
- Improved driving from the Truck Drivers
- A greater awareness of trucks and their capabilities
- Showcase of the Industry
- Community engagement

