



BY DAVID BOYCE, CEO,  
NZ TRUCKING ASSOCIATION

# TRUCKING 2016

Showcasing the trucking industry to the community

The TMC Trailers Trucking 2016 show recently held at Wigram Airforce Museum Christchurch was a fantastic opportunity to showcase the trucking industry to the community. The show celebrated the professionalism of the industry and the drivers who lined up 338 of their highly polished trucks side by side in the show and shine. With just under 21,000 visitors on the day, the show was a huge success.

Engaging with the community has many positive benefits for the trucking industry. It gives an opportunity to learn more about our industry and be more understanding of the issues and challenges faced. It gives the industry an opportunity to earn the right to go about its business and to be accepted as part of the wider community. Trucking 2016 gave the industry a platform to be proud of its achievements.

As the visitors to the show poured in through the gate, it soon became apparent that the younger generation sucking up the



The NZTA show celebrated the professionalism of the industry and the drivers who lined up 338 trucks

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atmosphere and the memories of the grand event will live on in them for years to come.

Attracting people into the trucking industry is always a challenge. Just how do you inspire the younger generation to grow up and choose a career in the industry? At NZ Trucking Association, we are always looking for innovative ways to create excitement and memorable experiences.

Innovative activities surrounded by hundreds of real life working trucks included:

- Heavy trucks bouncy truck
  - Heavy trucks/road metals giant sandpit (filled with treasure)
  - Fonterra/Resene Paint by Numbers giant canvas
  - Fulton Hogan/3M Scooter Roadway
  - Doug, the digger
  - Cable Price face painting the Scania Griffin
  - RC Haulers Radio control replicas
- We have a lot more planned for the next

show. Save the date: Saturday, 13 October 2018.

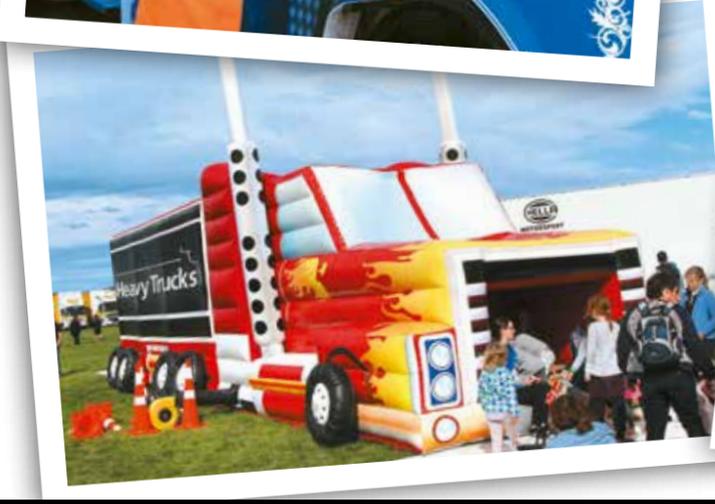
Trucking 2016 was once again proud to support the two community charities, Ronald McDonald House and Child Cancer Foundation. We raised more than \$20,000 on the day.

With more and more trucks on the road, we need to be out there teaching the community about how to share the road safely with big trucks. Road safety has to be

a priority. Accidents that cause death and injury will be averted if the community knows about the limitations of a large vehicle.

NZ Trucking Association's 'Share the Road Safely with Big Trucks' programme could roll out across New Zealand. We need sponsorship and membership to extend this programme. We also need volunteers to help. This innovative programme offers a lot more than just safety tips. It's a way for companies to come face to face with the community. The feedback from the companies who have helped is that they didn't realise how much they would personally get out of participating. Many of them have sent all of their staff along because it has become a worthwhile team building exercise for the company.

So get inspired, pick up the phone, and give us a call on 0800 338 338 or visit the website [nztruckingassociation.co.nz](http://nztruckingassociation.co.nz) to get involved. ■



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