



Final report.



THE PROJECT



PRODUCE A SERIES OF VIDEOS BASED ON THE TRUCKIES TOP TEN TIPS FOR SHARING THE ROAD SAFELY WITH HEAVY VEHICLES

True statistics show that fatal crashes between cars and trucks can be as high as 80% the fault of the car driver, yet very little has been done to educate car drivers about sharing the road with trucks.

Whiteline Television teamed up with road safety evangelist Rod Hannifey, who has been promoting the “Truckies Top Ten Tips” for well over 15 years. These tips came from surveys amongst truck drivers and have always been well received and used by many websites and groups, including the Australian Trucking Association, who used them for the basis of the games and education in the current Mobile Education Centre.

Whiteline Television is an industry based independent broadcaster producing videos and video related material for the Australian road transport industry. Our primary aim is to present material to the wider public that showcases the transport industry as safe, progressive and professional through promoting our industries attitude towards road safety and regulatory compliance.

We were successful in our bid to obtain funding from the National Heavy Vehicle Regulator Road Safety Initiative in 2018 to produce the top tips as a series of videos to be made available to the wider community.

Our Team Members



Stephen McCarthy

EXECUTIVE PRODUCER

Stephen began his career in road transport as a driver right through the eighties primarily on East/West express. Following a few breaks from road transport to pursue other interests such as working in television, and road rescue, he started Whiteline Television in 2015.

Still, a full-time driver, albeit closer to home these days, the passion for educating the broader community in sharing the road safely has never died. In 2017 he teamed up with industry advocate Rod Hannifey to produce "Truck That", a regular programme dedicated to informing drivers of changes within the industry and advocate for changes to or modifications to driver welfare and rest areas.



Jessica Ferrari

PRODUCER

Jessica Ferrari is an experienced journalist, producer and documentary maker who has been making film and television content for over fifteen years. She has produced stories for the ABC and National Geographic.

Jessica is on the board of Oral History Victoria and has won a local community history commendation award and storytelling competitions. She is passionate about people, lives, history and the stories that shape us all.

Jessica is based in Melbourne Victoria and runs her own specialist media company Memento Media.



Nicole Rutledge

CO/HOST PRESENTER

Nicole Rutledge is from a transport family; her grandfather and father owned their own transport companies and her father has been inducted into the National Road Transport Hall of Fame. She has firsthand knowledge of the issues and challenges that truck driver face. She hosted a national overnight program to over 50 radio stations called 'Truck Radio'. Nicole regularly MC's charity and radio station events as well as being a full-time radio announcer and operations manager with 92.7 Mix FM on the Sunshine Coast.

Our Team Members



ROD HANNIFEY

CO/HOST PRESENTER

Rod Hannifey has spent most of his truck driving career as a road safety evangelist and advocate for safety within the Australian road transport industry. Not only is he a full-time driver but also an accomplished and respected columnist and has been an adviser to Industry and government on many projects.

Rod also pilots the distinctive Truckright Industry Vehicle which is a K200 Kenworth in B'Double configuration owned by Rod Pilon Transport of Dubbo in central western NSW.

The Tips

1. Don't cut in front of trucks approaching traffic lights or out on the highway.
2. DO NOT OVERTAKE TURNING VEHICLE
3. If being passed by a truck, don't allow your speed to increase, this only increases the time involved.
4. Speed limiting means no engine power above 100 km/hr.
5. Road courtesy and a bit of patience
6. Road positioning
7. Night Driving and High beam glare
8. Caravans - When being overtaken, maintain speed and position,
9. For safe overtaking
10. Roundabouts - The "DO NOT OVERTAKE TURNING VEHICLE" sign applies.

The Timeline

Oct 11 2018 - The project was Commenced with the signing of the contracts and scheduled for delivery 12/04/2019. This delivery date was to coincide with the Easter holiday break when families would be leaving on their vacation travels. This delivery date necessitated expediency in all aspects of the production process.

Nov 8 2018 - The scripts and production plan were finalised and approved.

Dec 7 to 9 2018 - Shooting the videos began in Melbourne Vic where a significant portion of close up work was completed at Pilon's Transport depot.

Jan 5 to 7 2019 - The second shoot was completed in Albury NSW & Barnawartha Vic to utilise the closed circuit track at DECA driver training as well as some open road areas for arial shots. Whiteline Television contracted Overall Photography for Drone work utilising licensed and certified drone pilots for the shoot.

Day one of this shoot became a disaster as a storm came through the south and washed out shooting. This is always problematic when shooting in uncontrolled environments.

The Timeline

Jan 9 to 11 2019 - Road shoot, outback South Australia, Port Augusta and outback NSW through to Sunshine Coast.

Jan 11 to 13 2019 - The third shoot took place in the Sunshine Coast utilising a Caravan and 4wd towing vehicle as well as office space loaned to us for the shoot.

Feb 16 to 17 2019 - The fourth shoot was again back in Albury Wodonga to complete the final shoot including some externals and tidy ups plus shoot warehouse courtesy tip.

POST PRODUCTION

Post production began during the month of December 2018 with broadcast design and footage ingestion which overlapped production.

January to March 2019 - Offline edit and rough construct.

March to April - Online Edit colour grade, audio sweetening and finishing.

8/04/2019 - Draft copies of the videos delivered to NHVR for approval

15/04/2019 - Final approvals for content provided.

DELIVERY

16/04/2019 - the videos went live with press releases sent out.

The videos were picked up and well recieved by all transport media outlets and subsequently shared online through social media channels. The videos were released through the Whiteline, Trucking Nation and NHVR Twitter and social media feeds on a daily basis throughout the Easter week and weekend.

The videos were delivered on time and on budget.



The Plan

THE PROJECT WAS DEVELOPED IN FOUR STAGES

1) Pre-production

Writing the scripts or screenplay for each of the truckies top ten tips to suit vocalising the tips for screen and for any talent specific requirements. Securing Talent, Planning individual shoots, Scouting for locational requirements, Plan for shooting of overlay footage, Allocation of media and other technical function in readiness for material.

2) Production

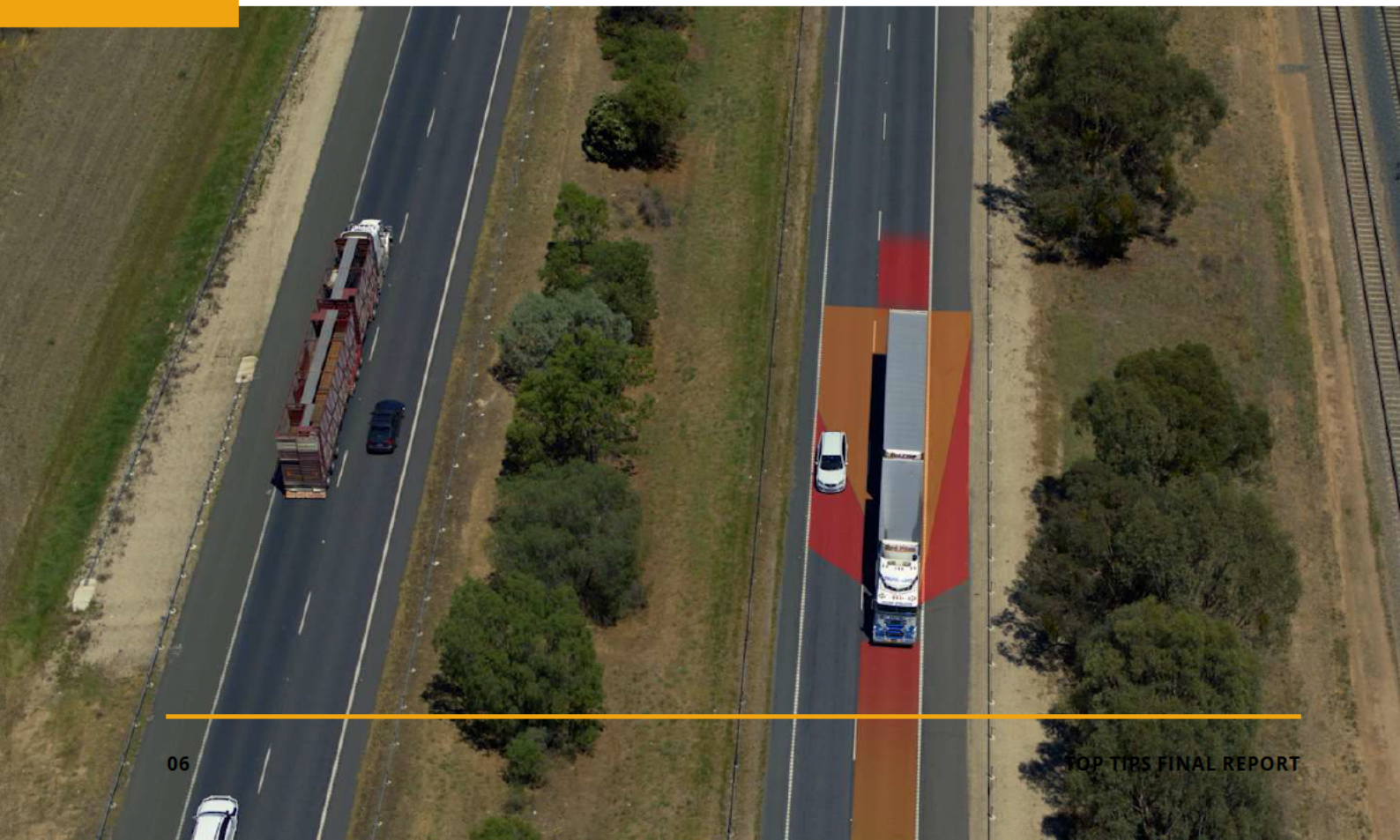
Execution of the Plan developed in Pre-production.

3) Post Production

Ingestion of raw footage from shoots and backup copies of the same, Timecode footage for load into edit package, Offline edit, Online edit, Audio sweetening, Colour grade, Final export in H.264/H.265 for web.

4) Delivery

Upload to web server and establish social media campaign, Provide final master in Broadcast standard and slated .MXF file and H.264, Release press release to all media outlets pointing to location of videos on both Vimeo (highest Quality) and YouTube.



www.sharetheroad.net.au

Website



WHITELINE TELEVISION ESTABLISHED A NEW WEBSITE FOR THE RELEASE OF THE TRUCKIES TOP TIPS.

As part of the project Whiteline Television registered, designed and published a stand alone website to accommodate the completed videos called Share the road.

This website was published and released at the same time as the videos. The released videos remain on the Vimeo platform and published via this web site.

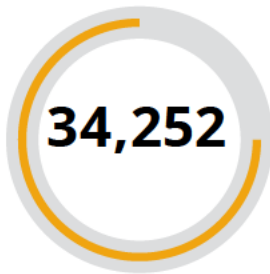
Access and use of the videos is free of charge and the videos are free to be used by any organisation or any individual with a desire to use them. The single caveat being that the videos must not be altered in any way.

The website is designed with future use in mind so we have the ability to add content relative to road safety and sharing the road.



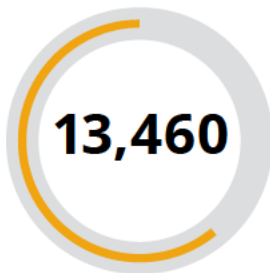
The Project Statistic

The following are the statistics from the videos following uploading and posting to the various social media sites.



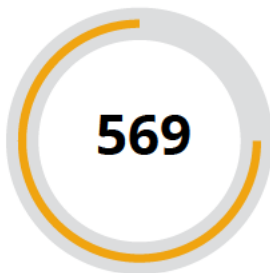
VIDEO LOADS

The videos have had 34,252 loads since they were uploaded. Each time the video is loaded in a page as the videos are set to Autoplay.



VIEWED

The total number of times the videos have been viewed on Vimeo and Youtube are 13,460



SHARES

The videos have been shared across social media a total of 569 times.

SHARING THE VIDEOS

The truckies top tips for sharing the road with heavy vehicles were published to the website sharetheroad.net.au and subsequently shared across all social media sites so as to interact with the public

NHVR

At the same time that the videos were published, a media release was sent to all media outlets by NHVR and by Whiteline Television. The pick-up was tremendous with all industry media picking up the videos and sharing them across their electronic distribution.

MEDIA APPEARANCES

The release of the videos also coincided with Road Safety Week and as part of that our senior talent Rod Hannifey made several appearances most notably on radio but also with television news as well. WIN television and PRIME both picked up the story for the Dubbo-Orange area. A full list of media appearances is listed on page 11

The Comments



26/04/2019 at 6:31 am

Hi
What a top idea – Can you please include all recordings as part off All young learner drivers must see information before getting into a car & Include a reminder test for Parents / Driver Guige to do a test as well.

Thank you

13/05/2019 at 12:15 pm

Thank you for this excellent presentation. I really thi k it should be part of every driving test, also part of renewing your licence at least every couple of years. I also feel EVERYONE should spend a day or two in the cab of a tru k to get a ether idea of the realities of driving something other than. Car

07/05/2019 at 11:17 am

I like your tips and respect truck driver already , It may be a good idea to explain your light communication system eg double flashing of the high beam lights when the truck has enough room to pull in or flashing to say thank you, or when the truck have Cones out the back that they need help .
when Teaching my daughter to drive I observed the light communication system and realised that it is a nice way of assisting other drivers, since then I have used that system when I have been driving It makes great sense and gives every driver control of the road, by being respectful and assisting heavy vehicle drivers in this way saves lives.

30/04/2019 at 4:04 pm

Excellent series of videos and education. These information sessions should be compulsorily placed onto all state and territory road authority websites and motoring organisation's websites. In addition, all driving instructor businesses should have a copy and make it compulsory that they are shown to the learner driver, including the parents of the learner. The videos should be shown in primetime television slots, for example, during the news times.

Regarding the Truckies Tip #9 – Overtaking Trucks, I would suggest that the distance behind the heavy vehicle should be increased—what is shown in the video is much too close. I was taught, and I have taught my children, is to maintain at least a five to six car length behind the heavy vehicle, in fact, make sure you can see the heavy vehicle's driver's mirror, and when safe to do so, pass the heavy vehicle.

(I do drive heavy vehicles, on occasion, not for a living, and I understand the issues both heavy vehicle and light vehicle drivers face—we all need to be aware of these issues and have patience.)

One snag in overtaking vehicles, any vehicle, is that you will probably be done—receive a speeding ticket fine and licence demerit points—for exceeding the speed limit whilst you are overtaking, if the authorities are in the vicinity. The authorities do not seem to apply common sense on this manoeuvre. Exceeding the speed limit—between 10 km/h and 20 km/h to safely pass a vehicle—back in my day—1960s and into the 1980s—was allowed, or considered acceptable, for making a safe overtaking manoeuvre.

From: [REDACTED]
Sent: Thursday, 18 April 2019 10:28 AM
To: admin@whitelinetv.com
Subject: re truckies top tips

Hello Whiteline TV,

Just reading the ATN newsletter email yesterday and found your new videos. I have to congratulate you on such a tremendous group of videos. Is there someway that they can be broadcast on National TV before the news?

I am involved in a week long Driver Education Program for our year 10 students at our local High School and if it is OK with you we will use these.

Safety Truck visits and students are given a presentation on sharing the road with heavy vehicles and all road users, these videos can be used in conjunction with that.

We have a transport business ourselves and if ok I will ask the boys to put it on our Facebook page to share also?

Happy and Safe Easter to you all.

Kind regards,
Jenny

Media Coverage

Media outlet	Contact	Media type	Coverage
Triple M	Luke Bona	12 x 5 min radio interviews	Australia wide
Yass FM	Mark Bosna	10 minute radio interview	Yass, NSW
2HD - 2SM	Graeme Gilbert	5-10 minute radio interview	Newcastle, NSW
Triple M	Luke Bona	8 minute radio interivew	Melbourne, Victoria
Triple M	Luke Bona	5 minute radio interivew	Australia wide
ABC Wagga	Grant Luhrs	10 minute radio interview	Wagga, NSW
2SM	Carter Edwards	5 minutes	Australia wide
2SM Evening	Carter Edwards	6 minutes	Australia wide
2DU Dubbo	Mark Vaile	5 minutes	Dubbo, NSW
ABC Dubbo	Robyn Herron	15 minute radio interview	Wester Plains, NSW
ABC Wagga	Simon Wallace	10 minute radio interview	Wagga, NSW
ABC Melb	Philip Clark	15 minute radio interview	Melbourne, Victoria

LIVE EVENT

Stone the crows festival	Live audience 1100 attendees	Wagga, NSW
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PRINT AND ONLINE MEDIA

Teletrac Navman	Annie Peachman	Online magazine	website: https://www.teletrac-navman.com.au/guest-blog-sharing-the-road-with-trucks-is-a-lifesaving-skill-everyone-needs-to-learn
ATA (Fully Loaded)		Online magazine	website: https://www.fullyloaded.com.au/industry-news/1904/roadsharing-focus-for-truck-safety-video-series
Big Rigs		Online and print magazine	website: https://www.bigrigs.com.au/news/truckies-share-their-top-tips-road-safety-new-seri/3704997/
Diesel		Online magazine	website: http://www.dieselnews.com.au/top-ten-tips/
Owner Driver		Online and print magazine	website: https://www.ownerdriver.com.au/industry-news/1804/our-side-of-the-road
Truck That		Online video show and blog	website: https://www.truckingnation.com.au/

TELEVISION

WIN TV		TV interview and video excerpt	Orange/Dubbo
Prime TV		TV interview and website mention	Orange/Dubbo



Project Completion

THE PROJECT, TRUCKIES TOP TIPS FOR SHARING THE ROAD SAFELY WITH HEAVY VEHICLES WAS COMPLETED ON TIME AND ON BUDGET.



Moving forward

The videos will remain a resource to be utilised by driving schools, educators and the wider general public as a reference.

As more videos are produced towards the same or similar theme of sharing the road safely with heavy vehicles then they too can be added to this portal developed by Whiteline Television called Sharetheroad.net.au.

We will also continue to promote the videos through our social media networks and through other outlets.

The videos have been widely accepted with only positive comments being received. The email from a school teacher expressing their desire to use the videos as an educational tool was especially encouraging.

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— — Television



TRUCKING NATION