

Will YOU Be Next?

ROUND 5. HEAVY VEHICLE
ROAD SAFETY CAMPAIGN

Final Report

April 2022



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Project Objective

To design, deliver, and evaluate a customised road safety advertising campaign to address and target the industry-specific challenges around the lack of motorist education on how to share the roads safely with heavy vehicles.

Project Background

Women in Trucking Australia's 2021 "**Will YOU Be Next**" female heavy vehicle road safety campaign was funded by the Commonwealth through the National Heavy Vehicle Regulator (NHVR), as part of the Round 5 Heavy Vehicle Safety Initiative. The project's aim was to design, develop, implement and evaluate a FreeTV heavy vehicle road safety community service campaign to assist motorists to make safe on-road decisions around heavy vehicles with a view to reducing road fatalities and injury on the nation's roads.

The need for a formal advocacy group to support Australian female heavy vehicle drivers planted the seeds for the establishment of **Women in Trucking Australia** and in April 2019, newly incorporated WiTA carved out that space – creating a platform not only for female drivers to support each other but also to encourage more women into the vocation.

Founded **BY** female heavy vehicle drivers **FOR** female heavy vehicle drivers, WiTA's strategic focus remains on the development of raft of initiatives designed to create employment opportunities for women seeking to establish trucking careers. It's anticipated female drivers will go a long way toward meeting the evolving needs of the Australian road transport sector moving forward.

To help promote safer driving experiences between small and heavy vehicles drivers - in 2019 and again in 2020 - WiTA successfully applied for funding in Rounds 4 and 5 of the NHVR's Heavy Vehicle Safety Initiative. The organisation subsequently produced two world-first, uniquely powerful FreeTV heavy vehicle road safety advertising campaigns.

Both campaigns graphically illustrate how quickly poor on-road decision-making around heavy vehicles can flip the "**family, friends and fun**" coin to "**fear, fatalities and funerals.**"

Fronted by female truckies - including Australia's only profoundly deaf road train driver Candice Lureman – these world-first, confronting campaigns continue to shock audiences, creating a road safety awareness ripple-effect across the nation.

The Problem

approx
80%..

of fatal multi-vehicle crashes involving heavy vehicles are NOT the fault of the truck driver ⁽¹⁾

of people killed in crashes involving heavy vehicles are light vehicle occupants ^{(1) (#)}

of fatal crashes involving heavy vehicles are multi-vehicle crashes ⁽¹⁾

Will YOU be next?

¹ Australian Government Department of Infrastructure, Transport, Regional Development and Communications Road trauma involving heavy vehicles 2019 statistical report https://www.bitre.gov.au/sites/default/files/documents/hv_annual_2019.pdf

(#) Approximately 60% of persons killed in heavy truck crashes are light vehicle occupants.
Another 20% are vulnerable road users - motorcyclists, pedal cyclists or pedestrians.

Program Design and Stakeholder Consultation

In 2020 and 2021, WiTA established a robust program of industry stakeholder consultation to test its understanding of on-road safety challenges faced by heavy vehicle drivers. Heavy vehicle drivers and their families and first responders were invited to share their lived experience around the consequences of motorist risky driving behaviour. Drivers were also invited to contribute safe driving around heavy vehicle tips which were subsequently posted on the WiTA website: www.wita.com.au. Each of the three 30 second advertisements directed viewing audiences to the website for more safe driving tips.

Milly's Story

Picking up a pen to try to describe the impact the loss of my soulmate and husband Brenden (father and grandfather of our children and grand babies) has had on our family is one of the hardest things I've been asked to do. The second anniversary of the crash passed recently - yet it still seems like only yesterday. I miss the love of my life more and more each day and the children and grandkids miss their Dad and Grandpa with an ache that never leaves.



Some days I feel I can't breathe without Brenden and lately I can't seem to get myself motivated. I've kept myself busy this last two years and it's only this past two weeks that I feel I've no purpose in life.

I'm certain this feeling will pass and I WILL PULL THROUGH once the warmer weather hits and I can spend more time in my garden. I'm blessed to have my faith, a great family and special friends. As a family, we visit and leave special gifts for Brenden - our dad, Grandpa and Uncle at the crash site because it helps us all feel closer to him. We also pray that keeping the site visible will touch road users and encourage them to

think about the lifelong devastation that can result when wrong decisions are made and loved ones lives are extinguished in an instant. Brenden was an exceptional driver. Watching him from the passenger seat, he scanned the road ten, fifteen, twenty cars ahead - constantly watching what was happening around his rig, yet devastatingly – despite his care and concern for others - in an instant he was gone.

Please - always, always make your farewell words to those you love count - as they may be the last you say to them. I have no regrets with my last words to Brenden because that morning before he left for work, I told him I loved him. Please think wisely when you're out driving. Please drive to the conditions and please - always remember that lives can be lost and families devastated when unnecessary risks are taken or drivers don't think of consequences of thoughtless decision-making. Please drive so that we can ALL get to go home to our families every night. Milly Giles ❤️❤️



August 9, 2019. Fatal Truck Smash 'Caused by Car Parked on Road'

A split-second decision to avoid a car parked on the road in the middle of a dust storm may have caused a fatal head-on crash between two trucks near



And the first-responders said

"I've been attending accidents as a volunteer fiery for 41 years. The effect on us is never really factored into the equation . I've pulled many a dead body from a car. The worst one was a burnt-out car with a couple still inside. I can remember EVERY accident and EVERY person involved - the ones who survived and the ones who didn't make it. Sometimes they even visit in our nightmares. These days we have to be aware to protect ourselves and our emergency services family as it's not unusual for us to be abused, spat on or physically assaulted. Please stay safe out there and take care of those who volunteer to help you in your time of need." Andrea



That empty gap we truckies leave in front of us is used to give us enough time to stop, so next time you decide to move into that gap, this could be you.



This space is mine. I need it to brake. If you enter this space and stop suddenly, you may be crushed. Remember, the heavier my load the longer it takes me to stop.

And the first-responders said

"I'm a retired truck driver firefighter and we don't EVER forget - especially when we cover the local roads where we live... get a call out to a motor vehicle accident - only to see it's someone we know - or worse - a family member. It's heart wrenching and it takes a toll on not only our lives ... but the lives of our families. So..... why do it? Don't drink and drive. Don't use your phone. Concentrate on the task! Be safe..... PLEASE!
Nick ...

A message to all the people with LED high beam and fog lights

We're super happy you can see the whiskers on a roo 4kms ahead. Just remember though, we're blinded by your lights, weigh 92 tonne and are coming toward you doing 90 k's an hour....

and the truckies said ...

"I drive a truck and dog loaded to 56 tonne in heavy Sydney traffic. I can't believe how many car drivers insist on jumping in front of me at the lights to beat the truck! Too many close calls means too often I'm jumping on my brakes hard to avoid catastrophe! Yes, I'm slow off the mark taking off - but even before I get up to 10k's an hour - they're jumping in my buffer space again, forcing me to brake - then I have to start all over again! The worst thing about these stupid people is that I can see their children strapped into the back seat - totally unaware that one wrong move by their mum or dad and I'm on top of them! We truckies have to drive for ourselves AND everyone else around us!"
Carmel

Communications, Media, Digital Consultation

Utilising channels such as national television, social media, broadcast radio, association and member organisation channels, podcast episodes and the Will YOU Be Next project report, WiTA aimed to reach target and secondary audiences to promote the program and its resources.



ran campaign on high rotation in national Community Service Announcement slots August 2021 to February 2022



ran campaign nationally in Community Service Announcements slots August 2021 to February 2022



ran campaign nationally (including regional) in Community Service Announcements slots August 2021 to February 2022



continues to run campaign

1. FreeTV Community Service Advertising

a) **Approximate number of 30 sec advertisements** across Seven, Nine, Ten, Community Networks August 2021 to May 2022 based on Ten Network Community Service Excel costing spreadsheet for September 2021 = \$624,000 x four networks = **\$2,496,000.00**

2. 500 copies of the “**Will YOU Be Next?**” report were distributed to media and relevant stakeholders nationally late 2021.

3. WiTA’s “Will YOU Be Next” Campaign featured in a number of radio and print interviews including
The Adelaide Advertiser
On The Road Podcast
SA Community Achievement Awards – Inspirational Australians Podcast

4. Facebook Analytics 28 days to Jan 15, 2022 (**See below**) show WiTA post reach (including WiTA’s Round 5 Advertisements on Facebook) to be 5,430,937

5. Both advertising campaigns will continue to be rescheduled to air across all networks during peak holiday periods moving forward for the foreseeable future

FACEBOOK ANALYTICS

28 DAY FACEBOOK POST REACH TO JANUARY 15, 2022
5,430,937 (21% OF THE AUSTRALIAN POPULATION)



(3) Women in Trucking Australia Ltd x +

facebook.com/WomenTruckingAustralia



Women in Trucking Australia Ltd

- Add appointment bookings
Display your services and availability so that people can book an appointment.
- Host paid online events
Create online events that people can pay to access.
- Post a job
Find qualified candidates by posting job opportunities with your business on Facebook.
- Add chat to your website
Drive sales and provide support by adding Messenger to your website.

Insights [See all](#)

Last 28 days : Dec 19 - Jan 15 ▾

People reached	5,430,937 ▲394%
Post engagements	282,711 ▲489%
Page likes	3,216 ▲1292%



341,097 People reached 84,757 Engagements [Boost post](#)

👍👏👤 You and 3.3K others 361 Comments 1.4K Shares

		<h1>Key Milestones</h1>	
January to March 2021	Milestone 1	Execution of Agreement	
		Pre-production planning	Clarify campaign objectives with female drivers, determining production budgets with film and production agency. Complete media database. Determine target audience.
		Content Development	Brain-storm storyboards with “stars”, conceptualize ad content with production company and develop draft storyboards.
		Campaign Development	Set shoot dates, lock in female drivers and heavy vehicles. Finalise shoot locations.
April to June 2021	Milestones 2	Shooting complete All adds now in post-production	<p>Draft road safety adds complete as per links provided.</p> <p>Candice 90 sec https://f.io/9AlfxJuH Candice 30 sec https://f.io/Q21bn9Df Jessie 30 sec https://f.io/rFWmmXfM Stefanie 30 sec https://f.io/s9n90Xs</p> <p>Additional post-production required on sound and colour. Candice Lureman (Australia’s only profoundly deaf female road train driver) “signed” her advertisement which took 90 seconds. Given add duration is 30 secs, Beyond Content (production agency) have created two versions – 1 x 30 add for television and 1 x 90 for media/social media.</p> <p>Candice’s add is significant given her involvement marks the first time EVER (worldwide) a profoundly deaf female MC driver has “signed” a HV road safety add. WiTA are proud to be part of such a significant project – a project we anticipate will be a game-changer not only in terms of encouraging employers to pay more than just lip service to their EEO/diversity policies/procedures but also as a way of getting our critical road safety message across to viewing audiences in a unique and exceptional manner.</p>

<p>June to October 2021</p>	<p>Milestone 3</p>	<p>Road Safety Ad post-production complete</p> <p>Campaign on air</p> <p>Will You Be Next Report complete and set for distribution</p>	<p>Road safety advertising campaign now complete and airing on TEN, NINE and SEVEN Networks and Channel 44 as run-of-schedule community service adds.</p> <p>The Women in Trucking Australia “Will YOU Be Next?” Report also complete. Printing completion date anticipated end October ready for distribution throughout November to media, road transport sector stakeholders, the three tiers of government, relevant government departments, road user and road safety groups, insurance entities, women’s groups and driver training groups nationally.</p>
<p>October 2021 to January 2022</p>	<p>Milestone 4</p>	<p>Project Complete</p>	<p>Channel 10: Campaign running on high rotation in National Community Service Announcement slots August 2021 to February 2022</p> <p>Channel 9 Campaign running nationally in Community Service Announcements slots August 2021 to February 2022</p> <p>Channel 7 Campaign running on high rotation in National Community Service Announcement slots August 2021 to February 2022</p> <p>Channel 44 Campaign running on high rotation in National Community Service Announcement slots with no end date</p> <p>500 copies of the “Will YOU Be Next?” report were distributed to media and relevant stakeholders nationally late 2021.</p>

Driver Feedback

I couldn't agree more with the messages in your ads. As a truck driver myself, it's so sad with all the accidents out there involving trucks and yes I'm sick of the truck driver getting the blame straight away. I am not saying that all truck drivers are perfect but until the investigation is done – don't put the blame on the truck driver. Please stay safe out there everyone **Kirk**

What an amazing public service advertisement! I wish they had an organization such as yours here in America. Great job ladies! **Hylton**

Good message. Car drivers and other road users need to be more patient among trucks. We have a heavier, longer vehicle as well as time slots to meet, so car drivers and other road users please be careful with us otherwise it could be a serious injury or death to you and we don't want that. **Gerrit**

You girls did a fantastic job with this safety campaign! **Theresa**

Well done WiTA. I just seen this advert for the first time. Really hits the mark. It's been years with no general awareness adverts on tv for the trucking industry and it took women to do it! Shame authorities and even unions haven't done the same type of adverts for education and or accident prevention. **Andy**

Sooo true, I remember the time I cut in front of large truck and didn't anticipate how much braking distance a vehicle of this size needs. Fortunately the truck driver was on the ball and did have enough space and time - but I learnt a very valuable lesson that day.... **Anne**

The industry needs more female drivers. This might balance things but it won't stop the road carnage. Car drivers don't have respect, awareness or tolerance for heavy vehicles. Most don't even know the breaking capacity and capabilities of the light vehicles they're in control of! **David**

You are such a leader Lyndal and I appreciate you so much! I really feel what you're saying is true over here in America as well. You would not believe how poorly people drive around us! I drive a fuel tanker I mean the stuff so explosive you would think that car drivers would be really afraid of me and stay back! **Mary**



Car driver texting. Crossed to incorrect side of road into path of heavy vehicle. Car driver survived but lost her arm. Truckie survived and continues to live with flashbacks

The Girls

JESS

South Aussie roadtrain (MC) driver Jess Freeman comes from a long line of truckies on BOTH sides of her family and is in fact a third-generation female truckie - with her Mum and Grandmother both heavy vehicle drivers.



Jess' grandparents owned trucks that ran Ceduna to Adelaide in the 1970's and her parents ran two-up as a young couple in the late 80's and early 90's. After she was born, Jess says the family still

spent time on the road together until she started school - then it was only school holidays and weekends when she wasn't showing her horses.

Meanwhile, on her Dad's side of the family - her grandfather ran Mildura/Melbourne for Carbones for many years. Jess is a multi-skilled operator competent driving a wide range of plant and equipment.

CANDICE

QLD MC driver Candice Lureman is Australia's only profoundly deaf female road train driver.



She is also co-founder of WiTA, the 2019 RFNSW Transport Woman of the Year, a finalist in the ATA's 2020 National Trucking Industry Woman of the Year Award and the 2019 Women in Industry Awards. Candice communicates via text messaging, lip reading, signing and body language - which constitutes 70-93% of communication for us all.

The only deaf women ever to have "signed" a heavy vehicle road safety ad, Candice is a tireless campaigner for diversity and has shown unequivocally that she is more than up to the task of driving heavy vehicles. She currently drives roadtrains in Brisbane but her goal is to drive WA's super quads.

STEFANIE

Five years ago and thirty-nine weeks pregnant, Stefanie Teixeira survived a horror truck crash that claimed her partner Kevin's life.

Stefanie is a true inspiration in every sense of the word because just months after the crash that irrevocably changed her life, this incredible Mum of 4 made the bold decision to get back into the truck - this time as a driver.



In 2017, Stefanie went for her HR licence and by 2020, she'd joined the ranks of the nation's MC drivers. She's been driving for Parilla Transport in SA's Murray Mallee region for the past 2 years.

Usually found behind the wheel of her Kenworth K108, Stefanie does B-double and road train work pulling tankers, tippers, stock crates and flat decks transporting sheep, cattle, potatoes, onions, carrots, grain and fertiliser.

The Adds

WITA 2021 “Will YOU Be Next” Campaign NHVR

FreeTV National Heavy Vehicle Road Safety Advertising Campaign

Please visit www.wita.com.au to view this award-winning campaign in its entirety.

JESS FREEMAN - EXCERPT FROM 2021 WITA ROAD SAFETY ADVERTISEMENT
80% OF PEOPLE WHO DIE IN MULTI-VEHICLE CRASHES INVOLVING
TRUCKS ARE THE OCCUPANTS OF THE SMALLER VEHICLES



Link:  <https://vimeo.com/beyondcontentaus/wita-jess>

WITA 2021 “Will YOU Be Next” Campaign **NHVR**
National Heavy Vehicle Regulator
FreeTV National Heavy Vehicle Road Safety Advertising Campaign

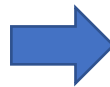
Please visit www.wita.com.au to view this award-winning campaign in its entirety.

CANDICE LUREMAN - EXCERPT FROM 2021 WITA ROAD SAFETY ADVERTISEMENT

**80% OF PEOPLE WHO DIE IN MULTI-VEHICLE CRASHES INVOLVING
TRUCKS ARE THE OCCUPANTS OF THE SMALLER VEHICLES**



Link:



<https://vimeo.com/beyondcontentaus/wita-candice>

WITA 2021 “Will YOU Be Next” Campaign **NHVR**
National Heavy Vehicle Regulator
FreeTV National Heavy Vehicle Road Safety Advertising Campaign

Please visit www.wita.com.au to view this award-winning campaign in its entirety.

STEFANIE TEIXEIRA - EXCERPT FROM 2021 WITA ROAD SAFETY ADVERTISEMENT
80% OF PEOPLE WHO DIE IN MULTI-VEHICLE CRASHES INVOLVING TRUCKS ARE THE OCCUPANTS OF THE SMALLER VEHICLES



Link:  <https://vimeo.com/beyondcontentaus/wita-steph>

Campaign Partners

Our sincere appreciation is extended to the NHVR, the Commonwealth and the following businesses and organisations - not only for their commitment to safer roads but also for their ongoing support of Women in Trucking Australia Ltd throughout our 2020 and 2021 FreeTV national heavy vehicle road safety campaigns.



Jones Harley Toole

