



# FINAL REPORT

National Overload Awareness Campaign

27.03.2024

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**Project Objective:**

The objective of the National Overloading Awareness Campaign is to design, deliver, and evaluate a comprehensive awareness program aimed at promoting safe loading practices for heavy vehicles within the transport and logistics industries. The campaign seeks to raise awareness about the safety risks associated with overloading, educate stakeholders on their legal responsibilities, and ultimately reduce the incidence of overloaded vehicles on Australian roads.

**Project Background:**

The National Overloading Awareness Campaign was funded by the National Heavy Vehicle Regulator (NHVR) to address safety concerns related to overloading in the transport and logistics sector. WIM Technologies is a leader in load compliance solutions and have a strong passion for load and road safety and throughout their dealings with industry quickly understood the lack of awareness and education regarding road and load safety, specifically in the transport and logistics sector. Hence the slogan 'Safe Loads, Safe Roads' was implemented.

**The Problem:**

Overloaded heavy vehicles pose significant safety hazards on Australian roads, endangering both drivers and other road users and damages to roads and infrastructure. In addition to the physical risks, overloading can result in severe financial and legal consequences for individuals and organisations within the supply chain. The campaign aims to address these challenges by promoting compliance with load safety regulations and fostering a culture of safety within the industry.

**Program Design and Stakeholder Consultation:**

The National Overloading Awareness Campaign adopted a collaborative approach, engaging industry experts in the development. WIM Technologies established a project committee comprising representatives from Fleet Plant Hire to provide guidance and oversight throughout the campaign. Fleet Plant Hire are a plant hire agency with over 2500 registered independent contractors and their client base covers a range of different civil construction and infrastructure projects.

**Content Strategy:**

Content creation was guided by the campaign's objectives of raising awareness, educating stakeholders, and promoting behaviour change. Campaign materials were designed to be informative, engaging to the target audience. Key messages emphasised the importance of load safety, the risks of overloading, and the consequences of non-compliance.

## **Developing and Delivering the Campaign:**

The National Overloading Awareness Campaign was aimed at promoting and educating the transport and logistics industries about the safe loading of heavy vehicles and the responsibilities of all those within the supply chain, through a multi-faceted promotional campaign across print, digital, and social media.

The campaign aimed to:

- raise awareness among heavy vehicle drivers and the broader trucking and transport industry of the significant safety risks of overloading heavy vehicles.
- promote understanding among drivers and the broader trucking and transport industry of the potential financial and criminal penalties for failing to ensure all vehicles are loaded correctly.
- reduce the number of overloaded vehicles on Australian roads, in line with the campaign slogan “Safe Loads, Safe Roads”.

WIM Technologies applied the funding to deliver the project as detailed below:

### Deliverables

#### Stage 1 – Planning

WIM Technologies established a working group including members from Fleet Plant Hire. The working group was responsible for:

- providing key insight, knowledge, and assistance to effectively target messages throughout the campaign.
- identifying key resources required to successfully deliver on the milestones throughout the campaign.
- developing briefs for all aspects of the campaign, from target demographics to the development of all content such as print, video, digital, advertising, and social media.

#### Stage 2 – Content / Campaign Development

WIM Technologies engaged a marketing/PR agency for the discovery and development phases of the campaign to align all key campaign collateral:

- Scoped key messages to run throughout the campaign
- Developed campaign slogan
- Scoped and prepared video content and investigated all resource availability required
- Investigated digital and print media avenues
- Identified key events to attend throughout the campaign to increase reach and interaction with the supply chain
- Liaised with key industry stakeholders to build broad support for the campaign
- Developed a social media plan for the accounts being utilised for the campaign (Facebook, Instagram, and LinkedIn)
- Developed a campaign delivery roll-out plan
- Sought approval from the Working Group for all content developed.

### Stage 3 – Campaign Delivery

WIM Technologies delivered the national campaign via print, digital, video, and social media to the transport and logistics industries to raise awareness among drivers and the broader trucking and transport industry of the significant safety risks of overloading heavy vehicles and of the potential financial and criminal penalties for failing to ensure all vehicles are loaded correctly

- Print consisted of print advertisements
- Digital consisted of skyscrapers and editorials
- Video consisted of a targeted campaign ad towards load safety and the impacts of decisions made within the supply chain and the possible outcomes. This was shot as a full advertisement with a range of smaller clips and stills (which were used in the print space to keep the message consistent)
- Social media (FB, Insta, LinkedIn) then targeted transport and logistics demographics with the campaign videos, stills, and key messages to broaden the education and awareness of the campaign

### Stage 4 – Campaign Evaluation

- Evaluated the success of the campaign through all facets of the advertising and creation.

### **Communications, Media, and Digital Engagement:**

The campaign utilised a multi-channel communications strategy to maximise reach and impact. Print, digital, and social media platforms were leveraged to spread key messages and engage with stakeholders. WIM Technologies collaborated with industry associations and media outlets to amplify campaign efforts and raise awareness among the broader trucking and transport community.

### **Program Reach:**

#### Social Media

Impressions <b>3,110,213</b>	Engagements <b>42,282</b>	Post Link Clicks <b>33,716</b>
Engagement Rate (per Impression) <b>1.4%</b>		

#### Digital and Print

Impressions <b>710,096</b>	Clicks <b>1,047</b>
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## Promotional Campaign

Utilising channels such as social media and online roads and trucking websites, WIM Technologies were able to reach their desired target audience for the campaign.

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34 SPONSORED CONTENT

# Know your risk, know your load

**WHO IS RESPONSIBLE**  
IF A HEAVY VEHICLE IS OVERLOADED?

**OVERLOADING INCREASES STOPPING DISTANCES**

This national campaign highlights the risks associated with overloading a heavy vehicle.

Influence in respect of the transport task. By ensuring that your load can safely and legally be transported, you can contribute to safer roads and reduce the risk of infrastructure damage and vehicle crashes. The campaign provides education and information to those within the supply chain on the dangers of overloading and the importance of complying with the primary duty with HVTN regulations.

By launching this campaign, WIM Technologies hopes to encourage a cultural shift in the transport and logistics industries towards a greater emphasis on load safety and responsibility. Through education and awareness, businesses can take the necessary steps to reduce the risks associated with overloading, and ultimately ensure a safer and more efficient transportation system for all road users.

For more information on the campaign, head to [wimtech.com.au](http://wimtech.com.au) or follow us on our social media.

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NEWS

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## WHO IS RESPONSIBLE

IF A HEAVY VEHICLE IS OVERLOADED?

Truth is - it's everyone's responsibility!

The WIM Technology National Partner Campaign for Road Safety is a joint effort between WIM Technology, NHTW, and the Australian Government.

**WIA**  
NEXT GENERATION WELDERS  
New Look. New Technology. New Level of Performance.



**WHO IS**  
**RESPONSIBLE**  
**IF A HEAVY VEHICLE IS OVERLOADED?**



**OVERLOADING**  
**INCREASES**  
**STOPPING**  
**DISTANCES**

## **Social Media**

Facebook played a main role out of the 3 social media channels in the campaign and was one of the best avenues for starting conversation about overloading. Instagram and LinkedIn were good avenues to promote awareness with minimal interaction.

The online and print presence enabled us to target the trucking and logistics sectors whilst also having a focus on roads. The advertising allowed for us to truly target those within the supply chain as a result of the database held with Prime Creative.

## **Content Strategy**

The approach to content creation was to make it engaging, simple and informative. The content was consistent throughout the campaign promotion and was created straight from the video creative.

### **'Safe Loads, Safe Roads'**

Safe Loads, Safe Roads was the slogan for the campaign and emphasised the true meaning of the campaign to its target audience.

## **Key Findings:**

The NHVR SMEs greatly directed the messaging of the campaign with a strong focus on damages to roads, bridges, and culverts. Key findings highlight the urgent need to address overloading in the transport and logistics sector and underscore the importance of targeted interventions to improve compliance and safety.

## **Key takeaways:**

- Given the responses on social media the awareness of this issue was apparent.
- Given the responses on social media it was evident that there are misconceptions on the duties of the supply chain.
- The program further highlighted the lack of awareness which supported the reasoning behind the campaign.

## **Lessons Learned from initial campaign delivery:**

Our initial experience with the campaign was a learning experience for the committee, after developing the messaging direction with a strong focus on a major accident with an overloaded vehicle, we were informed by the NHVR that the messaging was incorrect, and the main message needed to surround the damage to roads and infrastructure because of an overloaded vehicle. Once this messaging was understood it highlighted that we were also part of the learnings of the campaign, whilst we understood the risks our key messaging did not align with that of the NHVR.

## Committee Members

The committee was made up of the below personally to ensure the campaign aligned with the project objectives and the NHVR messaging.

<b>WIM Technologies</b>	General Manager	Darryn Knauer
<b>Fleet Plant Hire</b>	Group Operations Manager	Jade West
<b>Fleet Plant Hire</b>	Managing Director	Chris West
<b>NHVR</b>	SME's	

## Advertising and Social Media Companies

<b>Social Media Campaign</b>	ADZ Collective	Facebook, Instagram and LinkedIn channels <a href="#">WIM Tech   Melbourne VIC   Facebook</a> <a href="https://www.linkedin.com/company/wimtechnologies">@wimtechnologies</a> • Instagram photos and videos
<b>Campaign Video</b>	Derry Edits	Video creative <a href="https://www.wimtech.com.au/load-safety/">https://www.wimtech.com.au/load-safety/</a>
<b>Digital Advertising</b>	Roads Australia	Website Banners and EDM <a href="https://roadsonline.com.au/national-overloading-awareness-campaign-know-your-risk-know-your-load/">https://roadsonline.com.au/national-overloading-awareness-campaign-know-your-risk-know-your-load/</a>
<b>Digital and Print Advertising</b>	Prime Creative Big Rigs Trucking	Website Banners and Editorials on <a href="https://bigrigs.com.au/2023/05/30/overloading-campaign-safe-loads-safe-roads/">https://bigrigs.com.au/2023/05/30/overloading-campaign-safe-loads-safe-roads/</a> <a href="https://bigrigs.com.au/2023/07/21/know-your-risk-know-your-load/">https://bigrigs.com.au/2023/07/21/know-your-risk-know-your-load/</a>