



**IT'S BLACK AND WHITE
WE ALL NEED**

SPACE

STAY SAFE AROUND SUPERLOADS

**Communications Toolkit
March 2025**

Image: Roger Knight

THE NHVR HAS LAUNCHED **'IT'S BLACK AND WHITE: WE ALL NEED SPACE'** WITH THE COLLINGWOOD FOOTBALL CLUB

Campaign overview:

The National Heavy Vehicle Regulator has partnered with the Collingwood Football Club to urgently address a rising safety concern - a lack of understanding by drivers of how to share the roads safely with major Oversize and Overmass (OSOM) vehicles and SUPERLOAD movements. Following a streak of incidents involving OSOM vehicles and SUPERLOADS in 2024 and with significant infrastructure projects happening across major cities leading to an increase in such movements, the campaign - targeted at light vehicle drivers - contextualises the size of SUPERLOADS to convey just how important it is to be safe around them.

What's the purpose?

- To teach road-users about what a SUPERLOAD/OSOM is and how to share the road safely.
- To keep those involved in the transportation of critical pieces of infrastructure via SUPERLOADS/OSOM safe.
- To reduce the number of incidents during SUPERLOAD/OSOM movements.

Key messages:

- SUPERLOADS can weigh as much as 700 tonnes, be up to 120 metres long and stretch up to 5.8 metres wide. OSOM vehicles can be even BIGGER than this - sometimes stretching as much as 18 metres wide.
- SUPERLOADS and OSOM vehicles carry critical pieces of infrastructure needed for the community - such as electrical equipment, prefabricated houses and farm machinery.
- Pilot and escort vehicles travel ahead of, alongside and behind the SUPERLOAD, offering road users guidance on when to stop, wait, or pull over safely. By following their directions, you're helping to keep everyone safe.



USING THIS TOOLKIT

This toolkit has been created to help promote the NHVR's **'It's Black and White: We All Need Space'** SUPERLOAD safety campaign.

We encourage you to share the provided creative assets and key messages about sharing the roads with SUPERLOADS with your audience. If sharing on social media, please tag us via:

- Instagram: [@nhvrofficial](#)
- Facebook: [@National Heavy Vehicle Regulator](#)
- LinkedIn: [@National Heavy Vehicle Regulator](#)

Assets include:

- Video content (all in 16:9):
 - Hero video V1 (National edition)
 - Hero video V2 (Victoria edition)
 - 3 x 30 second cutdown videos
 - Videos can be accessed [HERE](#).
- SUPERLOAD footage and imagery
- Web page: www.nhvr.gov.au/blackandwhite



Creative Resources

90" Hero Video V1 (National Audience)



[CLICK HERE TO DOWNLOAD](#)

IT'S **BLACK AND WHITE:**
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Creative Resources

90" Hero Video V2 (Victoria Audience)



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Creative Resources

AFL Player Edition

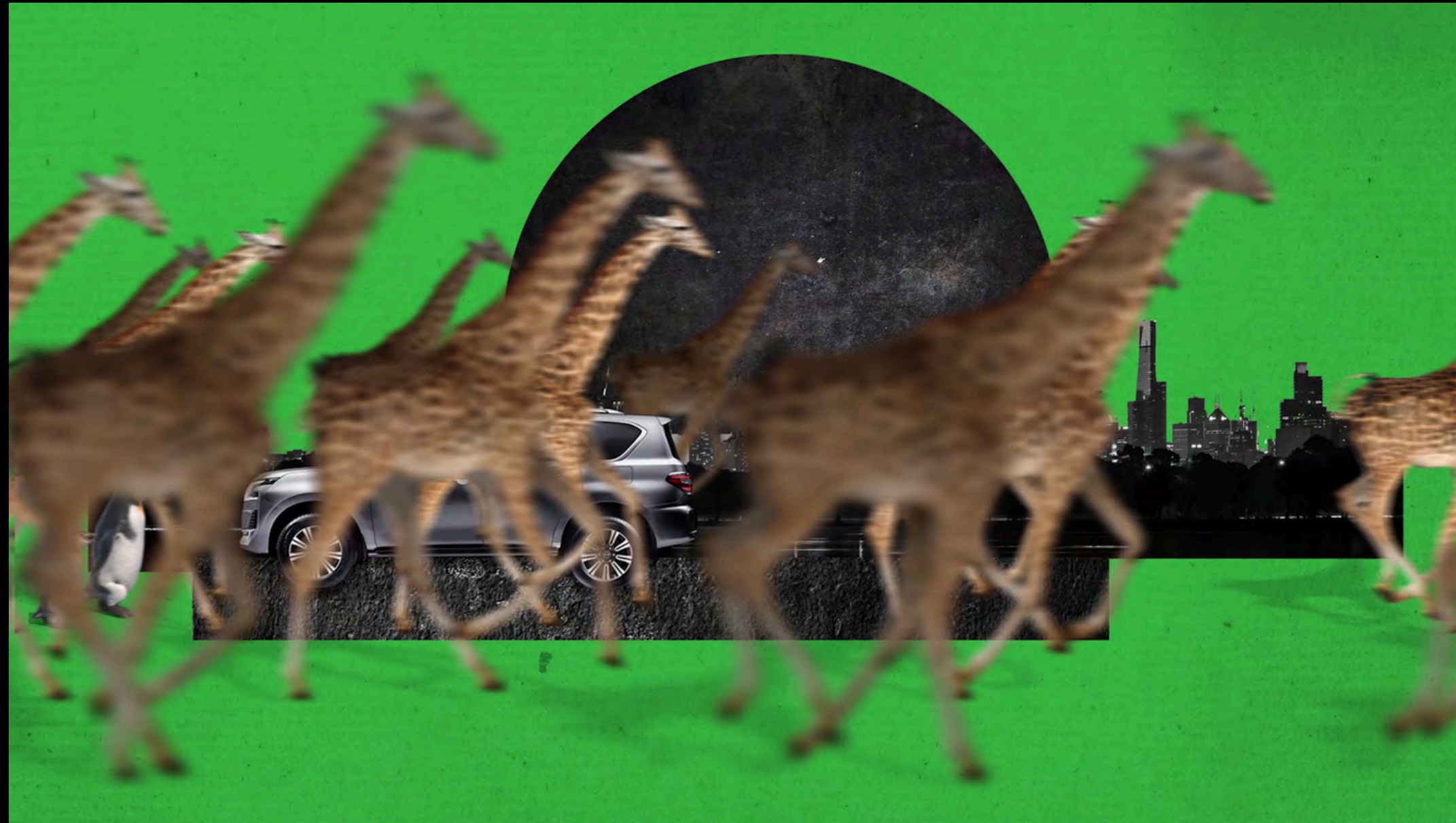


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IT'S BLACK AND WHITE:
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Creative Resources

Giraffe Edition (National Audience)



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IT'S **BLACK** AND **WHITE**:
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Creative Resources

Ferris Wheel Edition (National Audience)



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IT'S **BLACK AND WHITE:**
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Creative Resources

SUPERLOAD footage



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IT'S BLACK AND WHITE:
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Creative Resources

SUPERLOAD imagery



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Contact us:

We would love your support in sharing these assets and important safety messages.

Please share examples of your work with us via media@nhvr.gov.au

Please reach out if you have questions or would like to collaborate further on this campaign.

www.nhvr.gov.au/blackandwhite