



Road to Respect Roadshow
Presentation of Campaign Results
February 2013

keeping victorians connected

Why have a campaign?

Evidence of truck involved crashes :

International experience - crashes attributable to the road user other than the truck driver

- US Large Truck Crash Causation Study - 56%
- European Truck Accident Causation - 75%

Why have a campaign?

Evidence of truck involved crashes :

Australia and Victoria - crashes attributable to the road user other than the truck driver

- National Transport Insurance - 72%
- VicRoads Fatality data 2012 - 73%

Why have a campaign?

- Victorian truck freight is predicted to grow by 50 % by 2020

About the Campaign

- Relevant & engaging for all ages
- Emphasis on mutual respect between car & truck driver
- Encourage friendly discussion
- Face-to-face interaction
- About sharing the road safely
- Without painting truck driver or other road user as villain or victim.

Road to Respect Roadshow

The centrepiece of the campaign was a travelling roadshow

a truck decked out just for the campaign

offering visitors, through experiential learning, a unique truck driver's perspective of the road.



The Roadshow



Aim of the Campaign

The key messages of the campaign

For cars:

- blind spots
- stopping distance
- overtaking trucks
- turning trucks

For trucks:

- tailgating
- speeding
- sharing the road

Campaign Strategy

- For the campaign we built an interactive truck display model

to compare braking distances of cars and trucks



10?

20m

Start Breaking



1. The first step is to identify the problem. This is often done by a team of experts who will look at the data and try to find out what is going on. They will often use a variety of tools and techniques to do this, including interviews, focus groups, and surveys. Once the problem has been identified, the next step is to define the scope of the project. This is often done by creating a project charter, which is a document that outlines the project's goals, objectives, and scope. The project charter is then used to get approval from the sponsor and the steering committee. Once the project has been approved, the next step is to create a project plan. This is a document that outlines the project's schedule, resources, and risks. The project plan is then used to manage the project and to report progress to the sponsor and the steering committee. Finally, the project is completed and the results are reported to the sponsor and the steering committee.

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10m

20m

30m

40m

50m

60m

70m

80m

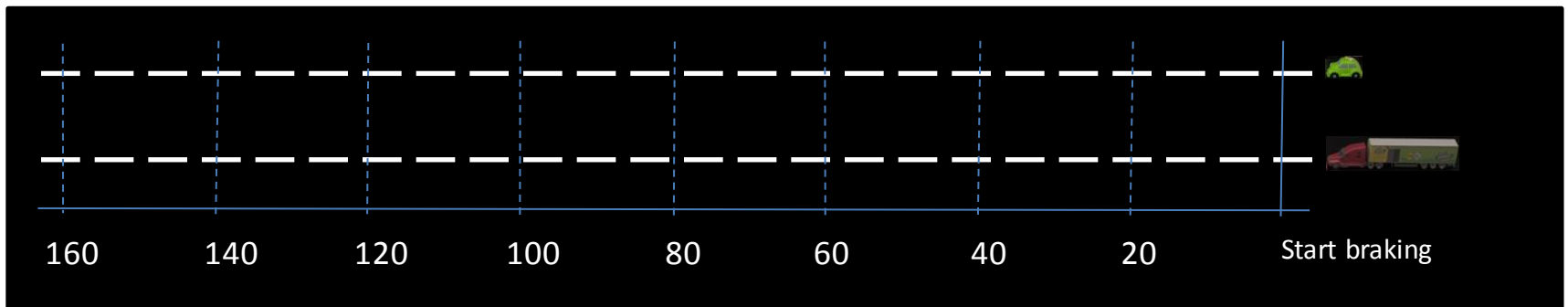
90m

100m

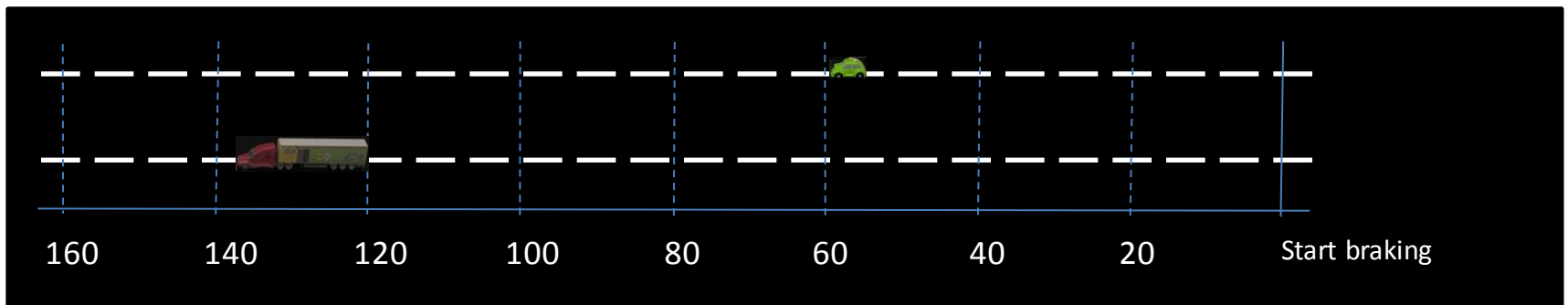
Start

Where will it stop?

Stopping distance of a car and truck travelling at 100km/h



Stopping distance of a car and truck travelling at 100km/h



Stopping distance of a car and truck travelling at 100km/h

A car takes 60 metres at 100 km/h
(13 car lengths)



A truck takes at least 138 metres at 100 km/h
(31 car lengths)

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Roadshow tour dates

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ROADSHOW



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Join us on the Road to Respect

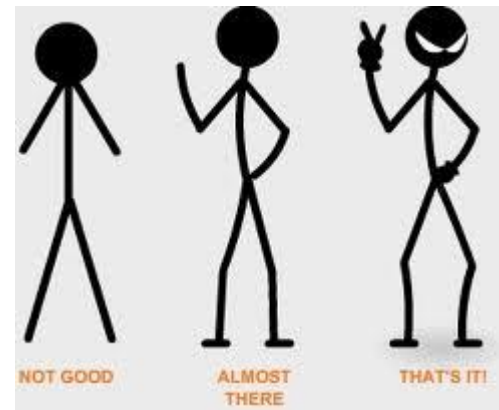
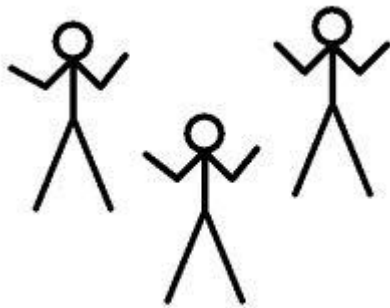


Click the towns to view tour date details

The Roadshow



The Road to Respect Roadshow at the Royal Melbourne Show



Communications activities

- The roadshow was complemented by the communication strategy involving:
 - Campaign website
 - Facebook page
 - Competition
 - Merchandise
 - Stakeholder communications

Exit Interviews

Other key findings included:

- 80% said they were more likely to maintain a safe stopping distance
- 80% said they were more likely to stay out of a truck's blind spot
- 76% said they were more likely to give trucks room to turn

Exit Interviews

Exit interviews were overwhelmingly positive.

- 85% said they were more aware of the challenges facing truck drivers on the road after experiencing the exhibit.
- 79% responded that they would change the way they drive around trucks (the most common response was 10 out of 10).
- 75% rated the exhibit eight out of 10 or above

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