



HVSI Round 4 Funding Final Report

Prepared by Caravan Industry Association of Australia Ltd



Helping road and rest stop users “Co-exist”



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1. Executive summary

Caravan Industry Association of Australia and the National Heavy Vehicle Regulator came together to develop a 'Co-Exist' education and awareness campaign under Federal Government funding through the Heavy Vehicle Safety Initiative program.

The partnership resulted in the creation of education assets and the development of digital infrastructure including a dedicated website designed to educate and inform a growing wave of caravanning consumers who interact with heavy vehicles during their travels and in particular staying in designated fatigue management sites exclusively provided for heavy vehicles. Distribution of information was (and will continue to be achieved) via Caravan Industry Association of Australia's access and reach into the caravan and camping lifestyle demographic with media, websites and emails. The content focuses on certain key areas including the use of dedicated truck stops, the requirements of professional drivers, communication on the road and to generally foster a better understanding between the groups.

Many heavy vehicle drivers, particularly those travelling long distances, arrive at fatigue management stops only to find Recreational Vehicle (RV) users have taken spaces designated for them, when these RV users could have pre-planned and

found a caravan park or one of the many available sites made available to them by councils and towns. This issue came off the back of extensive and very successful public advertising campaigns carrying 'Stop, Revive and Survive' messaging to reduce on-road fatigue incidences, but also inadvertently increased RV visitation at these rest stop locations.

The 'Co-Exist' education program aims to address conflicts between RV users and heavy vehicle drivers at these dedicated heavy vehicle fatigue management stops and on the road. The campaign educates RV travellers on how to properly use appropriate rest area sites, and the risks associated with disruptive behaviour, resulting in a safer driving environment for the entire community. Plus, a broader focus on creating a better understanding of the legal requirements of professional drivers, as well as educating the general public on how they can support our trucking industry and contribute to safer roads at an individual level.

This final report demonstrates the extensive reach of the campaign to relevant parties, the successful adoption of its messaging, and the better understanding (based on surveying) it has achieved so far.

The assets developed for this campaign will continue to be distributed through the consumer database of Caravan Industry Association of Australia beyond the end of the funding arrangement, and also used by the Caravan & Trailer Road Safety Alliance as educational content. In addition, ongoing research will be conducted outside of this funding arrangement to monitor heavy vehicle use and appropriate signage recognition and understanding.

Finally, the lessons learned out of the research gathered (and the ongoing research to be conducted in this area) will be used as the basis for future education and communication amongst the caravanning community in how they can better interact with the heavy vehicle industry.





Co-Exist

Sharing our open roads



campaign results at a glance...

64,000 additional drivers with improved understanding of truck parking signage & meaning.



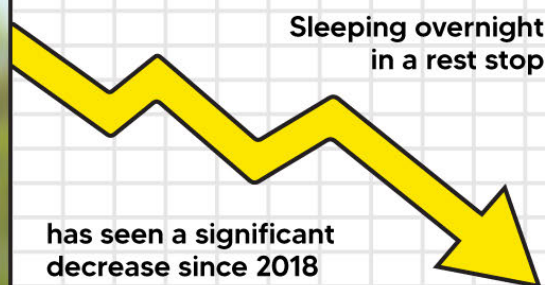
A national increase of



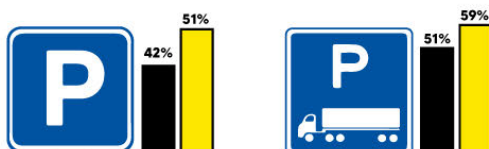
since **2018**



Truck stops have experienced a **32% decline** in the amount of people staying for more than 1 hour in 2022.



A total of **4067 Australians** who "had used a rest stop within the last 18 months where a truck was present" participated in our research survey.



Comparison of road sign awareness of motorists from Co-Exist research survey - 2018 vs. 2022.

Future areas of opportunity... ▼

1. Communication / UHF etiquette



2. On Road Interaction best practice

The research indicated that caravanners had a desire for better understanding around UHF usage and communication etiquette plus a focus on best practice when overtaking or being overtaken by trucks. Thus, providing an opportunity to continue engage caravanners on these road safety topics.



70%

of caravanners carry UHFs presenting a continued opportunity to engage caravanners regarding improved communication with professional drivers and UHF usage.

wanted better guidance on how to park with trucks more effectively and how to overtake trucks safely.

50%



2. Project stages & activities

a. Research to determine baseline attitudes

In March 2018, an online survey was sent to 3473 caravan and camping consumers seeking their participation in baseline research. The survey was designed to analyse existing usage patterns of caravanners and camping in rest stops where trucks were present, as well as their understanding of various fatigue management signage. Of the sample group, there were 554 respondents who met the research criteria ('had used a rest stop where a truck was present within the last twelve months'). A marketing campaign and education plan was developed based on the data from this report.

Key recommendations:

1. Improved use and understanding of UHF radios as a communication tool;
2. Education around meaning of different national signage in the form of multidirectional communications; and
3. Improved education around effective parking, stopping breaks, avoiding trailer sway, caravan weights, speed and improved training on how to tow.

Key messages:

1. Mutual respect and better communications between heavy vehicles and caravanning consumers
2. Safety always
 - a. Technical/vehicle
 - b. My driving
 - c. Others driving
 - d. When, where, what and how
 - e. Environment

Success measures:

1. Web and digital traffic
2. Repeat survey results

b. Campaign development

Following the identification of the key issues and concerns the campaign should address through research, surveys, and industry feedback, the 'Co-Exist' campaign content was developed based on these findings in collaboration with trucking experts and road safety advocates.

Identified key issues & concerns to be addressed

- RV users and heavy vehicle drivers are filling rest stops beyond capacity and heavy vehicle drivers are forced to seek alternative areas for their compulsory breaks, causing them undue fatigue and risk.
- RV users and heavy vehicle drivers have different needs at rest stops, causing a number of conflict issues between the two parties:
- RV users become agitated with the “unsocial” hours of heavy vehicle drivers arriving at and departing from the rest area;
- RVs set up in designated heavy vehicle areas in a way that prevents heavy vehicles from effectively using the space;
- There is a lack of both defined etiquette and accountability for disruptive behaviour;
- Separation of rest area sections for different users is being ignored as are signed time limits;
- Environmental hazards are becoming an issue with the dropping of grey water and rubbish by RV driver who are unaware of appropriate dumping sites in townships or at designated caravan parks along highway routes. While this may not impact on the functionality of the rest area, it does impact the aesthetics of the area;
- Truck wind when heavy vehicles and / or caravans pass one another causes a potential risk for caravan sway, which can prove difficult for the inexperienced or unprepared RV driver. Should this cause an accident, there is also the potential risk of injury or death. With increasing numbers of caravans being registered each year, this risk grows and particularly when innovative technology is not used within trailer set-ups and education is not provided to RV users; and
- With heavy vehicle lengths getting larger (e.g. the introduction of Super Quads), the need to understand passing distances and road etiquette where RV users and heavy vehicles interact is important to mitigate potential accidents for both vehicles involved in the passing manoeuvre and also with other road users.

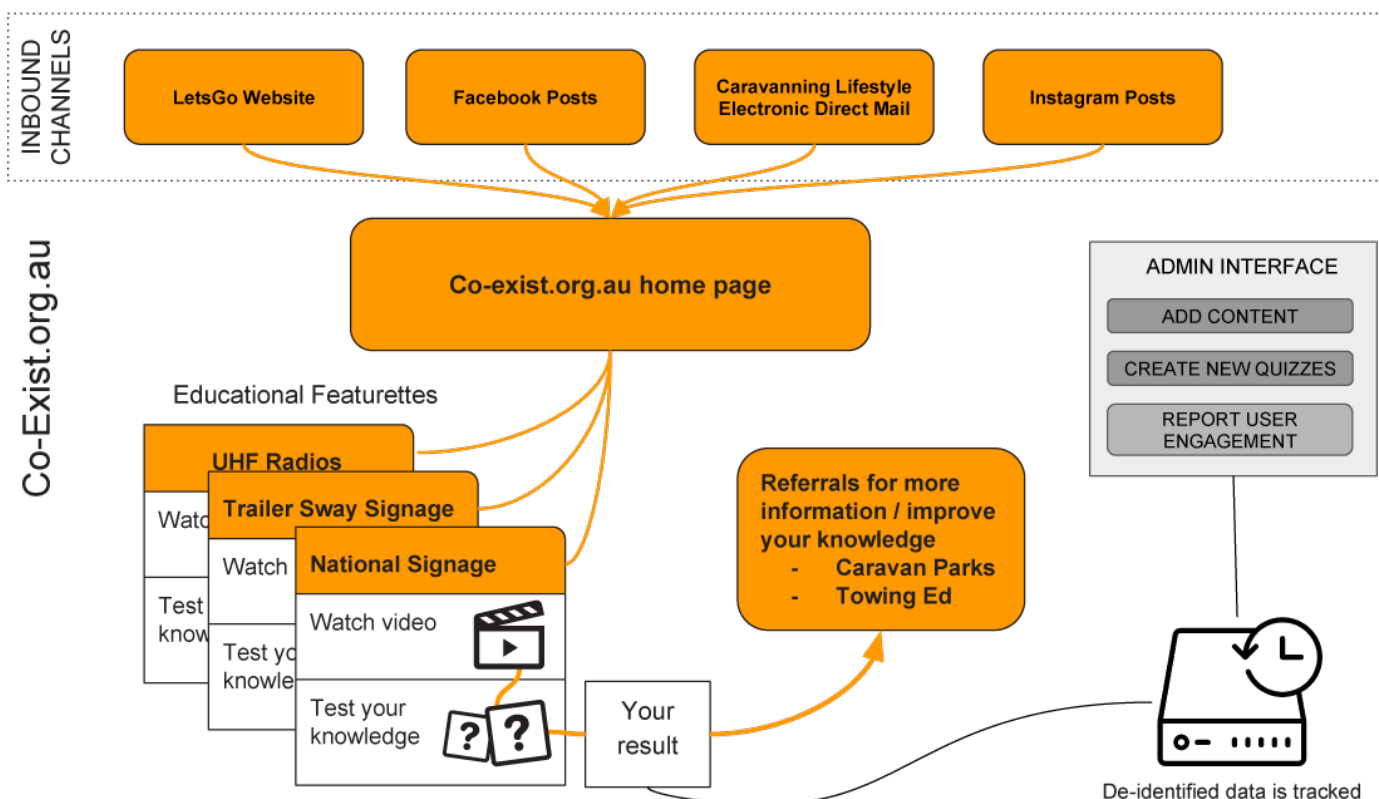
Web development

With all campaign assets and resources housed on the Co-Exist website (www.coexist.org.au), the website serves as the call-to-action funnel destination for all digital marketing activities beyond the website (e.g. electronic direct mail, news media, social media).

The Co-Exist website is designed to educate, inform, and encourage caravan and RV users to pre-plan their rest-stops and fatigue management strategies. It promotes a better understanding between trucks and caravanners, focusing on some key areas such as the use of truck stops, the requirements of professional drivers and communication on the road. Most Australians want and intend to do the ‘right

thing' and so keeping this message 'front of mind' is imperative in reminding the public that co-existing supports safety, our economy, and our truck drivers.

The website also collects data on usage and engagement with educational tools over time to track and report results.



Website key resources:

- **The importance of rest areas**
Outlines the importance of rest areas in relation to the legal requirements for long-haul truck drivers to stop and rest under fatigue management legislation.
- **Safe following distance**
Detailing the difference in stopping times and distances between cars and trucks at different speed points.
- **Truck blind spots**
Informing drivers of the potential blind spots of trucks.
- **Tips for caravanners**
Overview of safe driving practices for caravanners.

- **Truckie quiz**
Tests driver knowledge around sharing the road and rest-stops with trucks.
- **UHF quiz**
Tests driver knowledge on proper use of UHF radios.
- **Australian caravan towing guide**
In-depth guide on everything towing.
- **Educational videos**
 - Truckies and caravanners share rest areas
 - Don't cut in front of trucks
 - Do not overtake turning vehicles
 - Speed limited and being overtaken
 - Courtesy
 - Road positioning
 - Driving at night
 - Caravans and motorhomes
 - Overtaking trucks
 - Roundabouts
 - Truck rest areas
 - Plan your trip
 - Communicating with your UHF
 - Road signs



c. Campaign rollout & delivery

6th Sept 2019 - 31st Dec 2021

campaign analytics

Social Media

 **2,913,590**

total reach

3,013,599

total impressions

44,646

engagement

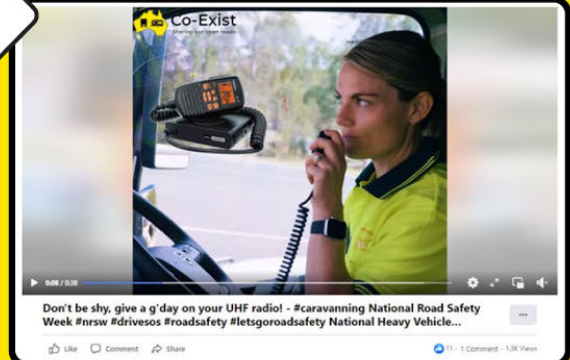
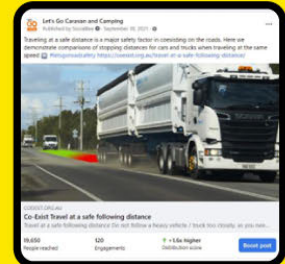
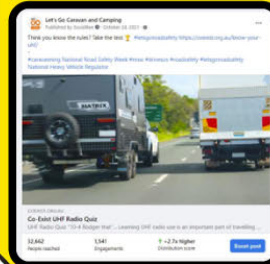
221,828

total video views

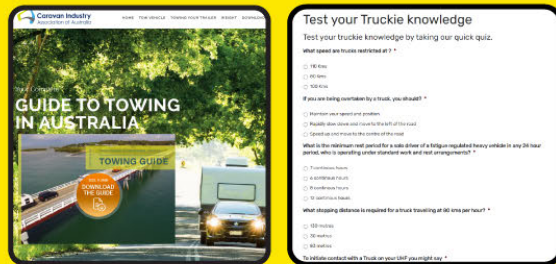
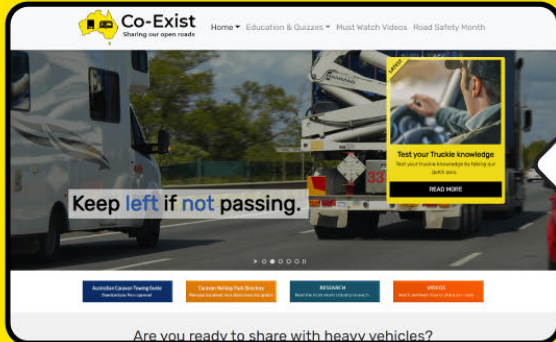
65,761

total mins watched

post examples



website examples



Website

2,913,590

co-exist website views

875,709

towing guide website views

41,688

towing guide downloads

sharing our
open roads

Launch:

The Co-Exist project was officially launched in partnership with the NHVR on September 6th, 2019. The Hon Michael McCormack MP and the Hon Scott Buchholz MP sent the initial media release. Caravan Industry Association of Australia released the same day via the Australian Associated Press Medianet to all metro and regional TV, radio and print press. This came to a total of 2952 recipients, with an open rate of 24%.

The initial media release resulted in requests from Gold FM, ABC Illawarra, ABC Newcastle, ABC WA, ABC Adelaide, ABC Drive WA, ABC Radio SE SA, plus online coverage and ongoing requests from industry media such as Big Rigs magazine. Dedicated coverage was also provided to industry publications including Go RV, VIC Connect, and Caravan Camper Aftermarket Magazine.

The media launch also included the launch of the Co-Exist brand and supporting website that underpins this road safety initiative. The website houses educational videos, written content and quizzes designed to inform caravanners of the proper use of 'truck rest area's', how to interact and communicate better with trucks and the drivers, plus inform the public of the legal responsibilities of professional drivers re fatigue management.

Channels:

Electronic direct mail

Throughout the campaign (and post-campaign (not included in reporting numbers)), the 'Co-Exist' messaging and call to actions were integrated into Caravan Industry Association of Australia's monthly consumer newsletter. This served as a valuable channel to reach an already engaged audience, keeping the messaging front-of-mind.

An average of over 400,000 emails were sent per month during the campaign period with an average open rate of 22% and click-through rate of 12%, equating to an average of over 85,000 opens and 11,000 clicks per month.



30 Days of Road Safety.

For 30 days we will have a new message each day regarding road safety, a responsibility that all road users must take seriously.

Messages will focus on towing, weight, pre-planning, interaction with trucks, UHF communication and many other important messages.

This week our activities will support National Road Safety Week (November 16th to 22nd).

Correct usage of truck rest areas!

Our key message today focuses on your rest stops this holiday season as the roads get busier, pre-planning and considering the needs of our truck drivers.

 **Watch Now**

Newsletter EDM integration example here:

<https://www.vision6.com.au/em/message/email/view.php?id=1249652&a=7711&k=XnlMym3rVINHT8rr-qOy-gfsdmHH3eqNMh-TaxDpDns>

Truck & Caravan Road Safety - TEST your knowledge



Help us make the road safer by completing our short Quiz

Trevor

We are asking for your help in making the roads safer. We are working with various trucking groups, which include the National Heavy Vehicle Regulator and Queensland Trucking Association with a specific focus in this case on interactions with trucks on the road and the use of rest stops.

This information is used to make informed decisions and provide evidence to help create change.

If you have stayed in a rest stop in the last 18 months, it would be appreciated if you could provide three minutes of your time to review and complete the Quiz below.

Thank you for your time and for your efforts to help make roads safer.

Happy Camping and safe travels.

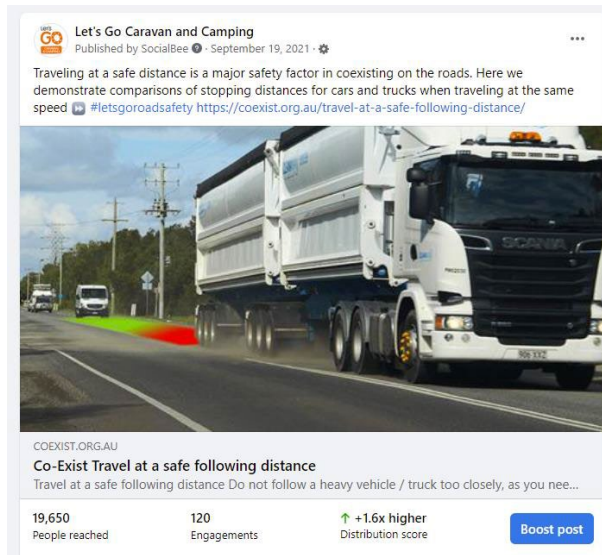
TAKE THE QUIZ

Targeted solus EDM example here:

https://www.vision6.com.au/em/message/email/view.php?id=1275387&a=7711&k=0Klwbf0slI56W2_uEZ7N81jgsy9nRNnwG8QE6u3YsGU

Social Media

Post examples:

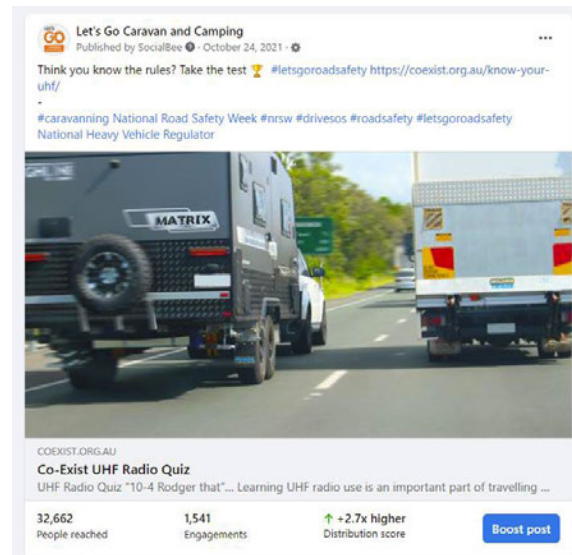


Let's Go Caravan and Camping
Published by SocialBee · September 19, 2021 ·

Traveling at a safe distance is a major safety factor in coexisting on the roads. Here we demonstrate comparisons of stopping distances for cars and trucks when traveling at the same speed #letsgoroadsafety <https://coexist.org.au/travel-at-a-safe-following-distance/>

COEXIST.ORG.AU
Co-Exist Travel at a safe following distance
Travel at a safe following distance Do not follow a heavy vehicle / truck too closely, as you need...

19,650 People reached	120 Engagements	+1.6x higher Distribution score	Boost post
--------------------------	--------------------	------------------------------------	------------



Let's Go Caravan and Camping
Published by SocialBee · October 24, 2021 ·

Think you know the rules? Take the test #letsgoroadsafety <https://coexist.org.au/know-your-uhf/>

#caravanning National Road Safety Week #nsw #drivesos #roadsafety #letsgoroadsafety National Heavy Vehicle Regulator

COEXIST.ORG.AU
Co-Exist UHF Radio Quiz
UHF Radio Quiz "10-4 Rodger that"... Learning UHF radio use is an important part of travelling ...

32,662 People reached	1,541 Engagements	+2.7x higher Distribution score	Boost post
--------------------------	----------------------	------------------------------------	------------



Don't be shy, give a g'day on your UHF radio! - #caravanning National Road Safety Week #nsw #drivesos #roadsafety #letsgoroadsafety National Heavy Vehicle...

Like Comment Share

11 · 1 Comment · 1.3K Views

Facebook in particular provided a unique space where consumers could comment on and discuss the posted subject matter with each other, providing more insight into the existing knowledgebase and sentiment of consumers. Consumers sharing the posts to their personal pages also extended the campaigns reach to demographics that may not have seen the content otherwise.

d. Research findings in December 2020

In December 2020, an online survey was sent to caravan and camping consumers seeking their participation in research to analyse usage patterns of caravanners and camping in rest stops where trucks were present.

A total of 5097 Australians who met the criteria for the research ('had used a rest stop within the last 18 months where a truck was present) completed the survey.

Positive takeaways from 2018 comparison:

- A reduction in the amount of time spent at a rest area
 - 9 to 16 hours: -16%
 - 5 to 8 hours: -13%
 - 1 to 4 hours: -7%
 - Less than 1 hour: +15%; and
- a 12% increase in respondents correctly interpreting rest area signs; and
- an 8% increase in respondents correctly interpreting heavy vehicle rest area signs; and
- a 23% reduction in respondents reporting sleeping overnight as the primary purpose for stopping at a rest area.

e. Research findings in December 2021

In December 2021, a further online survey was sent to caravan and camping consumers seeking their participation in research to analyse further usage patterns of caravanners and camping in rest stops where trucks were present.

A total of 4067 Australians who met the criteria for the research ('had used a rest stop within the last 18 months where a truck was present) completed the survey.

Positive takeaways from 2018 comparison:

- A reduction in the amount of time spent at a rest area
 - 9 to 16 hours: -11%
 - 5 to 8 hours: -7%
 - 1 to 4 hours: -3%
 - Less than 1 hour: +21%; and
- a 9% increase in respondents correctly interpreting rest area signs; and
- an 8% increase in respondents correctly interpreting heavy vehicle rest area signs; and
- an 18% reduction in respondents reporting sleeping overnight as the primary purpose for stopping at a rest area.

3. Conclusion

The research conducted against the original 2018 control group highlights the significant increase in awareness as well as behavioural change as a result of the campaign and the assets created within it (noting that now developed we will continue to promote these assets and messages ongoing and after the expiration of the funding agreement).

Key Findings:

- Over the course of the program, there has been an 8% increase in the awareness of truck parking signage and its meaning. As a percentage of RV registrations, this represents an additional 64,000 drivers that now have an improved understanding;
- Using a restroom, taking a break from driving, and stopping to eat, remains the top three reasons that recreational vehicle users stop in a Truck Stop;
- Sleeping overnight in a rest stop, which rated highly in 2018, has dropped significantly in subsequent surveys as a reason to stop;
- Consistently, most recreational vehicle drivers and towers made an unplanned stop in a truck stop (73%);
- Most drivers carried a UHF Radio (70%), which was consistent across the surveying years. Although there remained a high level of unsureness regarding appropriate UHF channel usage and how to communicate with trucks and in an emergency;
- Most respondents (60%) had not had a negative experience whilst stopping in a truck stop. However, of those that did, the issues were most associated with late arrival of other motorists, loud engine revving and not able to find a parking spot;
- Over 50% of respondents said they wanted better education in how to communicate with truck drivers and other motorists whilst travelling, along with guidance on how to park with trucks more effectively and how to overtake trucks safely; and
- The amount of time spent in a truck stop has decreased since 2018, with 32% decline in the amount of people staying for more than 1 hour in 2022.

4. Appendices

a. Web development proposal

Co-Exist Web Development Proposal

Presented to:
Caravan Industry Association
of Australia & National Heavy Vehicle Regulator

12 JUNE 2018



ZOIK

ACN: 110 616 781

What are we going to do?

1. CREATE A WEBSITE THAT PROMOTES UNDERSTANDING

It will promote a better understanding between trucks and caravanners, focusing on some key areas such as the use of truck stops, the requirements of professional drivers, communication on the road.

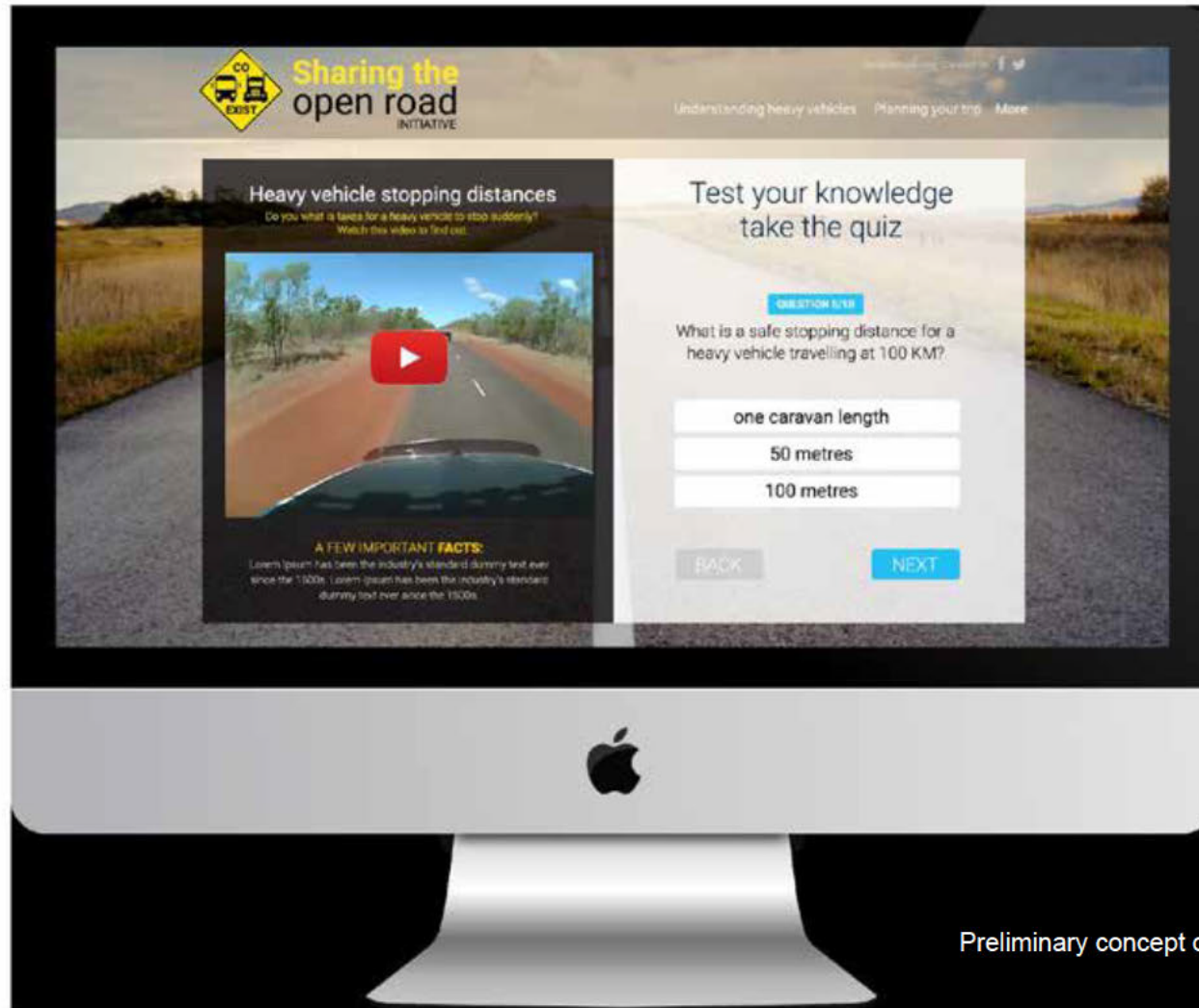
2. TRACK AND REPORT RESULTS

The system will collect data on usage and engagement with educational tools over time.

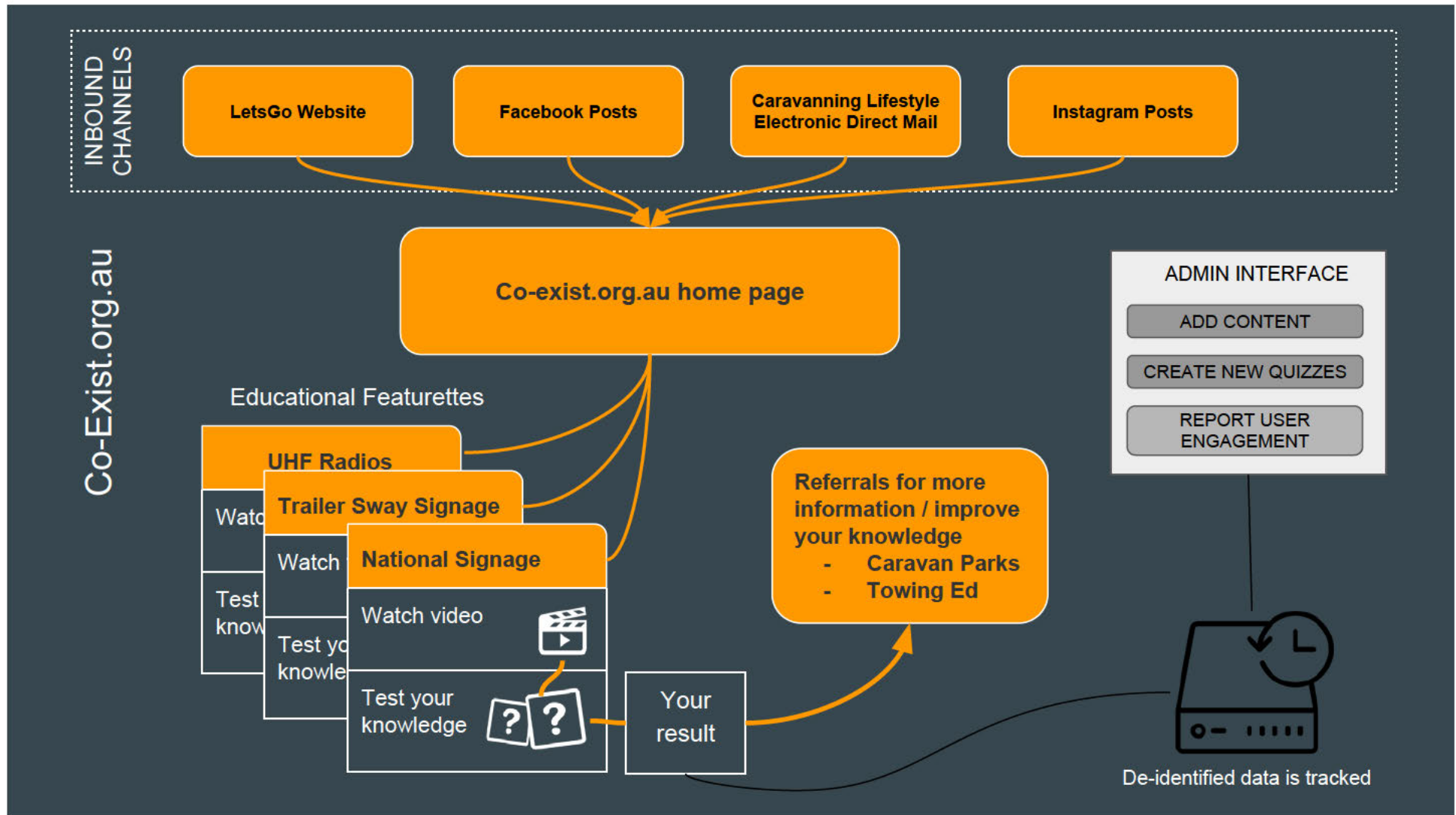
3. CREATE A WEBSITE THAT EDUCATES CARAVANNERS

Using online forms, the site will provide a series of "interactive quizzes" for caravanners to test and improve their knowledge that will ultimately improve their interactions with heavy vehicles.

'Quizzes' will include: effective parking, stopping distances, avoiding trailer sway, caravan weights, UHF radio usage and improved training on how to tow.



Preliminary concept on



Project estimate

Tasks

Detailed scope of the educational quizzes for sign-off

SITE DESIGN AND CONSTRUCTION - Design service includes creation and presentation of two alternative layout concepts. Development on WordPress Responsive CMS (desktop and mobile phone breakpoints). Key features include: - Modulised design/ Inside page with customisable sidebars - Editable menu and pages (build your own content pages)

EDUCATIONAL TEMPLATE DEVELOPMENT - including QUIZZES - Contact form builder with custom fields (using Gravity Forms advanced form builder that provides functionality to build quizzes.) This will be connected to web hook to provide summary of engagement for regular tracking reports. Estimate to build the template:

CONTENT INSERTION AND SEO SETUP - Insert and format home page plus content for the following six education features: UHF Radio use, effective parking, stopping distances, avoiding trailer sway, caravan weights, speed and improved training on how to tow. Set up Google Analytics and Search console for the site, submit sitemap for crawling

Total Design and Development Fee Estimate

POST DEPLOYMENT - 12 Months website hosting including basic SSL certificate

Development Timeline:

4 weeks to build + 2 weeks
pilot testing

SCOPE: 1 WEEK

BUILD: 3 WEEK

Piloting: 2 WEEKS

Prices are exc GST. Subject to standard terms and conditions (<https://www.zoik.com.au/terms-of-service/>)

ZOIK

Thank you!

Call: 07 3856 3303
Email: info@zoik.com.au
Drop in: 158 Enoggera Rd Newmarket, Brisbane QLD
Australia
ACN: 110 616 781


b. Branding proposal


Co-Exist -----

Co-Exist-----

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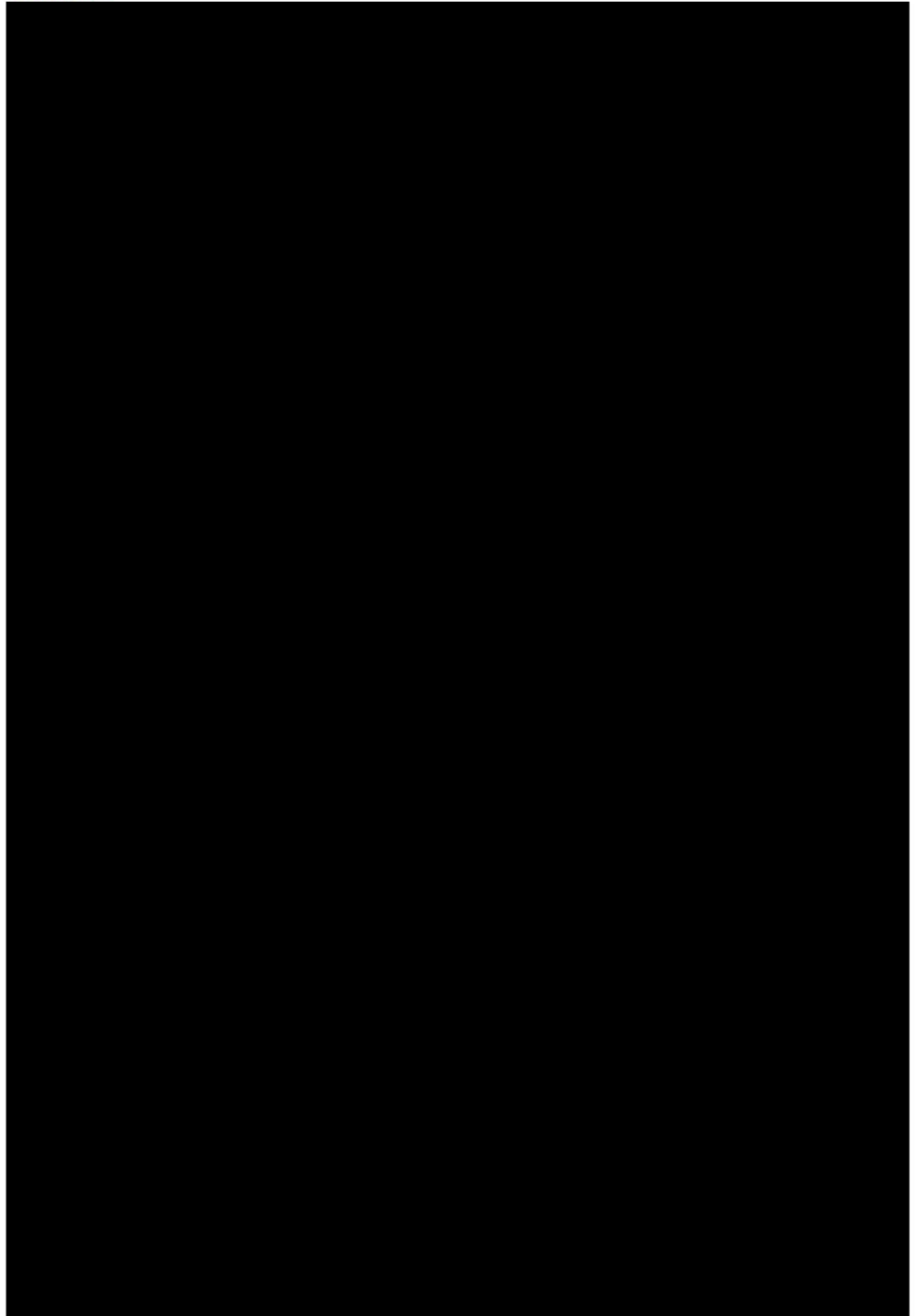
c. Media and communications plan

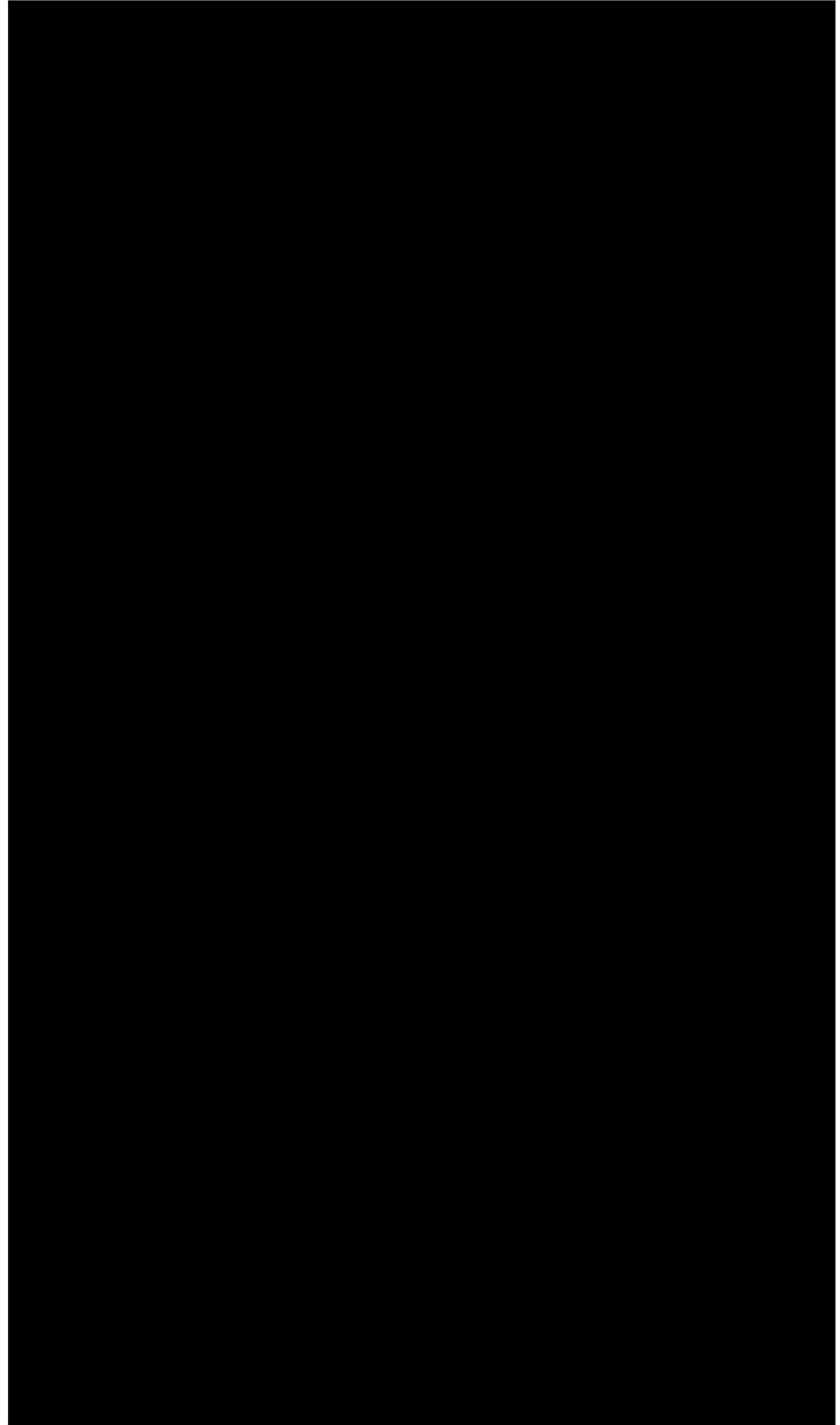


Co-Exist Project

Media and Communications Plan

Partners





d. PR examples

From: medianet@releases.medianet.com.au on behalf of Medianet Press Release
<medianet@releases.medianet.com.au>
Sent: Wednesday, 25 November 2020 7:38 AM
Subject: Caravan and RV Road Safety campaign launched in preparation for increased camping road trip tourism

medianet.

Medianet Release

25 Nov 2020 7:00 AM AEST - Caravan and RV Road Safety campaign launched in preparation for increased camping road trip tourism



Caravan / RV Road Safety campaign launched in preparation for increased camping road trip tourism

November sees the launch of Caravan Industry Association of Australia's '**Caravan / RV Road Safety**' initiative. In preparation for an expected take up in domestic road trip camping holidays this summer and with **over 741,000 registered RV's**, throughout November and December education and awareness will be important in preparing Australians to safely enjoy their holidays. In the coming months, approx. **14 Million nights and 3.3 Million camping trips** or more are expected to be taken.

Each day road safety information regarding **pre-planning** your trip to **manage fatigue**, appropriate use of **rest stops including truck rest areas**, vehicle preparation, sharing the road with trucks, **UHF communication and towing** will be promoted and shared. This information is relevant for all road users regardless of experience.

'**Safety is always important** but with an expected surge in travel this summer with over 741,000 registered RVs (Recreational Vehicles) in Australia and additional interest from 'first timers' due to Covid preventing international holidaying, now is a crucial time to put this messaging '**front of mind**.' said Keelan Howard GM of Marketing & Communications, Caravan Industry Association of Australia.

Caravan Industry Association of Australia has developed in partnership with other state caravan associations, **professional service providers** and other relevant bodies such as the **National Heavy Vehicle Regulator** and **Queensland Trucking Association** free to access consumer digital and print educational assets. This information will be presented using easy to digest videos, engaging online quizzes and written content across email, social media, and digital platforms. Each year tens of thousands of handbooks are distributed for free.

Throughout the month people will be directed to materials hosted on the following websites.

- **National Recreational Vehicle Towing Guide** <https://caravantowingguide.com.au/>
- **Co-Exist, Road sharing with heavy vehicles** <https://coexist.org.au/>



The focus will include information around towing, vehicle preparation and RV weights, best practice truck rest stop usage, how to better use UHF radios for road sharing as well as refreshing travellers about what different rest area signage means.

Having the right vehicle and parts to tow your caravan or camper trailer is so important to the safety of your family, there are many things to consider before you take your next trip.

[REDACTED]

[REDACTED]

[REDACTED]

To view the media release click the link below

Size: **185,457 bytes**

<http://distribution.medianet.com.au/Download/Document?i=941437&s=2&k=4375726>

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Contact Us

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From: medianet@releases.medianet.com.au on behalf of Medianet Press Release
<medianet@releases.medianet.com.au>
Sent: Tuesday, 18 May 2021 12:27 PM
Subject: Caravan Industry Supports National Road Safety Week as "Grey Nomads" begin to head north.
Attachments: Caravan Industry Supports National Road Safety Week as Grey Nomads begin to head north.pdf

medianet.

Medianet Release

18 May 2021 11:59 AM AEST - Caravan Industry Supports National Road Safety Week as "Grey Nomads" begin to head north.



Caravan Industry Supports National Road Safety Week as "Grey Nomads" begin to head north

One caravanning accident is one too many! There are over **750,000 registered recreational vehicles in Australia**, and with many nomads looking to head north as the seasons change, now is an important time to bring road safety front of mind.

In line with other initiatives during National Road Safety Week for 2021, Caravan Industry Association of Australia is taking action to provide tips and timely reminders about ways that campers can travel safely, have enjoyable experiences, and get home to their loved ones safely.

You may have noticed across Australia, the country's favourite buildings, bridges and icons light up yellow every night of this National Road Safety Week (16 – 23 May) in remembrance of the 1,200 lives lost, and more than 39,000 people seriously injured on Australia's roads each year.

"During National Road Safety Week we are asking all drivers and road users to 'Drive So Others Survive!' As a very large and very important road user group we welcome the support of the Caravan Industry because like us, they recognise that everyone has a right to get home safe to their loved ones, every day, with no exceptions." explained Peter Frazer, President, SARAH Group and Founder National Road Safety Week.

"With more caravans on our roads during peak holiday and traffic times, it's even more important for both their drivers and others around them to be aware of keeping a safe distance to make sure everyone safely reaches their destination" Mr Frazer continued.

This comes at a time when campers traditionally look to head north in search of warmer weather. While there remains some hesitation and uncertainty when it comes to the risk of border closures, a recent survey showed that **65% of caravanners and campers were intending to travel north this season. The research also indicated increased desire from Australians who would not normally travel north, a likely result of the increased popularity of caravan and camping following the pandemic.**

"We are eager to support this important initiative promoting road safety. This is timely for our industry as nomads plan their migration north, driving long distances on unfamiliar roads" said Keelan Howard, GM Marketing and Communications.

The past 12 months has seen many Aussies towing newly purchased campers and caravans, driving new motorhomes or dusting off product that might have been sitting in the shed during the lockdowns.

"This week we are taking the time to remind all caravanners and campers, both new and experienced, about how to be safe and courteous on the road. We are sharing tips about pre-planning your trip, managing fatigue, appropriate use of rest stops including truck rest areas, vehicle preparation, sharing the road with trucks, UHF communication and towing." Mr Howard explained.

Caravan Industry Association of Australia has worked in partnership with other state caravan associations, service providers and other relevant bodies, such as the National Heavy Vehicle Regulator and Queensland Trucking Association, to develop educational assets for campers to access for free, both online and printed. This is in the form of easy to digest videos, engaging online quizzes, booklets and stories across email, social media, and websites. You are able to access this content by visiting the below websites.

- National Recreational Vehicle Towing Guide <https://caravantowingguide.com.au/>
- Co-Exist, Road sharing with heavy vehicles <https://coexist.org.au/>

We invite you to join us sharing these important messages around road safety, making sure that people have the right information before they take their trip. Together we can make our roads safer.

National Road Safety Week is an initiative of the SARAH Group. More information is available at: <http://roadsafetyweek.com.au/>

ENDS

Please see the following files attached:

[Caravan Industry Supports National Road Safety Week as Grey Nomads begin to head north.pdf]

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From: medianet@releases.medianet.com.au on behalf of Medianet Press Release
<medianet@releases.medianet.com.au>
Sent: Thursday, 23 September 2021 11:12 AM
Subject: September is Rural Road Safety month & with over 89% of camping trips regional this is an important message

medianet.

Medianet Release

23 Sep 2021 11:11 AM AEST - September is Rural Road Safety month & with over 89% of camping trips regional this is an important message

September is Rural Road Safety month & with over 89% of camping trips regional this is an important message

In support of the Australian Road Safety Foundation and with **over 89.6% of camping trips being taken regionally** Caravan Industry Association of Australia would like to remind all Recreational Vehicle travellers the importance of being alert and prepared.

With two in three road deaths occurring on regional roads, new research from the Australian Road Safety Foundation (ARSF) has detailed why all Australians have a personal responsibility to take greater action.

September is also a peak family camping holiday period as kids enjoy their Spring midterm break and we know for similar holiday periods such as Easter **that 71% of campers will travel over 250 kms from their home and stay away an average of 4.8 nights.**

'All road users have a responsibility to road safety when using our roads and for our camping families during these school holidays we encourage people to be patient and not rush. Planning starts before the key is turned, get your car and RV serviced, take a refresher towing course if needed and plan your trip. Determine before you leave, how far you intend to travel each day, plan your rest and fatigue management stops and book your accommodation in advance' says Keelan Howard GM of Marketing & Communications, Caravan Industry Association of Australia.

'Our research also indicates that Sundays and Monday when people are potentially returning home from their camping trip, maybe tired after a big camping trip they are more at risk, so once again, plan your trip, ensure you are rested and don't rush. The roads will be busy as other campers return home' advises Keelan Howard

Co – existing with other road users’ heavy vehicles is an important part of motoring, using a **UHF and with your channel displayed clearly on the back your van facilitates good communication** for overtaking or reporting hazards to on coming vehicles.

When traversing Rural Roads with long distances between towns, it is important to have **a good night’s sleep** and, **take appropriate rest breaks (15 minutes every 2 hours)** this heightens your alertness to hazards rural roads can cause you to encounter. Ensure you **Do not use designated truck stops for your overnight rest breaks**. Plan your breaks.

Hazards can include narrow sealed or unsealed roads with soft shoulders or loose gravel causing less traction. Roaming livestock and wildlife portray a different hazard and, can cause serious damage should a collision with a large animal occur.

Mechanical items such as spare bearings, seals, and grease along with, appropriate tools to carry out some basic repairs to keep you on the road.

Before planning your trip, **consider a Towing Education course and, or a First aid course** as well as knowing how to use your communication devices appropriately. **Carry ample water in case of a break down allowing 5 – 7 litres per person per day**.

A basic first aid kit is important to add to your equipment.

Help may be minutes hours or, days away. **Be prepared**

For further information on Rural Road Safety visit www.arsf.com.au

Towing Information plus free download visit www.caravantowingguide.com.au

Trucks and Caravans education and information www.coexist.org.au

To view the attachments click on the link(s) below.

Description: **Caravan Towing - Regional QLD**

Size: **917,133 bytes**

<https://distribution.medianet.com.au/Download/Document?i=958834&s=2&k=540920>

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From: medianet@releases.medianet.com.au on behalf of Medianet Press Release
<medianet@releases.medianet.com.au>
Sent: Tuesday, 16 November 2021 11:41 AM
Subject: Caravan & Camping Safety campaign launched as 800,000 registered RVs plan to hit the road this summer and take over 4 million trips

medianet.

Medianet Release

16 Nov 2021 12:36 PM AEST - Caravan & Camping Safety campaign launched as 800,000 registered RVs plan to hit the road this summer and take over 4 million trips

Caravan & Camping Safety campaign launched as 800,000 registered RVs plan to hit the road this summer and take over 4 million trips

November sees the launch of Caravan Industry Association of Australia's summer '**Caravan & Camping Safety**' initiative. In preparation for an expected take up in domestic road trip camping holidays this summer and with **over 800,000 registered RV's**, preparing Australians to safely enjoy their holidays with education and awareness throughout November and December is of the utmost importance.

In the coming months, approx. **14 Million nights and 4 Million camping trips** or more are expected to be taken.

As the caravan holiday parks look forward to welcoming back campers for what will hopefully be a bumper summer, a key focus will also include **pool safety and shared spaces** within caravan holiday parks, as

"Arriving safely at your destination is obviously critical but statistics show that there is also an increased risk of drownings in the summer months and the campaign will also focus on water and pool safety", said Keelan Howard GM of Marketing & Communications, Caravan Industry Association of Australia.

Each day road safety information regarding **pre-planning** your trip to **manage fatigue**, appropriate use of **rest stops including truck rest areas**, vehicle preparation, sharing the road with trucks, **towing, caravan parks shared spaces and pool safety** will be promoted and shared. This information is relevant for all road users regardless of experience.

"Camping popularity is at an all-time high, as Australians see the many benefits of a camping holiday, getting back into nature with family and friends, seeing our beautiful country and supporting tourism and regional areas while also escaping the stress of our busy day to day lives. The last few years have reminded Australians how lucky we are, and that we may have taken some of

our fondest and simplest pleasures for granted!" said Keelan Howard GM of Marketing & Communications, Caravan Industry Association of Australia.

Research indicates:

RV road users are most likely to **have a crash on Monday or Sunday as drivers return** from their holidays.

Crashes are most likely to occur **between 10am and 12pm.**

Whilst crashes are more likely to occur in urban centres, fatalities are more likely to occur on regional roads.

Rear Ends are the most common reason for a crash (18%) followed by angle collision i.e. turning (14%) and losing control (13%)

Caravan Industry Association of Australia has developed in partnership with other state caravan associations, **professional service providers** and other relevant bodies such as the **National Heavy Vehicle Regulator** and **Queensland Trucking Association**, free to access consumer digital and print educational assets. This information will be presented using easy to digest videos, engaging online quizzes and written content across email, social media, and digital platforms. Each year tens of thousands of handbooks are distributed free of charge.

Throughout the month people will be directed to materials hosted on the following websites.

- **National Recreational Vehicle Towing Guide** <https://caravantowingguide.com.au/>
- **Co-Exist, Road sharing with heavy vehicles** <https://coexist.org.au/>



Media Contact:



To view the media release click the link below

Size: **394,645 bytes**

<https://distribution.medianet.com.au/Download/Document?i=962189&s=2&k=146044>

To view the attachments click on the link(s) below.

Description: **Before you hit the roads these holidays make sure you preplan your trip and brush up on road safety.**

Size: **239,863 bytes**

<https://distribution.medianet.com.au/Download/Document?i=962189&s=3&k=146044>

Description: **Water and pool safety messaging will also feature in Caravan Industry Association of Australia's 'Caravan & Camping Safety' campaign in the lead up to holidays.**

Size: **192,998 bytes**

<https://distribution.medianet.com.au/Download/Document?i=962189&s=4&k=146044>

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From: medianet@releases.medianet.com.au on behalf of Medianet Press Release
<medianet@releases.medianet.com.au>
Sent: Thursday, 7 April 2022 1:05 PM
Subject: Caravan Industry launches Road Safety campaign as 1.7 million campers prepare to hit the road this Easter

medianet.

Medianet Release

07 Apr 2022 12:58 PM AEST - Caravan Industry launches Road Safety campaign as 1.7 million campers prepare to hit the road this Easter

Caravan Industry launches Road Safety campaign as 1.7 million campers prepare to hit the road this Easter

Australia has over **820,000 registered caravans and RVs** and with many planning to travel again, taking precautions and preplanning your trip is vital to ensure a safe trip and enjoyable holiday.

An estimated **1.7 million caravan and campers** are expected to hit the road this Easter Holiday.

As COVID restrictions ease this expected surge in travel is welcome news for **regional Australia and the many tourism businesses** looking to recoup after a difficult two years.

The Caravan Industry Consumer Sentiment Report has shown Australians are ready to get travelling again after the easing of travel restrictions.

Concerns about travelling have drastically decreased with **62% of Australians thinking that Australia is less impacted by the pandemic** than most countries.

February 2022 research indicated a pent-up demand for travel with **41% indicating increased intention, up from 18% in August 2021.**

Plus **56% of respondents said they were actively planning** their next holiday **with 52% preferring an interstate holiday.**

In preparation, road safety information about **pre-planning** your trip to manage **fatigue**, proper use of rest stops including truck rest areas, **vehicle preparation**, sharing the road with trucks, towing, caravan parks shared spaces and **pool safety** will be promoted and shared.

Road Safety Research indicates:

RV road users are most likely to have a **crash on Monday or Sunday** as drivers return from their holidays.

Crashes are most likely to occur between 10am and 12pm.

Whilst crashes are more likely to occur in urban centres, **fatalities are more likely to occur on regional roads.**

Rear Ends are the most common reason for a crash (18%) followed by angle collision i.e., turning (14%) and losing control (13%)

Caravan Industry Association of Australia has developed in partnership with other state caravan associations, professional service providers and other relevant bodies such as the National Heavy Vehicle Regulator and Queensland Trucking Association, free to access consumer digital and print educational assets.

This information is available through easy to digest videos, engaging online quizzes and written content across email, social media, and digital platforms.

Each year tens of thousands of Towing handbooks are distributed free of charge.

People will be directed to materials hosted on the following websites.

<https://www.letsgocaravanandcamping.com.au/safety/>

<https://coexist.org.au/>

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

To view the attachments click on the link(s) below.

Description: **Motorhome traveling Australia**

Size: **971,625 bytes**

<https://distribution.medianet.com.au/Download/Document?i=969689&s=2&k=132447>

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e. Co-Exist data report 2018

*As attachment

f. Co-Exist insights report 2021

*As attachment

** Please note, that the figures presented in the 2021 report for the question ' How much time did you spend at the last rest area...' were incorrectly reported due to a calculation error. They have been updated in the 2022 insights report.

g. Co-Exist insights report 2022

*As attachment

h. Final financial summary

