

FINAL REPORT

ROUND 4

HEAVY VEHICLE ROAD SAFETY
INITIATIVES PROJECT

INEXPERIENCED HEAVY VEHICLE
DRIVER AND CARAVANER ROAD SAFETY
AWARENESS PROJECT





INTRODUCTION

WELCOME

**FINAL REPORT FOR ROUND FOUR
OF THE NATIONAL HEAVY VEHICLE
REGULATOR ROAD SAFETY
INITIATIVE FUNDING GRANT FOR
WHITELINE TELEVISION**

THE PROJECT

STATEMENT

Noone could have foreseen the events that took place in the early stages of 2020 and the absolute desolation of industry and livelihoods that was to take place due to the global pandemic of COVID-19. Businesses had to pivot in many instances and working from home became the new normal and Whiteline Television was not immune to this.

The project saw many delays due to environmental and political reasons however it was still delivered successfully and completed on budget, by Q3 2020.



THE PROJECT

SCOPE

PART 1 – CARAVAN & RV SAFETY

Increasing numbers of inexperienced grey nomads and international holiday caravan towers present a significant risk to the safety of everyone on the road but particularly heavy vehicle drivers. Lack of towing experience and ignorance about the highway, roadside and facility safety and etiquette is putting heavy vehicle drivers at risk. In general, caravan and RV education videos are made for and by the recreation and tourism industries. It's critical to capture, share and educate from the perspective of transport industry professionals who work on the road every day.

1. Caravans and RVs on the open road with trucks

A truck-driver's perspective on how caravaners and RVs should share the road safely with heavy vehicles, including important examples of how a caravaner/RVs should safely navigate heavy vehicles on the open road

2. Caravans and RVs heavy vehicle facilities

A truck-driver's perspective on how caravaners and RVs should not utilise off-road facilities designated for use by heavy vehicles and the safety implications of caravaners/RV drivers using these heavy vehicle facilities.



PART 2 – NEW DRIVER EDUCATION

This series was to provide practical and tailored advice to new heavy vehicle drivers on topics that are currently not covered in a standard licence course. We used a combination of talking heads, filmed demonstrations and animation, to present down-to-earth and conversational productions that speak to our key audience. :

1) Fatigue

Explain what fatigue is and the signs and symptoms to look for. We interviewed experienced drivers to get their tips and perspectives on how they manage their fatigue.

2) Load restraint

Drawing heavily from the National Transport Commission's Load Restraint Guide we outlined the reasons for safely restraining the range of freight transported and demonstrate best practise methods.

3) Steep hill descent procedure

Based on the coroner recommendations for driver education. This demonstrated to new drivers the correct techniques to safely descends long steep hills.



4) The importance of driver health and mental well-being

Outline the importance of maintaining physical and mental health and highlight support services such as Aushelp and Beyond Blue along with tips for healthy eating on the road.

5) Warehouse practicalities

We outlined basic practical, safety and etiquette protocols in relation to warehouse operation, explained the importance of site inductions, driver safety area etc.

6) Balancing family life on the road

We interviewed experienced drivers and their families to get their tips and perspectives on how they manage their work life balance paying attention to explaining the importance and safety implication of adequate rest during off-duty periods.



OUR "ON AIR" TEAM

Whiteline Television engaged with highly experienced members of the road transport industry, Heather Jones, Rod Hannifey, Dave Cotter, Bruce Dodds, Daniel and Monica Constable and Brendan McDonald

Add to these we engaged the services of Amelia Ryan (Entertainer) following recommendations of her work with online car advice show Cartell TV . Amelia was the perfect choice to engage with our audience of Nomadic travellers working alongside Rod Hannifey who presented the transport experience.

Following some last minute changes, due to Covid 19, our own experienced presenter and highly qualified trainer Sarah McCarthy stepped up to the plate to tie things together

7) Chain of Responsibility

Basic outline of the chain of responsibility and how drivers fit within the chain. Explanation of how even though each link has specific roles it's everyone's responsibility to ensure the job is done efficiently, effectively and most importantly safely.

PROJECT

TIMELINE

white

JULY TO SEPTEMBER 2019 PAPERWORK AND GRANT

Throughout the month of July was the completion of grant paperwork, approvals and execution plus commencement of the project. Whiteline Television began putting the management team together for the project and outlining and drafting the project plan and scripts.

OCTOBER TO NOVEMBER 2019 PRE-PRODUCTION

During this period we sourced the extra talent we needed and subsequently engaged Amelia Ryan. Amelia came from a car advice program and is no stranger to working with and working around motor vehicles.

Whiteline Television also liaised with Uluru Media and the RAAF to arrange permits and approvals to shoot in both culturally sensitive locations and restricted or controlled air space.

DECEMBER 2019 PRE-PRODUCTION TO PRODUCTION

Scripts completed and approved, talent locked in, permits approved, production plan approved and first shoot completed in Canberra.

JANUARY 2020 PRODUCTION

The shoot for Uluru in the Northern Territory was booked for the 24th and 25th of January.

The filming of this stage went according to plan. Qantas breakdowns and inclement weather threatened to delay us but in the end, everything was completed on schedule.

FEBRUARY 2020 PRODUCTION

During February, Whiteline Television travelled to Adelaide, Glendambo, Coober Pedy, Karratha and Sydney to complete filming for all stages of the project.

Once again, inclement weather threatened us including a Cyclone in Karratha however we were lucky on all fronts achieving a great result.

MARCH TO AUGUST 2020 POST-PRODUCTION & DELIVERY

March saw the beginning of the lockdowns due to the global pandemic COVID 19 and as a result many businesses were decimated by the virus mitigations.

Whiteline Television managed to continue on a significantly scaled down platform. Our staff were all contractors and mostly interstate but we completed the videos on time and budget but delivery was postponed so as to maximise exposure once the COVID lockdowns were reduced.

March 2020 saw the beginning of Lockdowns



OUTBACK LOCATIONS

Uluru was chosen as the obvious location for the outback shoot as it is the most internationally identifiable landmark for the Australian outback. A permit was sourced from Anangu and Uluru-Kata Tjuta National Park Media to keep in line with indigenous cultural sensitivities. All filming at Uluru was conducted under the watchful eye of the Uluru-Kata Tjuta National Park Media Team and subsequent shots were approved for use and non exposure of culturally sensitive sites prior to release.

Permits were also sourced for shooting video and flying a drone near Woomera in South Australia and near the Northern Territory border which is RAAF and USAF controlled air space.

eline
Television

COMMENTS

The caravan project had the scope to produce some wonderful footage in the outback of Australia with the primary objective of educating and providing timely advice to the individuals in society that travel the open roads of Australia for leisure.

Quite obviously targeted at grey nomads, who make up the large proportion of travellers in the outback, with exploration being a dream of many in their retirement years. The advice, we believe, was timely and accurate and hit the mark with the visual references accounting for comments from many as "stunning". One remark was "one of the best road safety videos I've ever seen"

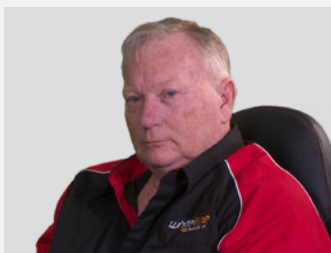
The production of the truck drivers project presented immense surprises as we never imagined that we would get so much wonderful material to work with on issues such as fatigue and mental health. The drivers were amazing in their responses and it provided us with the opportunity to make four extra videos not planned for. These videos have been very well received by many drivers and industry in general..

The material was collated into a production series of videos that we aptly titled "Road Life Australia" and has received some very positive comments from drivers and other sections of the industry.

"One of the best road safety videos I've ever seen"

INTRODUCING OUR MANAGEMENT TEAM

Our team started great out of the gate and performed exceptionally well throughout the pre and production phases of the job. Tragically the team was decimated during the month of March once the mandatory lockdowns became evident and we, along with the majority of Australians were forced to pivot and modify our work practices.

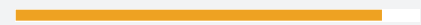


STEPHEN MCCARTHY

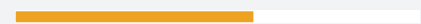
Executive Producer

Stephen is an experienced cameraman, editor and producer who initially trained with the BBC and worked freelance for all major Australian networks on many series productions including news and current affairs. Stephen also worked in media production for the Federal Government in Canberra.

Creativity



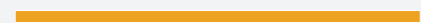
Management



Leadership



Production

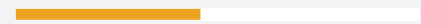


SARAH MCCARTHY

Operations Manager

Sarah is highly experienced in operations and project management having worked for the Australian federal government for the last 19 years. Excelling in staff management and critical response she is the perfect leader on our management team.

Creativity



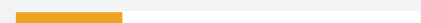
Management



Leadership



Production



JESSICA FERRARI

Writer/Director

Jessica is an experienced journalist, producer and documentary maker who has been making film and television content for over fifteen years. She is passionate about people, lives, history and the stories that shape us all.

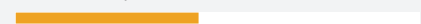
Creativity



Management



Leadership



Production



REBECCA PRESLING

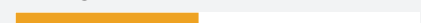
Producer

Rebecca is an experienced producer, writer and episodic presenter. She has worked as crew in film and television and in particular for the Raiders football club in Canberra. Bec has also worked strongly as a camera and sound operator.

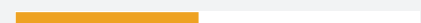
Creativity



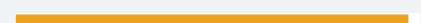
Management



Leadership



Production





COVID 19 GLOBAL PANDEMIC

The COVID-19 pandemic was confirmed to have reached Oceania on 25 January 2020 with the first confirmed case reported in Melbourne, Victoria, Australia.

WHITELINE TELEVISION have been extremely fortunate to have had the bulk of our production shot and in the can prior to the national lockdown however we haven't been completely immune to the after effects and as our staff were all contractors and from other states the project has been completed with a skeleton crew - still on budget.

DELIVERY

The public delivery of the videos had several false starts due to the pandemic and then due to other situations way beyond our control such as the major crash in Victoria where we were asked by NHVR to postpone the uploaded video going live. Once the videos were live to the public they have been widely recieved very well accross all platforms.



LIVE










Our hill descent video has not gone live due to aparent political reasons from South Australia as advised by Andrew Berkman. Two others also have not gone live on our portals but have also been delivered. It is intended to modify the content at a later stage once we are able to freely move between states.

The feedback has been exceptional with our videos and in particular our Caravans sharing the outback video. The arials have been widely commended and we are particularly proud of the production. Our team worked several very long days on that production but on the upside got to experience some wonderful outback locations.

We are especially thankful to Steve Bartowski from ABC Transport for supplying our triple road train for the shoot and working with us for timing etc. We are also grateful to Anangu and Steve Baldwin from Uluru-Kata Tjuta National Park Media.

PLAYS

Across all mediums through Web sites social media Vimeo and Youtube the videos have been played a total number of times as follows

	10,651		5,220
	2,200		2,400
	3,600		3,630
	20,400		3,270
	10,100		
Total number of plays complete - 62,141			

Whilst the take up has been slightly disappointing it is to be expected considering the lockdowns everywhere and the limits to travel across the country. More promotion in the coming months will see numbers steadily grow to expectation.

An interesting side note is that the previous videos of the truckies top tips have recieved a jump in views during the period of release.

These videos will continue to be promoted as we head towards the Christmas Holiday period which will garner a further net of viewers as states open their borders and domestic tourism kicks back into gear.

The following were media opportunities Rod utilised as part of his regular appearances on these mediums.

Media outlet	Contact	Media type	Coverage
Triple M	Luke Bona	12 x 5 min radio interviews	Australia wide
Yass FM	Mark Bosna	10 minute radio interview	Yass, NSW
2HD - 2SM	Graeme Gilbert	5-10 minute radio interview	Newcastle, NSW
Triple M	Luke Bona	8 minute radio interview	Melbourne, Vic
Triple M	Luke Bona	5 minute radio interview	Australia wide
ABC Wagga	Grant Luhrs	10 minute radio interview	Wagga, NSW
2SM	Carter Edwards	5 minutes	Australia wide
2SM Evening	Carter Edwards	6 minutes	Australia wide
2DU Dubbo	Mark Vaile	5 minutes	Dubbo, NSW
ABC Dubbo	Robyn Herron	15 minute radio interview	Western Plains,
ABC Wagga	Simon Wallace	10 minute radio interview	Wagga, NSW
ABC Melb	Philip Clark	15 minute radio interview	Melbourne, Vic

TELEVISION

WIN TV	TV interview and video excerpt	Orange/Dubbo
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PRINT

Diesel	Online magazine
Owner Driver	Online and print magazine

ATA interview about top tips.

Moving forward

The caravan videos will remain a resource to be utilised by driving schools, educators and the wider general public as a reference.

As more videos are produced towards the same or similar theme of sharing the road safely with heavy vehicles then they too can be added to the portal developed by Whiteline Television called Sharetheroad.net.au.

The share the road domain has just been renewed for a further two years and continues to be a resource available to all.

Our trucking nation website is about to undergo a major revamp and these videos for new drivers will take a prominent position on that site.

We will, of course, continue to promote the videos through our social media networks and through other outlets.

The videos have been widely accepted with mostly only positive comments being received.

The email from the QLD Police, the ATA and the Western Australian Industry Road Safety Alliance requesting access to the videos as an educational tool was especially encouraging as was the email from the Australian Road Safety Foundation.

Whilst many of these means are not quantifiable through data it is extremely comforting to know that many people will be viewing them for a long time to come.



Most relevant ▾

It's a great video but unfortunately as many heavy vehicle drivers know it won't always happen there are so many selfish cars abets out there that will always leave there brain at home while travelling the country see it time and time again a bit sad really but again a great bit of advice with the video 👍👍

Like · Reply · 14w · Edited



Author

National Heavy Vehicle Regulator Hi

Adrian, thanks for your message. Through these videos, caravan and RV drivers can understand the difficult roles and tasks that truckies are undertaking, and get advice and tips on how to share the road safely. To help this information reach more people, we're asking any truck driver who knows someone with a caravan to 'tell a mate' to watch these videos, and you can also share this post.

Like · Reply · 14w

3



National Heavy Vehicle Regulator yep will do and I've tried in the past to advise people about proper education in this area but as a 40 odd year heavy vehicle driver they always tell me they know what there doing 🤔🤔🤔👤

👤👤



[Redacted]

2

10 AUG 2020, 14:06

Hi - I represent the Industry Road Safety Alliance in the South West of WA, and just wondering whether you'd allow us to download the full resolution versions of your truckie tips videos so our members can share them on their plasma screens on their worksites. We've got a collective workforce of around 8000 across our members, so it's a good way to reach a good number of people with your message.

If you're okay with that, if you can send links to your videos to info@industryroadsafety.com.au, that would be great. We'll use the links to your videos here for our social media so that you're getting the traction.

14:06



Great information as there are a lot of caravan drivers who do not know what to do when a Truckie wants to overtake. Well done putting this video together 🙌🙌

Like · Reply · Message · 13w

1



Excellent presentation please respect truck drivers .

Like · Reply · Message · 14w

1



Great video. Caravan drivers should be also aware that if you can't see the truck mirrors the truck driver cannot see you and beware of the trailer 'drag'

Like · Reply · Message · 13w

1



Well done. Uhf contact with the truck driver is a life saver.

Like · Reply · Message · 14w

2



Well done guys!! A positive yet informative piece! 🙌

Like · Reply · Message · 14w

3



Always good information coming from Rod. Good to see him back on here again, plus his offside 🙌

Like · Reply · Message · 14w

2



Do this in nz too whanau

Like · Reply · Message · 14w

1



Same in NZ.

Like · Reply · Message · 13w

1



Very well done 🙌

Like · Reply · Message · 13w

1

1

1

1

1

Good on you Whiteline Television & well done Rod & Amella, for putting this together... In hindsight, this clip should of been aired on prime time TV years ago..... See more
Like · Reply · Message · 14w · Edited

Subject: RE: Trucks and Road Safety

Dear [REDACTED]

Thank you for sending through your new video's – great backdrops by the way! I agree your timing is perfect as Australian's are encouraged to holiday at home and caravans start moving around our country again your educational video's are a must to all before they leave home. Glad to include them on own website and thanks for the update.

Kind regards and travel safe,

[REDACTED]
Events & Marketing Assistant
Australian Road Safety Foundation

Sent: Saturday, 9 May 2020 5:22 PM

Subject: RE:

Goodaye [REDACTED] they were funded by NHVR and done by Stephen McCarthy from Whiteline Television. I was not in the first three, but am in some of the next lot. You can get to him direct through his website and I am sure he will be happy for you to share them, though you may need to get them from NHVR as they funded them, not sure which way. Let me know if you can't get to him that way. Try also www.truckingnation.com.au Cheers Rod.

Sent: Thursday, 7 May 2020 8:42 AM

Subject:

Hi [REDACTED]

Hope all is well in these very interesting times.

I have seen the Whiteline TV driver mental and physical health videos and I wanted to get in touch and see who was involved and if it is possible to get copies or links to the videos so I can promote via our social media platforms.

Would love to help spread these messages. Have you been involved in the development of these or can you offer me the right contact to approach please.

kind regards

[REDACTED]
Safety, Health and Wellbeing Director
Australian Trucking Association

I have just received the latest issue of on the road, and think it's great that you try to educate road users with your write ups and videos, I have been driving trucks for over 40 years (and still like to get out in a truck ever though I mainly in the office now and the longer trip the better) I also own a motorhome with trailer and the unit comes in at 18.95m (photo attached) yes I agree there are not enough parking bays around the highways and with more people using the roads at all hours it does become an issue, I can not pull into a caravan park like most, as my rig is too big, and I always try to find some where I'm not in the way of trucks as I know what its like to find a park when tied in the middle of the night, with this Covid 19 thing there is more people buying caravans as they can't go oversea, now and the issue is going to get worst, maybe with the help of organisations like yourselves you might have a bit more push to get more rest area's across Australia in these hard times, this would provide jobs and benefit everyone in the long run.

Thanks for taking the time to read this.

Regards

[REDACTED]
State Operations Manager- WA


'Nothings out of Reach, Everything is Possible'



Good afternoon

Today, for Rural Road Safety month we attended Lara Wetlands which is located 90 kilometres south of Barcaldine. We provided a free sausage sizzle to 120 caravanners camping at this location. What a great way to get a heck of a lot of road travellers in one place and entice them with free food and then bomb them with some free information of driving in the outback and sharing the road with truckies. We linked in the below videos to a PowerPoint presentation, however we needed internet and at this location, no internet coverage.

My question and request to you is, are we able to have the below videos provided to us in a downloadable version, able to be saved into a PowerPoint presentation or USB stick that does not need to be online to view as many places we travel to are remote and do not have internet access?

<https://www.sharetheroad.net.au/travelers-and-road-trains-share-the-outback-facilities/>

<https://www.sharetheroad.net.au/share-the-road-tips-for-caravanners-back-travelling/>

<https://www.sharetheroad.net.au/caravans-and-road-trains-share-the-outback/>

<https://www.sharetheroad.net.au/parking-bays/>

Kind regards

[REDACTED]
Barcaldine Police Station



THANK YOU

It has been a pleasure working with the National Heavy Vehicle Regulator on this project.

Executive Producer

Stephen McCarthy

P.O. Box 6059 Conder
ACT 2906

Mobile:

whitel:ne
Television