

'CRASHES PROMPT BLAST FOR TRUCKIES'

The New Zealand Herald



The **TRUTH** is media don't make money out of **GOOD NEWS**

Radio	Newsprint	Television
Talkback	HB Today	TV1
Radio Live	Gisborne Herald	TV3
Radio Rheema	The NZ Herald	Prime
Radioworks	The Dominion Post	SKY News
Radio Networks		CNN

Out of all of these TV1 are the only ones that promote **GOOD SORTS**

Media will almost be first on the scene of any crash ready to headline the event, however it is only industry that promotes the good news with articles such as the Beaufort Highway Heroes featured in the NZ Trucking Magazine and our own monthly newsletters

ROAD TRANSPORT FORUM CIRCULAR 1/4/20 – 2nd November 2012

34.5% Reduction in HMVs involved in crashes September 2011 - 2012

2010 - 2011

HMV's were involved in 330 crashes where:

- ☐ 55 were fatal crashes
- ☐ 155 were injury crashes; and
- ☐ 120 were non-injury crashes

2011 - 2012

In the last 12 months there have been 216

HMV's involved in:

- ☐ 43 fatal crashes - **down 21.8%%**
- ☐ 98 injury crashes; and - **down 36.7%**
- ☐ 75 non-injury crashes - **down 37.5%**



Industry needs to be portrayed in a better light

- Road transport is the most regulated industry in New Zealand
- Industry has huge compliance costs
- NZ has a failed Rail system (defaulting to more road freight)
- Industry has continuous negative exposure because let's face it whether the truck is in the right or wrong in any incident, it's share mass makes road transport look like the guilty party

The focus needs to change to promote the road transport industry on the good things we do for New Zealand as a whole:

- Road Transport is the third biggest employer in New Zealand
- Communities rely on industry for local events
- Towns, Cities and the Nation would not survive without Road Transport
- Industry has lobbied for HPMV vehicles for scale of economy
- Operators have put drivers through training courses (at high costs) where Drivers now earn a trade or degree in all transport sectors
- NZ Professional Drivers are sought after world wide

So why don't we turn a negative into a positive



CRASHES PROMPT BLAST FOR TRUCKIES



DEFENSIVE DRIVING DODGES FATALITIES

No professional driver goes out there to intentionally kill someone in fact it is just the opposite - in reality they are stuck there which makes it look bad



I know what you are all thinking but Graham is the one in the BLACK shirt and says:

“ Capital trucks are maintained to a very high standard”

DEFENSIVE DRIVING DODGES FATALITIES

Capital Fuels driver Graham Barr receiving a Beaurepaires Highway Heroes nomination and a Triple A rating from Wellington Police for his life saving skills on the Wellington Motorway where he avoided a three car pile up happening all around him.

Graham attributes this to the companies training procedures and policies which in this case could have been catastrophic with huge costs to the company whom were at no fault.

Capital Fuels RTANZ members

Show video footage of Capital Fuels Graham Barr outside the NZTA Wellington TOC Centre.

Show footage from inside the cab



Dennis Roderick is presented with a cheque for \$5000 from New Zealand Trucking magazine. From left to right: Goodyear & Dunlop Tyres (NZ) national sales manager Campbell Gough, Dennis and national road policing manager superintendent Carey Griffiths

2012 Highway Hero award winner

Dennis parked his 20m long unit across four lanes of traffic and dived out of his truck to save a toddler that wandered out onto the motorway in front of his distraught mother at Porirua recently.

Campell Gough (Beaurepaires) “Commercial drivers find themselves involved with incidents on our roads, so few consider their actions heroic - a trait common to most heroes”

Coastal Transport RTANZ members

WRAP UP

- If we reverse the negative feedback will it have a more positive effect on industry
- If we were to promote professional life saving driving rather than doom and gloom would it have a better outcome
- From my years on the road the more pats on the back you got for your professional driving, the more you thought about every situation which made the journey pleasurable and as safe as you could possibly make it for all the motorists around you.
- From my experience as a nominee for the Kiwibank New Zealander of the Year awards 2010 and 2011 and winner of the Local Heroes Medal 2011 it has changed my outlook on life and the fact that just maybe someone is watching and appreciates the good things you do and again with very little media coverage

“Good stories make bad news”



Photo of Capital Fuels Motorway crash avoidance

3 cars loose control in front of Petrol Tanker



NZ TRANSPORT AGENCY
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Professional Drivers Save Lives



Perhaps a new marketing strategy
Where bad stories make GOOD news



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ROAD TRANSPORT
ASSOCIATION **NZ**



Car crosses centreline



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