



SAFETY MAN ROAD SAFETY TRUCK

Sponsorship Programme 2018

WHAT IS THE SAFETY MAN ROAD SAFETY TRUCK?

The Safety MAN Road Safety Truck is an industry initiative developed by the NZ Trucking Association to combat truck-related crashes and fatalities on New Zealand Roads



- The Safety MAN is a 640hp MAN truck and custom built trailer that expands out to an 80sqm classroom.
- Two truck road safety programmes run from this platform: Share the Road with Big Trucks and Healthy Truck Driver.
- The trailer has been wrapped, inside and out, with engaging graphics to create an environment that is exciting for participants.
- 4 Samsung TVs and 6 tablets are used to present the programs in an interactive and stimulating way.
- The flexible design means the trailer can easily transform to suit the audience and programmes or various events.

WHY DEVELOP THE SAFETY MAN?

As New Zealand's economy expands, more trucks will be needed to keep the country growing. It is expected that trucks will still carry over 90% of all domestic freight in 2042.

In 2016, for fatal crashes that involved a truck and another road user, the truck driver had the primary responsibility for 1/4 of the crashes, which suggests that other road users need more education about driving safely around trucks. Road users are often scared and intimidated by trucks. They are unaware of the dangers and capabilities of heavy vehicles.

Many truck drivers suffer health issues that can contribute to crashes and truck rollovers, including fatigue, sleep disorders, mental health, poor diet & exercise.



So that the Safety Man can become a permanent initiative and be able to reach a wider population around NZ, we invite companies and individuals to become a sponsor or supporter.

Different levels of sponsorship are available. Road Safety is everyone's responsibility but not everyone has the time or capabilities to do something about it. This is your opportunity to show your support for a Road Safety Program that proven to change behaviours on the road and in turn, save lives and prevent serious injuries.

The Safety MAN is free to visit, and must remain this way otherwise it is limited to schools, transport companies and communities who can afford to pay. Every New Zealander should have the right to request a visit and learn life saving tips on how to share the road with big trucks.

The Foundation Sponsors and the investment from NZ Trucking Association and its Industry partners means that the program only requires sponsors to enable the running and programme updates. So every contribution significantly allows the wheels to keep turning.

SO, WHAT'S IN IT FOR YOUR BUSINESS?

- Opportunity to show that your company values road safety
- Logo featured on, or inside the Safety MAN truck and listed on the website
- Invitations to key events
- Priority request for Safety MAN to be at your event or special function
- Directory listing on the Safety MAN website and postings on social media
- Sponsorship or Supporters Certificate
- Opportunity to volunteer during visits

“*The Safety MAN can be out preventing road crashes while you get on with your business*”



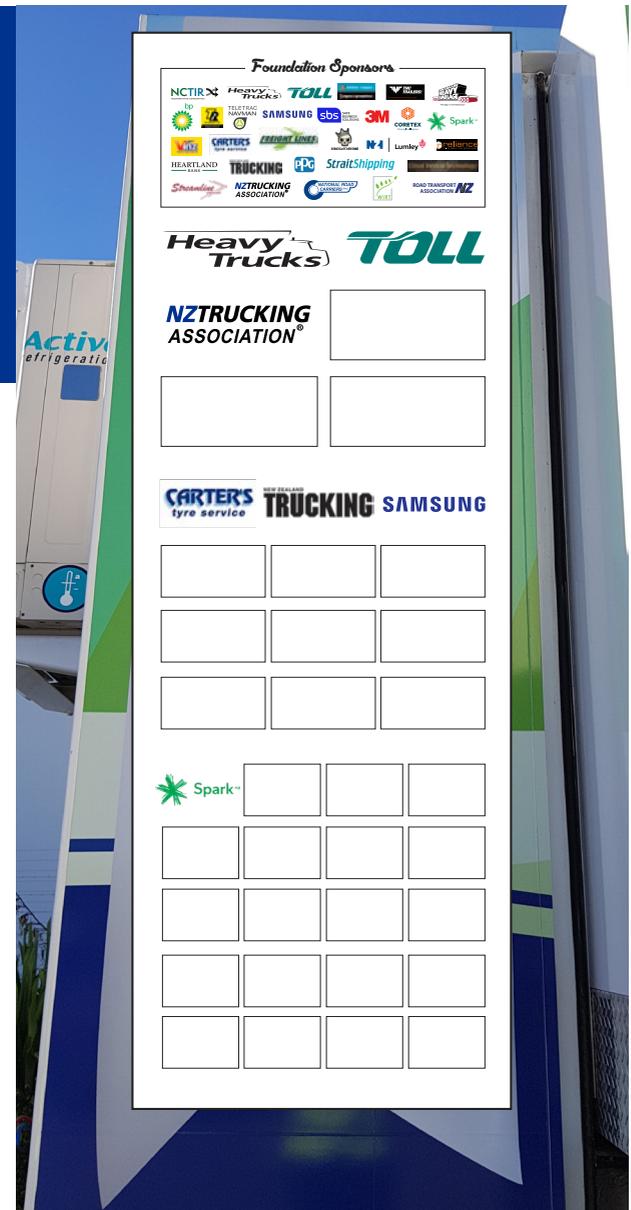
The Safety MAN Road Safety Truck is one of the most photographed trucks in New Zealand. The NZ Trucking Magazine has kindly dedicated a monthly page to promote the Safety MAN programmes and give updates on where the truck has been. Platinum, Gold and Silver sponsors will have their logos featured on this page monthly.

PLATINUM - \$50,000 plus*

Platinum Sponsors support the Safety MAN Road Safety Truck at the highest level, by means of cash, products or services equivalent to **\$50,000 or more** per year. A Platinum Sponsorship is ideal for those who want to get behind New Zealand road safety in a significant way and support an initiative with already proven results. Your branding will feature extensively in the following ways:

- Prominent logo placement outside on the trailer Sponsors Boards
- Metal plaque on the Platinum Sponsors Board inside the trailer
- More extensive branding opportunities available within the trailer or on videos – discuss options.
- Invitations to key events
- Priority request for Safety MAN to be at your event or special function
- Opportunity to volunteer during visits
- Directory listing as Platinum Sponsors on the Safety MAN website and postings on social media
- Safety MAN Platinum Sponsor Certificate
- Opportunity to participate in career expos around the country

*The Platinum, Gold and Silver Sponsorships can be an annual or one-off donation



GOLD - \$10,000 plus*

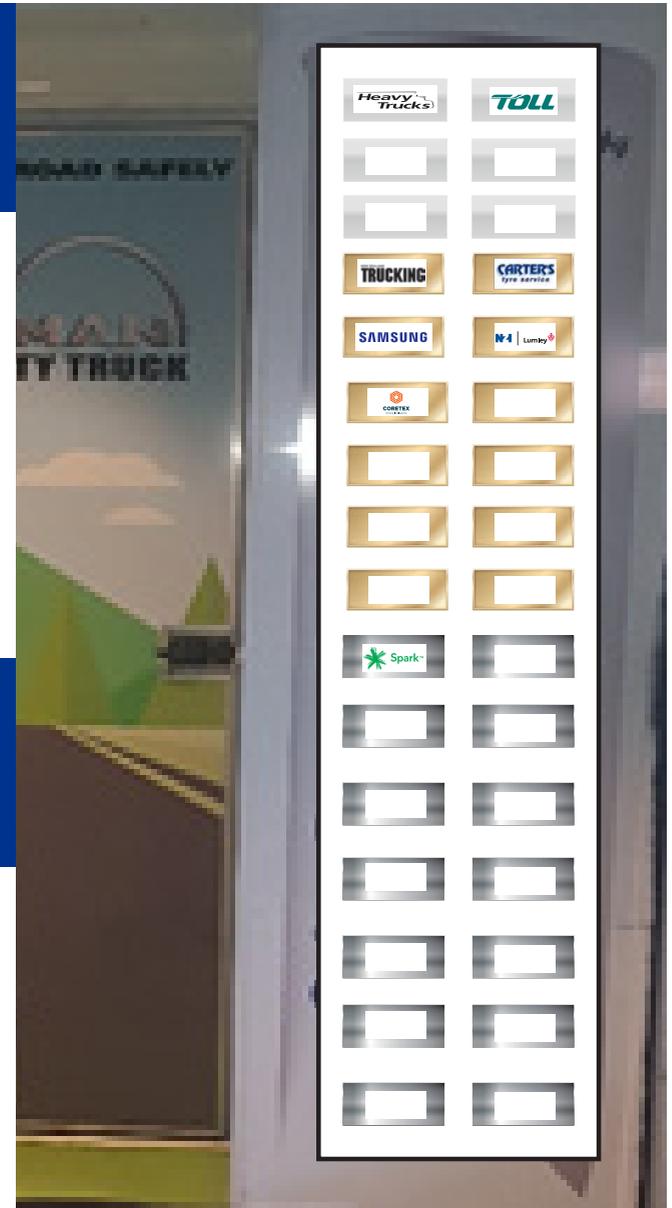
Gold Sponsorship requires a \$10,000 or more annual contribution (or equivalent product sponsorship). Gold Sponsors will receive the following recognition:

- Plaque on Gold Sponsors board inside trailer
- Logo on the outside of the trailer
- Invitations to key events
- Priority request for Safety MAN to be at your event or special function
- Opportunity to volunteer during visits
- Directory listing on the Safety MAN website and postings on social media
- Safety MAN Gold Sponsor Certificate
- Opportunity to participate in career expos around the country

SILVER - UP TO \$10,000*

Silver Sponsors contribute up to \$10,000 per year (or equivalent product sponsorship). They receive the following recognition:

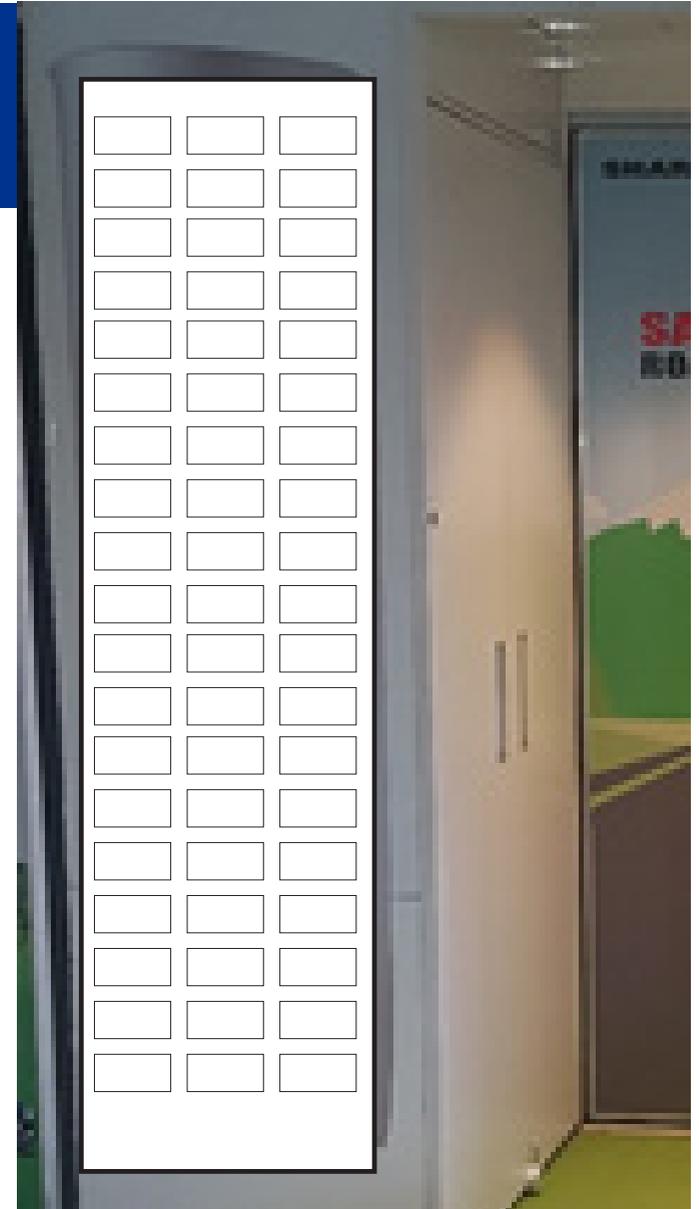
- Silver plaque on Silver Sponsors Board inside trailer
- Logo on the outside of the trailer
- Invitations to key events
- Opportunity to volunteer during visits
- Directory listing on website and postings on social media
- Safety MAN Silver Sponsor Certificate
- Opportunity to participate in career expos around the country



SAFETY MAN SUPPORTER - \$1000 per annum

- Any company or individual who wants to show their support for the Safety MAN and the work it's doing on behalf of the industry
- Recognition plaque on Supporters Board
- Name listed on website in supporter's section
- Safety MAN Supporter Certificate

“ If everone can contribute in some way, this intiative will continue to evolve and develop with remarkable outcomes ”



FOUNDATION SPONSORS

These Foundations Sponsors supported the Safety MAN Road Safety Truck from the beginning; sponsoring products, services or cash to bring the initiative to life. Without the backing of these Foundation Sponsors, the Safety MAN would not have been possible.



SHARE THE ROAD WITH BIG TRUCKS HOW IT WORKS



Participants start in the interactive trailer and the safety programme plays on the Samsung TVs.



Everyone is given a Road Safety Activity Book to work on using the tablets and to take home and share



Participants are free to explore the trailer, practice their driving skills and choose a Trucking Magazine



From the cab, truck blind zone demonstrations give participants an idea of how big trucks really are



“ The Safety MAN was launched in August 2017, and in the first 8 month over 11,000 people participated in the programmes ”

Participants leave inspired by the Safety MAN visit and are impressed by the interactive way in which the program was presented to them.

Learning is often continued afterwards in the classroom, as each participant is given a workbook full of road safety information and activities. The programme is supported by social media and a dedicated website with resources, www.roadsafetytruck.co.nz. This also includes a link to the NZTA Road Safety Educational portal, so teachers can incorporate transport into their education plan.

The presence of the Safety MAN Road Safety Truck in schools inspires the younger generation to seek careers in the industry. Currently 25% of truck drivers are over the age of 65. This aging workforce is a huge industry problem and more needs to be done to encourage and inspire the next generation.

Using these range of tools to educate and build road safety awareness, the Share the Road with Big Trucks programme has been extremely effective in helping students, communities, young and elderly drivers to learn some safety tips and have a better understanding of a trucks' capabilities. Participants are made more aware of the dangers around heavy vehicles and according to Beca's independent research, the majority of people have ultimately changed their behaviour as a result of participating in the Share the Road with Big Trucks Programme.



HEALTHY TRUCK DRIVER - HOW IT WORKS

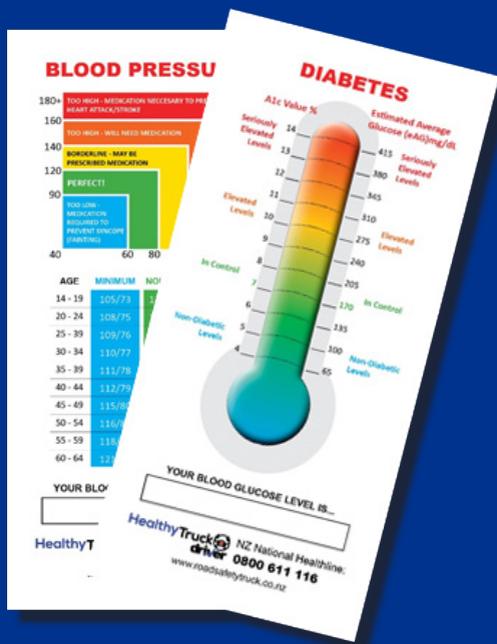


The Safety MAN's Healthy Truck Driver Programme is taken to transport companies to raise awareness about improving the health and wellbeing of New Zealand's transport operators. This programme is designed to give information about the symptoms and causes of common truck driver health issues.

One of the major contributing factors in truck-related crashes and rollovers is fatigue. It has been dubbed the 'Silent Killer', as many people do not fully understand the symptoms or realise that they suffer from it. Truck drivers are more susceptible to fatigue due to the nature of their work: shift hours, working in isolation, lack of exercise and poor diet.

We encourage drivers to look at their entire health and wellbeing, in a holistic approach to combat fatigue and ultimately be safer drivers.

The Healthy Truck Driver programme aims to make participants more aware of fatigue, what can cause it and how it can be mitigated. There are 7 key topics covered in this programme: Fatigue, Sleep, Alcohol and Drugs, Mental Health, Diet, Exercise, and Training and Qualifications.



Participants are given a take-home resource book, with more extensive information about each topic covered in the video. They also receive an exercise resistance band, which is demonstrated in the programme as a great way to strengthen muscles and prevent common truck driver injuries (including back, neck and shoulders).



When available, St John are on board to provide the drivers with free health checks, to give them an indication of whether they need to get a check-up with their doctor.



YOUNG DRIVER PROGRAMME HOW IT WORKS

This is a new programme in development, targeting young drivers aged 16 – 24. After the first 6 months of the Safety MAN on the road, it was clear that there was a need for a young drivers programme. The messages from Share the Road with Big Trucks were relevant, however they needed to be communicated in a way that this age group would relate to.

The aim of this development is to create a programme that would be better suited to high school-aged students, using more mature language, graphics and real images to illustrate the consequences of unsafe driving around heavy vehicles. Condensing the messages into top tips that the young drivers can remember and use when they are sharing the road with trucks in different situations is key. Young drivers are much more vulnerable due to their lack of experience and awareness of a trucks capabilities.

This programme solidifies that Road Safety is in Your Hands. Spilt second decisions made on the road will decide your future.

This programme will be an innovative way to communicate truck road safety with young drivers that are new to the road. As with Share the Road with Big Trucks, it will include blind zone demonstrations and a take-home Road Safety Book full of key messages and a young drivers quiz. In later development stages, the use of virtual reality will be another interactive way that we communicate these messages.

“ In 2016 young drivers were involved in 86 fatal crashes, 665 serious injury crashes and 2,653 minor injury crashes. The young driver was at fault in 75% of these crashes. ”

TRANSPORT INDUSTRY CAREERS

The Safety MAN is a valuable resource for the benefit of the whole industry. The flexible trailer design can transform into a careers expo when visiting senior schools or careers events.

Programs are being developed along with resources that show clear pathways into the transport industry. Companies that support the Safety MAN will be invited to attend and have a profile at Careers Events.

PROGRAMME EVALUATION

The programmes have now been independently evaluated by Beca Ltd to determine their effectiveness in reducing truck-related crashes and rollovers on the road. After Beca interviewed participants, the key findings were:

- 80% have made changes to their lifestyle after going through the Healthy Truck Driver Programme
- 83% have changed their behaviour around trucks after participating in the Share the Road with Big trucks programme
- The truck education programmes have resulted in behaviour changes, which can contribute to less deaths and serious injuries on the road

This feedback is a fantastic indication of the successfulness of the Safety MAN Road Safety Truck programmes so far.

NZTA Truck Crash/Rollover Prevention Plan
Beca Ltd evaluation report conclusion:

“ ***The truck education programmes have resulted in behaviour changes, which can contribute to less deaths and serious injuries on the road*** ”

AWARDS & RECOGNITION:

3m Traffic Safety Innovation Award 2018 *(Finalist)*



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