



**Australian Government**  
**Department of Infrastructure  
and Regional Development**

# **Surface Transport Policy**

## **Community engagement on freight issues**

### **Case study compendium**

**April 2014**

## Executive summary

### Purpose

This compendium is intended to increase understanding of how best to engage with the community on freight issues with a view to informing and complementing future national initiatives by industry and governments which strive to build community support for freight.

The compendium has been prepared by the Commonwealth Department of Infrastructure and Regional Development as chair of a national working group comprising key national freight and logistics companies and representatives of state, territory and local governments.

### Context

- The Australian freight task has quadrupled over the last four decades and total freight is projected to nearly double again over the next two decades.
- Industry and governments are collaborating to prepare for and address the various future challenges presented by this ongoing growth in freight.
- Community engagement will be significant to the successful delivery of the national freight task while ensuring that Australians' quality of life is maintained. However, clarification is needed on the optimal form of this engagement and what the roles of respective governments and industry will be to achieve it.

### Emerging themes

- Typically, the Australian public has low levels of awareness and understanding of freight and the freight industry, and very little interest in learning more.
- Trucks represent freight for most Australians, and are typically of only minor concern, including as a road safety issue.
- However, communities are acutely interested in freight issues when directly affected by negative impacts of freight.
- Successful community engagement on freight issues is typically issue-specific, time-specific and place-specific.
  - Surveys support this approach over a mass education campaign about the importance of freight.
  - Campaigns examined which focussed on time- and place-specific freight issues have achieved more tangible positive results.

### Conclusions

- Future community engagement on freight issues will likely achieve greatest value and success when engagement is tailored to the specific time, place, issue(s), mode(s), and directly affected community. A mass education campaign about the importance of freight is unlikely to increase support for the industry.
- Further coordinated steps by industry and governments to build community support for freight and awareness of the value and importance of the freight task will require further discussion and agreement between working group members, including to:
  - tailor future engagement activities for each audience and circumstance to mitigate the inherent risks in the act and process of engagement; and
  - agree the optimal role for each partner in engagement activities to best harness their experience and expertise.

## Contents

Executive summary.....	1
1 Background .....	3
2 Introduction .....	3
3 Findings.....	4
4 Conclusion.....	5
5 Case studies .....	6
5.1 Understanding Public Perceptions of Road Freight (NTC/Synovate 2010).....	6
5.2 Community attitudes to road freight vehicles (Austroads 2005) .....	7
5.3 Public perceptions of larger vehicles (Infrastructure Australia, June 2013).....	8
5.4 Freight and logistics community attitudes research (VMFAC/IPSOS 2013).....	9
5.6 Industry Road Safety Alliance, WA (2008) .....	11
5.7 The Road Ahead (ATA 2008) .....	12
5.8 Clean, Safe Productive: Australian Supply Chains (QTLC 2013).....	13

## 1 Background

In May 2013, a national land freight strategy was endorsed by the then Standing Council of Transport and Infrastructure. The strategy is a partnership between the Commonwealth, State, Territory, local governments and industry to drive efficient and sustainable freight logistics, balancing the needs of a growing Australian economy, with the quality of life aspirations of the Australian people.

The long term outcomes of the strategy are to ensure: an efficient, productive and competitive national land freight system; a sustainable land freight system that responds to growth and change; and that policies affecting land freight are aligned and coherent across governments.

The strategy identifies six major challenges facing freight today which require coordinated policy action and effort by governments and industry, and one of these is to build community understanding and support for the role of freight in society.

## 2 Introduction

### Context

The Bureau of Infrastructure, Transport and Regional Economics (BITRE) has found that the Australian freight task has quadrupled over the last four decades and that total freight is projected to nearly double again over the next two decades. Consequently, industry and governments are collaborating to prepare for and address the various future challenges presented by this ongoing growth in freight.

Community engagement will be significant to the successful delivery of the national freight task while ensuring that Australians' quality of life is maintained. However, the optimal form of this engagement is unclear.

### Working Group and Case Studies

A working group of key national freight industry members and officials from the Commonwealth, state, territory and local governments (chaired by the Commonwealth) was established in August 2013 in relation to the development and implementation of the national land freight strategy. Members of the working group have contributed the research reports and initiative summaries which comprise the case studies in this compendium.

This compendium has been produced for working group members and is not intended to represent an exhaustive review of community engagement on freight issues.

### Observations

- Some divergence can be observed between case studies regarding how to engage communities on freight issues. For example, some case studies support a mass education campaign about the importance of freight while others promote freight as a secondary aspect of award-winning initiatives on related issues, such as road safety.
- Survey reports examined (Case Studies 1-4) consistently found that the community is not overly conscious of freight. Case Study 4 finds that 'a mass education campaign about the importance of freight is unlikely to increase support for the industry'.
- Quantitative data examined shows directly attributable benefits from location-specific and issue-specific engagement.
- Engaging or prompting the community about freight issues can elicit negative reactions which otherwise would not be 'top of mind'.

## 3 Findings

### The Australian public has low levels of awareness and understanding of freight

The case studies examined reveal:

1. The public has limited awareness and understanding of the freight industry and has a very low level of interest in learning more. The public is unaware of whether the industry is efficient.
2. The community does not readily connect freight as important to the Australian economy, or to quality of life for individuals and communities. Once prompted, the community does acknowledge trucks are very important to the Australian economy, and so largely believes we must tolerate trucks.

### Trucks (freight) are a minor concern for most Australians

The case studies examined reveal:

3. The public strongly associates 'freight' with 'trucks'; trucks are the community's touchstone for freight.
4. Freight vehicles (trucks) are not a primary road safety concern to citizens. While the term 'truck' does have some negative connotations, actual public anxiety and negative perceptions about trucks appear to be significantly less than the media indicates.

Once prompted, citizen concerns are commonly about threatening truck driver behaviour (speeding and aggressive driving), especially in larger, aggressive-looking trucks, as well as trucks contributing to congestion (which citizens likely overestimate).

5. Noise and pollution from trucks are not of significant concern to most Australians. The impacts of trucks, including noise, are principally of concern in residential areas to around half of residents living near main roads with heavy truck traffic.
6. Most drivers in the community cannot differentiate types of trucks, including distinguishing Higher Productivity Vehicles (HPVs) from traditional freight vehicles, or compliant and non-compliant vehicles under the National Transport Commission's (NTC) Performance Based Standards (PBS) Scheme.
7. HPVs operating in trials in Australia have encountered low levels of actual resistance, particularly along routes with a substantial established freight task. Indicatively, public reaction to predictable "Monster Trucks" media coverage has typically been short-lived. However, ensuring public acceptance of HPVs will remain significant to future HPV usage in Australia, especially addressing concern about truck safety and sharing the road with larger trucks.

### Successful community engagement on freight issues is typically issue-specific, time-specific and place-specific

The case studies examined reveal:

8. Community engagement campaigns on freight issues have achieved more tangible positive results when they have focussed on particular issues which are time-specific and place-specific.

## 4 Conclusion

To build community understanding and support for the role of freight in society, the findings of this compendium indicate that future community engagement on freight issues will likely achieve greatest value and success when engagement is tailored to the specific time, place, issue(s), mode(s), and community affected. A mass education campaign about the importance of freight is unlikely to increase support for the industry.

While the Australian public typically has low levels of awareness, understanding and interest in freight as a broad concept, communities are more likely to become acutely interested in freight issues where they are directly affected by negative impacts. Consequently, genuine engagement opportunities on freight with communities will be in location- and issue-specific circumstances.

Specific freight issues which will affect communities in future will likely involve all freight modes and include:

1. First and last mile access (trucks/local government)
2. HPV trials (trucks/local and state government)
3. Congestion (trucks/rail/local and state government)
4. Noise and environmental impacts (trucks/rail/freight terminals/ports/local and state government)

### Next steps

Further coordinated steps by industry and governments to build community support for freight and awareness of the value and importance of the freight task will require further discussion and agreement between working group members, including to:

- tailor future engagement activities for each audience and circumstance to mitigate the inherent risks in the act and process of engagement; and
- agree the optimal role for each partner in engagement activities to best harness their experience and expertise.

## 5 Case studies

### 5.1 Understanding Public Perceptions of Road Freight (NTC/Synovate 2010)

#### Description

The National Transport Commission (NTC) commissioned a report to increase understanding of public perceptions (factually and non-factually based) of road freight vehicles from media and on-road experiences.

The research report, produced by Synovate, combined results from: traditional focus groups and online bulletin boards with licensed drivers; a national survey of 1,500 licensed drivers via online questionnaire; and, an assessment of key stakeholder reactions from ten in-depth interviews with representatives from state and local governments and peak industry bodies.

#### Key Findings

- The community is not overly 'truck conscious' and does not readily connect freight as important to their daily lives or to the Australian economy.
- Freight vehicles are not a key road safety concern to citizens. However, threatening truck driver behaviour, especially in large and aggressive-looking trucks, can greatly concern private drivers.
- Most drivers cannot differentiate PBS-compliant and non-compliant vehicles.

#### Details

The study found that the general public is not overly 'truck conscious'. The importance of freight movements to the daily lives of Australians and the national economy is not a 'top of mind' connection. Trucks are also not a 'top of mind' safety concern to everyday drivers, and are even less concerning to weekend drivers.

Drivers are principally concerned by the behaviour of other drivers which may cause an accident. This concern is exacerbated by the size of vehicles which behave in a concerning manner and by road and traffic conditions (driver's perceptions are not influenced by the size or type of their own car).

Correspondingly, driver concerns about freight vehicles relate to truck driver behaviour. The link between truck drivers and their chosen vehicle is also significant. Freight vehicles are of most concern to car drivers when larger, longer and more aggressive-looking trucks are driven by 'cowboys'. This perception is strengthened when drivers pass or are passed by such trucks. Driver attitudes to freight trucks are generally similar to concerns driving near other large vehicles (4WDs, vans etc.); however, freight trucks were consistently of higher concern regarding forward visibility.

The study also found that the general public also has very low awareness of the NTC's Performance Based Standards (PBS) Scheme.<sup>1</sup> Three highly consistent responses to the scheme were: "The cost of the project will be passed down to consumers"; "These PBS vehicles will still damage roads and bridges"; and, "It is not about the truck but the driver's behaviour". However, the public responded very positively to the PBS Scheme's targets to improve safety and economic performance, and reduce environmental impacts.

Interestingly, most drivers cannot differentiate between PBS-compliant and non-compliant vehicles.

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<sup>1</sup> The PBS Scheme is now managed by the National Heavy Vehicle Regulator (NHVR).

## 5.2 Community attitudes to road freight vehicles (Austroads 2005)

### Description

Austroads investigated community perceptions of and attitudes towards road freight vehicles in Australia in response to perceived “wide-spread and increasing community concern about noise and pollution generated by heavy trucks”, as well as increasing questioning of heavy vehicle safety and the practices of heavy vehicle drivers after a series of “highly publicised road crashes and fatalities involving heavy vehicles”. This report principally drew on a baseline national survey of 1513 citizens interviewed during February 2005, supported by a literature review and focus group findings.

### Key Findings

- Heavy trucks are not a key road safety concern for the Australian public. Once prompted, complaints from drivers about sharing the road with trucks driven threateningly are common.
- Noise and pollution from trucks are not of significant concerns to most Australians. The impacts of trucks including noise are principally of concern in residential areas to around half of residents living near main roads with heavy truck traffic.
- Once prompted, the community does clearly acknowledge trucks are very important to Australian economy, and so largely believes we must tolerate trucks.

### Details

Heavy vehicles are not a ‘top of mind’ road safety issue in the minds of Australian communities.

Only one per cent of participants spontaneously mentioned trucks as a priority road safety issue and only two per cent mentioned trucks as a priority for traffic flow and conditions. The most commonly mentioned road safety concerns were infrastructure-related issues (49%) and traffic flow (37%), followed by traffic management. Once prompted, 36 per cent felt trucks were a major safety concern and 45 per cent considered trucks of minor concern.

When specifically asked about concerns driving around trucks, 81 per cent of surveyed participants reported problems with trucks on the road, most commonly speeding truck drivers (29%), as well as trucks taking up too much room, tailgating, dangerous driving and driver fatigue. Strong community support exists for improved education for car drivers about how to drive around trucks (93%), cracking down on unrealistic schedules for truck drivers (96%), and strictly enforcing rules around truck drivers not taking breaks and speeding trucks (84%). Community views were split on whether: there are too many trucks on the road, truck drivers are more or less aggressive than car drivers, whether driving around large trucks made participants uneasy. Excessive noise from trucks was least likely to be considered a major concern.

Of participants living on or near roads with significant heavy truck traffic, just under half reported impacts. Noise was the most common complaint (30%), followed by pollution from emissions (8%).

When asked, the community strongly agrees (81%) that trucks are really important for the Australian economy, meaning ‘without trucks, Australia stops’. Further, 61 per cent believe that we need to put up with trucks because there is no real alternative.

### Observations

- Engaging the community about freight issues can risk eliciting negative reactions which otherwise would not be ‘top of mind’.

### 5.3 Public perceptions of larger vehicles (Infrastructure Australia, June 2013)

#### Description

Infrastructure Australia considered public perceptions of larger vehicles, including High Productivity Vehicles (HPVs) in 2013, in the context of understanding possible trials by jurisdictions.

#### Key Findings

- HPVs operating in Australia have encountered low levels of actual resistance, particularly along routes with a substantial established freight task.
- The public has found HPVs operating in Australia to be largely indistinguishable from the traditional vehicles that dominate the heavily used freight corridors.
- Actual public anxiety and negative perceptions about larger trucks appear to be significantly less than the populist press indicates. Indicatively, public reaction to predictable “Monster Trucks” stories is short-lived. However, ensuring public acceptance of HPVs will remain significant to future HPV usage in Australia, especially addressing concern about truck safety and sharing the road with larger trucks.

#### Details

While, HPVs (e.g.: B-doubles and B-triples) offer substantial and well-documented productivity gains in comparison to single articulated vehicles, potential productivity improvements offered by more widespread use of HPVs will be limited without access reform. Research has found community acceptance of HPVs has been a key to success in past HPV trials – specifically, addressing public concerns about truck safety and public perceptions of sharing the road with larger vehicles. Research indicates the public generally perceive that larger trucks are less safe and potentially cause difficult driving conditions for the everyday user.

Evidence from Australian HPV trials demonstrates low levels of actual public resistance to HPVs in operation and shows HPV use on routes with a substantial established freight task are less likely to encounter public hostility; actual levels of public anxiety in both Australian and international trials have been significantly less than the populist press would indicate. Typically, the press are quick to publish “Monster Truck” stories wherever HPV trials are proposed, but this recurring reaction is typically short-lived and initial public reaction can be anticipated and planned for. During Australian HPV trials, community complaints were low and negative calls to trucking companies focussed on low-speed turning (which occurs once at the end of journeys). Public concern in Dutch HPV trials was also significantly less than initial perceptions suggested.

Interestingly, the public found the HPVs used in some trials to be largely indistinguishable from the traditional vehicles that dominate the heavily used freight corridors.

#### Observations

- Prompting the community about freight issues, such as ‘Monster Trucks’, can elicit negative reactions which otherwise would not be ‘top of mind’.

## 5.4 Freight and logistics community attitudes research (VMFAC/IPSOS 2013)

### Description

This Victorian Ministerial Freight Advisory Council draft report (October 2013, prepared by IPSOS consultants) presents findings which aim to better understand community attitudes to the Victorian freight and logistics industry. The research methodology was qualitative and quantitative, including four exploratory focus group discussions and an online survey of 1,555 Victorians.

### Key Findings

- The public has limited understanding of the freight industry and is disinterested in learning more, but, when asked, acknowledges freight has an important economic role.
- The community strongly associates 'freight' with 'trucks'. 'Trucks' has negative connotations including truck driver behaviour or trucks causing congestion (likely overestimated).
- A mass education campaign about the importance of freight is unlikely to increase support for the industry. There may be more value in reinforcing positive public perceptions of freight and addressing misconceptions.

### Details

This report found that the community does understand and accept that the freight and logistics industry is central to the health of Victoria's economy. When asked, participants strongly agreed that freight and logistics is an essential industry for Victoria (82%) and that trucks are important for Victoria's economy (77%).

Participants were not very or not at all interested (67%) in receiving information about the freight industry, and had limited understanding about the industry (80% did not know when asked if the industry was efficient). Participant opinions varied on whether best use is made of existing road freight infrastructure, but 46 per cent disagreed that best use is made of existing rail infrastructure.

Participants most associated 'freight' with 'trucks', with mostly negative top of mind associations for 'trucks' (particularly driver behaviour and congestion). Participants estimated 20-40 per cent of traffic was freight [BITRE data suggests <sup>2</sup> that freight accounted for 25% of road traffic in cities and nationally in 2012; trucks accounted for less than 7.5%]. Larger trucks concerned 58 per cent of drivers, especially on undivided roads. Participants felt industry should responsibly address factors which cause a minority of truck drivers to behave 'badly' (aggression and speeding), and supported better education about road sharing for private vehicle drivers (74%) and truck drivers (54%).

The report finds that 'a mass education campaign about the importance of freight is unlikely to increase support for the industry', given Victorians acknowledge freight's economic importance have low interest levels in receiving information about freight. The report suggests a campaign which reinforces positive public perceptions around the value of freight and addresses common misconceptions and stereotypes (such as drug use amongst truck drivers) would be more likely to yield successful results.

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<sup>2</sup> Calculated using data from BITRE *Information Sheet 44: State and Capital City vehicle kilometres travelled, 1990–2012*. 'Freight' was calculated as the percentage of Total Capital City VKT travelled by light commercial vehicles, rigid trucks and articulated trucks. 'Trucks' excluded light commercial vehicles.

## 5.5 Freight in Our Community (VFLC/Elonera/Taylor & Grace 2011–12)

### Description

The former Victorian Freight and Logistics Council commissioned studies and planning for a potential community engagement campaign promoting freight. Slideshows outlining a draft communication strategy (Elonera Pty Ltd, December 2011) and a project brief, strategy and draft campaign outline (Taylor & Grace, February 2012) offer insight into the project's research results and campaign issues.

### Key Finding

- The community has little knowledge of freight and concerns about truck driver behaviour.

### Details

This project's review of recent surveys found that the community is insufficiently informed about freight and has significant concerns about trucks, particularly driver behaviour, which impedes progress for HPVs. This analysis also found little has been done to lift freight's profile in Australia.

Freight and logistics industry participants agreed that a unified, integrated message from the entire industry was in the best interest of the industry. While trucks are the freight 'touchstone' for most of the community, a campaign focussing only on community acceptance of trucks (especially HPVs and local access issues) was perceived as likely to create disunity between modal groups.

Consequently, these participants resolved that the campaign's unified message should be intermodal (multimodal) and also be flexible so as to address mode-specific or local issues as required. Alleviating community concern about trucks and explaining the risk of not accepting trucks were agreed as important, secondary concerns.

Industry stakeholders agreed to a campaign aiming to raise public awareness of the importance of an efficient freight industry and efficient supply chains to quality of life for individuals and communities. Industry stakeholders felt that community support for freight, particularly trucks, may be increased through a better understanding of what life would be like without trucks.

Taylor & Grace proposed a five year campaign, initially budgeted at a minimum of \$2,150,000. The proposed campaign would initially aim to raise public awareness and educate consumers about efficient freight, the impact of inefficient freight, and industry's continuous improvement initiatives. The second phase would demonstrate improvements to industry and the media, such as increased productivity and efficiency and decreased accidents and rogue driver behaviour. The final phase involved active community-industry engagement including informed conversation and debate.

### Observations

- National education campaigns can require a significant budget.
- When addressing multimodal freight issues, it can be difficult to separate truck-specific issues.
- Industry has more readily reached agreement on a unified, multimodal message which promotes freight, whole-of-supply-chain efficiency, and builds freight's social licence to operate in the community. This could be flexibly adapted to specific contexts, issues, modes or locations.

## 5.6 Industry Road Safety Alliance, WA (2008)

### Description

The Industry Road Safety Alliance (the Alliance) was established in 2008 to unite major industry stakeholders with key regional decision-makers and road authorities around Collie and Boddington, Western Australia. The Alliance aims to collaboratively address road safety challenges including: the long distances typically travelled by workers throughout the South West and Peel regions; an increasingly busy and aged road network; the differing needs and priorities of different road users; the cost of infrastructure upgrades; and, the time-consuming nature of approval processes.

Partners in the Alliance are: BHP Billiton Worlsey Alumina, the Griffin Group, Wesfarmers Premier Coal, Verve Energy, Newmont Boddington Gold Mine, Southern Seawater Alliance, Perdamen Chemicals and Fertilisers, WA Department of Transport, Main Roads WA, WA Police, Office of Road Safety, the Western Australian Local Government Association's RoadWise Program, Shire of Boddington, Shire of Collie, and Shire of Harvey.

The Alliance's initiatives for safe road use, safe speed, vehicle safety and infrastructure to date have included: road safety billboards; buses and carpooling to reduce traffic; providing off-site car parking; heavy haulage curfews and defined routes; driver revivers; at-risk driver support systems; road safety calendars; a resource library; major education/awareness campaigns at peak travel times; review and possible reduction of speed limits; heavy haulage speed limits; targeted speed enforcement by police; improving fleet safety procedures; state-of-the-art vehicle design including global positioning systems (GPS) and opti-alert glass; road and intersection upgrades; street lighting; improved signage, line marking and sight lines; and, additional truck bays.

### Key Findings

- Government-industry collaborations on freight issues can produce innovative solutions and successful outcomes, including reducing fatal road crashes, injuries, and speeding.
- Government contributions to successful government-industry collaborations can be broader than financial support, including: infrastructure and service provision, facilitation of partnerships, administrative and secretariat support, or government branding.

### Details

The Alliance has received several industry awards for innovation and road safety. The first year of the Alliance yielded significant reductions in fatal crashes (25%) and injuries (29%) in the catchment area. Speed-related infringements have also reduced since the Alliance commenced. Anecdotally, the Alliance has also improved driver behavior and increased community ownership of road safety. Similar Alliances have since been established in other parts of Western Australia and Queensland.

This project's lessons learnt emphasise the importance of: clear management frameworks and extensive consultation for industry-government collaborations; and, effective data capture and use, such as linking data to practical applications. In hindsight, the Office of Road Safety would have improved clarity of actions, ownership, accountability and outcome KPIs, and would have captured longer-term (5 year) road crash and road use data, linking this data to road policing deployments.

## 5.7 The Road Ahead (ATA 2008)

### Description

The Australian Trucking Association's (ATA) award-winning community engagement initiative, 'The Road Ahead', is a \$1.3 million road safety and careers exhibition which tours Australia. It was launched in 2008 to replace a similar previous ATA exhibit.

The Road Ahead involves a state-of-the-art semi-trailer with interactive displays and presentations targeting the behaviour of private vehicle drivers around trucks. It is the only national road safety campaign dealing specifically with car and truck interaction (National Transport Insurance data suggests private light vehicle drivers are often at fault in fatal accidents involving trucks).

The exhibits and presentations in The Road Ahead: aim to educate communities and local authorities about "good driver and pedestrian behaviour around heavy vehicles"; provide information on trucks operating in and transiting through communities; promote the trucking industry's contribution to our standard of living and quality of life; and, promote career opportunities in the freight industry. The Road Ahead provides a variety of information to industry about: safety; operational matters (including purchase and maintenance); new routes, rules and technology updates; careers; and, opportunities to promote businesses and build public acceptance of safe vehicle operations. Finally, The Road Ahead aims to present governments with a road safety initiative option.

### Key Finding

- Industry is leading a successful national campaign which aims to promote road safety in the community. This exhibit also promotes freight and careers in freight, and aims to address key community concerns about freight, particularly road safety issues around trucks.

### Details

Since 2008, The Road Ahead has delivered more than 1,400 presentations at school and community events and been visited by over 82,000 people. It has been recognised through an industry award for excellent community service, media promotion, and the commissioning of tours by the South Australian Freight Council, the Tasmanian Freight Logistics Council, and the NRMA Road Safety Trust. Also, similar state and local roadshow campaigns have since commenced, including VicRoads highly successful 2012 Road to Respect initiative.

National Transport Insurance data shows that between 2003 and 2011, for every 1000 trucks or trailers on-road, major crashes fell almost 43 per cent. Some credit is likely due to all road safety education initiatives nationally, including The Road Ahead.

### Observations

- This national campaign's primary aim is to educate the public about road safety issues, for which it has received several awards; promoting the importance of freight is one of several secondary aims.
- It is difficult to draw conclusions about the extent of the campaign's impact on major road crashes in the absence of directly related quantitative data.

## 5.8 Clean, Safe Productive: Australian Supply Chains (QTLC 2013)

### Description

The Queensland Transport & Logistics Council (QTLC) in collaboration with Queensland Government Department of Transport and Main Roads is currently working to promote improvement across the broader supply chain, including work in community engagement.

This initiative will produce a series of video messages, as well as accompanying presentations, which promote better community understanding of freight by providing information about advancements in supply chain performance. The videos aim to highlight the benefits to the community of current industry innovation and best practice in a credible, validated & non-confrontational manner, and without modal, regional or task orientation.

### Key Finding

- As a result of this project's ongoing status, project data accordingly remains incomplete. Consequently, limited learning can be drawn at this point.

### Details

This initiative's first video, *Clean, Safe Productive: Australian Supply Chains*, was nominated for a Global Supply Chain Award. The video is cobranded QTLC/National Heavy Vehicle Regulator and focusses on the road sector and is intended to be the first in a series. As of January 2014, this video has been viewed almost 650 times on YouTube since being uploaded in September 2013

### Observations

- This campaign's aim to promote improvement across the broader supply chain has already been recognised through nomination for a Global Supply Chain Award.
- The video's factual focus on Australia's world first and world leading Performance Based Standards system appears well suited to government and industry audiences