

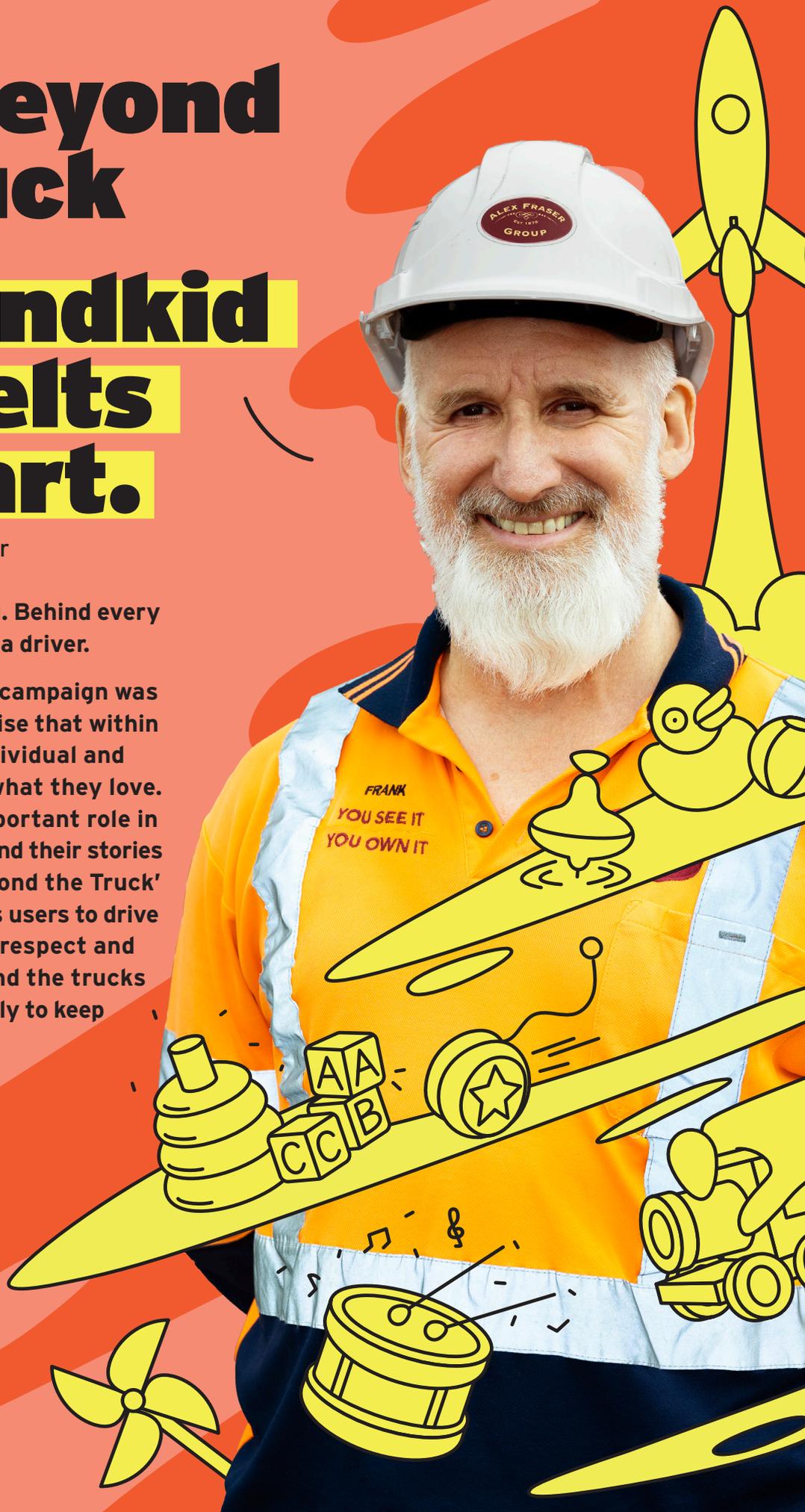
Look beyond the truck

My grandkid just melts my heart.

Frank, Truck Driver, Alex Fraser

Trucks keep Australia moving. Behind every wheel, there's more than just a driver.

The 'Look Beyond the Truck' campaign was created to remind and recognise that within every heavy vehicle is an individual and a professional, trucking for what they love. Our truck drivers play an important role in keeping the country moving, and their stories and safety matter. 'Look beyond the Truck' aims to encourage other roads users to drive alongside truck drivers with respect and compassion. Let's look beyond the trucks and share our roads responsibly to keep everyone safe!



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BRISBANE TRUCK SHOW

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Campaign Launch

The 'Look Beyond the Truck' campaign was developed by NRSP in collaboration with Swinburne University. The campaign grew from interviews NRSP conducted with Australian truck drivers and aims to humanise truck drivers to the Australian public.

NRSP media launch

Campaign Launch at Brisbane Truck Show 2023

Monday 9th May 2023

Thursday 18th–Sunday 21st May 2023

How to Support?

To help maximise the reach of our campaign to the general public, we would love to have you on board. To tell your networks about our campaign, you can utilise our campaign media pack that provides you with key information about the campaign, social tiles with their suggested copy, and links for any our promotional materials.

During 9th–21st May, NRSP will be promoting the campaign via their socials. Spread the word by sharing our posts and our campaign videos. Make sure to tag NRSP and use the hashtag **#LookBeyondTheTruck**.

Social tiles are provided for industry partners to distribute—further details please contact Jerome Carslake at jerome.carslake@monash.edu.au



Visit our NRSP campaign web page to learn more:
<https://www.nrspp.org.au/look-beyond-the-truck/>

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