



MEDIA RELEASE

30 April 2021

VTA hosts launch of We Need Space safety campaign

The Victorian Transport Association was pleased to host the launch of phase two of the *We Need Space* road safety campaign, an initiative of the National Heavy Vehicle Regulator, and supermarket giant Coles and its supply chain partners Linfox and Toll, at its Webb Dock, Port Melbourne headquarters this morning.

The *We Need Space* campaign aims to educate all road users about how to share the road safely with heavy vehicles, with Coles using its Linfox and Toll trailers as giant, travelling billboards in New South Wales, Queensland and Victoria. The trailers will urge road users to refrain from straying into heavy vehicle blind spots and communicate important messages educating motorists about how to overtake trucks safely and avoid overtaking turning trucks.

To complement the travelling billboards, the NHVR has produced Community Service Announcements featuring Supercars Champion Garth Tander and will be rolling out resources through driver education programs and its state and territory transport authority partners.

This morning's launch featured addresses from Tander as well as NHVR CEO Sal Petrocitto and Coles Chief Legal and Safety Officer David Brewster, who emphasised the importance of supply chain partners working together to educate the motoring public.

"As an advocate for the freight and logistics industry and road safety, the VTA was pleased to host this morning's launch and support the important work of the NHVR and Coles and its supply chain partners," said VTA CEO Peter Anderson.

"It is terrific to see Coles investing as significantly as it is in driver education by partnering with industry to teach drivers how to be safer around heavy vehicles. On behalf Victorian transport operators we congratulate them for their proactive approach to improving road safety.

"The campaign also demonstrates the value Coles places on the heavy vehicle drivers that work hard every day to ensure supermarket shelves are stocked and that consumers have regular and unimpeded access to food and grocery items they enjoy. *We Need Space* is a campaign every operator should endorse and sincere thanks to everyone involved in bringing it to life," Anderson said.

For more information visit: www.weneedspace.com.au

Ends...

**For the latest VTA news follow us on Twitter @VTAComms
For further information please contact Brian O'Neil on 0411 055 284**