

Heavy vehicle safety 'Be Truck Aware' campaign

Communications toolkit

April 2025



Using this toolkit

Why we've created the toolkit

- Safety around heavy vehicles remains a major risk for the NSW community, with fatalities from heavy vehicle crashes representing 21 percent of the road toll in 2023.
- Over the five-year period 2018/19 to 2022/23, a cumulative total of 282 people were killed in heavy truck crashes and 1,527 seriously injured.

Let's work together

This 'Be Truck Aware' communications toolkit has been designed to support campaign messaging that promotes the importance of looking out for each other and taking extra care around trucks, whether you're a driver, pedestrian or rider.

By using this toolkit to promote heavy vehicle safety you're helping to increase the strength, reach and consistency of the message.

Inside you'll find

This communications toolkit provides a number of assets which you can use to promote important heavy vehicle safety messages. There are digital assets - such as web and social media tiles - as well as hard-copy assets – including flyers and fact sheets. Hard-copy assets are available to order from warehouse and digital assets are available to order from Creative Assets Library. See Appendix 1 and 2 for details.

Using this toolkit

Sign-off process

To maintain campaign consistency and increase message effectiveness, all new or modified communications materials created using components of this toolkit must be approved by the Brand and Marketing and/or Education + Engagement team at Transport for NSW before being published or distributed.

Please allow a three-day turnaround for approvals.

Who to contact

To have materials approved for use, or if you have any questions, please email: campaigns@transport.nsw.gov.au and Brand@transport.nsw.gov.au for Brand and Marketing (paid advertising and creative) and towardszero@transport.nsw.gov.au for Education + Engagement team (community information and engagement).

Use of images, logos and templates

All assets and images supplied within this toolkit are owned by Transport for NSW and must not be altered or used for purposes other than what has been specified in this toolkit.

The NSW Government logo must always be visible in the same way it has been supplied.

Be Truck Aware – Campaign Overview



Campaign Purpose

The 'Be Truck Aware' campaign focuses on promoting a heightened sense of safety when sharing the road with trucks and aims to:

- Generate awareness of trucks' blind spots
- Highlight the unique driving factors affecting heavy trucks which road users need to understand
- Facilitate safety and shared responsibility of all road users when sharing the road with trucks

Key messages:

- We all need to look out for each other, so take care and be truck aware.
- Trucks have 4 main blind spots, take care around trucks, they can't always see you. Be Truck Aware.

Audience

- Primary - Drivers, aged 17+
- Secondary - Vulnerable road users aged 17+, with focus on pedestrians and motorcyclists.

Timing

- The campaign will run through to May 2025 across digital video, social media, press, outdoor, radio and digital audio.
- Messaging is relevant all year round and is promoted through various channels throughout the year.

Paid Channels

- TV, online video, radio, Indigenous radio, outdoor, social, CALD social.

Key messages

- Trucks can't stop as quickly as some other vehicles on our roads. Avoid merging in front of trucks, or unexpectedly stepping in front of trucks to cross the road.
- Trucks have 4 main blind spots, at the front, rear and sides of the vehicle. This means truck drivers may not be able to see you. So for everyone's safety, be cautious when travelling near trucks.
- Motorists – Never overtake a turning truck. Trucks may take up more than one lane when turning or on roundabouts.
- Motorcyclists – Avoid lane filtering near trucks. Trucks have larger blind spots and may not be able to see you.
- Bicycle riders – Don't pass on the inside of a truck and keep a safe distance.
- Pedestrians – Look out before crossing the road and don't get distracted by your mobile.
- For more information, please visit transport.nsw.gov.au/roadsafety/road-users/drivers/be-truck-aware

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Creative resources



NSW Road Safety Facebook page

View the posts and share with your community

facebook.com/nswroadsafety



Web and social media tiles

Share these tiles on websites and social media



Size (px)	CAL ref
300x250 (MREC)	124329
1080x1080 (social media post)	124323
1920x1080 (landscape)	124318

Size (px)	CAL ref
300x250 (MREC)	126183
1080x1080 (social media post)	126179
1920x1080 (landscape)	126178

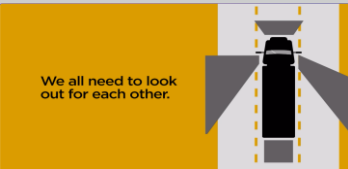
Size (px)	CAL ref
300x250 (MREC)	126180
1080x1080 (social media post)	126181
1920x1080 (landscape)	126182

Size (px)	CAL ref
300x250 (MREC)	124325
1080x1080 (social media post)	124320
1920x1080 (landscape)	124315

Size (px)	CAL ref
300x250 (MREC)	124327
1080x1080 (social media post)	124321
1920x1080 (landscape)	124317

Social media videos and messaging

Share these videos on social media

Creative asset	Approved social media post copy
30 sec Blind Spots video CAL ID: 124276 YOUTUBE LINK: https://youtu.be/5iD9izatIts   	<i>COPY: Do you know where a truck's blind spots are? See what happened when experienced car drivers sat in the truck driver's seat.</i> <i>CALL TO ACTION: We all need to look out for each other.</i> LINK: BeTruckAware.com.au
15 sec Blind Spots (Motorcycle) video CAL ID 124275 YOUTUBE LINK https://youtu.be/AEUEY6fAhM8  	<i>COPY: Trucks have larger blind spots than the average car which means truck drivers may not be able to see you.</i> <i>CALL TO ACTION: We all need to look out for each other.</i> LINK: BeTruckAware.com.au

Social media videos and messaging continued

Share these videos on social media

Creative asset	Approved social media post copy
15sec Pedestrian CAL ID: 124277 YOUTUBE LINK https://youtu.be/5iD9izatIts	<i>COPY: Do you know where a truck's blind spots are? See what happened when experienced car drivers sat in the truck driver's seat.</i> <i>CALL TO ACTION: We all need to look out for each other.</i> LINK: BeTruckAware.com.au

Harvest Season

Social media tile and print ad

Print ad



CAL ID: 115561

MREC (300X250 PX)



CAL ID: 115734

Copy

Over the coming weeks, there will be more tractors and large trucks on the road, so slow down and give them space.

Call to action

We all need to look out for each other.

Link

BeTruckAware.com.au

Paid social media activity targeting Southern and Western regions will run from 4 – 17 November 2024.

Web content

Share truck safety messages with your community

BeTruckAware.com.au

Be Truck Aware

Trucks have 4 main blind spots

Due to their size and length, trucks have larger blind spots than the average car. This means truck drivers may not be able to see you. So for everyone's safety, be cautious when driving next to, or behind a truck – can they see you?

Truck drivers are looking out for you, so you should look out for them – it's a shared responsibility.



Heavy vehicle safety:

Heavy vehicles

Crashes involving heavy vehicles are usually more serious because of their size and weight. About 20% of all road deaths involve heavy vehicles. Here's how you can safely drive a heavy vehicle.

Overheight heavy vehicles

In NSW, heavy vehicles higher than 4.3 metres have **restricted travel conditions** and must use **approved road networks**. NSW has more bridges and tunnels with low clearances of less than 4.6 m than any other state in Australia. Vehicles higher than 4.3 m must not travel under or through them.

If you drive an overheight vehicle on major Sydney motorways like the Sydney Harbour Tunnel, you risk the safety of others and major damage to our roads.

Overheight offence fines of more than \$3700 apply.

- transport.nsw.gov.au/roadsafety/road-users/drivers/heavy-vehicles
- transport.nsw.gov.au/operations/roads-and-waterways/business-and-industry/heavy-vehicles/heavy-vehicle-road-safety

Pavement stencils

Print and display this stencil in accordance with pavement application guidelines

Pavement decal



CAL ID: 123980

Please email campaigns@transport.nsw.gov.au for pavement application guidelines

Materials for events and activations

Print and display at events

Pull-up banners



CAL ID:
123979



CAL ID:
124003

Vehicle decal



CAL IDs:

- 121177 (digital)
- 121175 (print-ready)
- 121178 (digital)
- 121176 (print-ready)

Poster



CAL ID: 124004

Corflutes

Print and display these corflutes at events



CAL ID: 126185



CAL ID: 124332



CAL ID: 126187



CAL ID: 124274



CAL ID: 124330

Fact sheet and brochures

Order and display at events

Fact sheet

Download digital version [here](#)

CAL ID: 122245

Stock code: 45094283

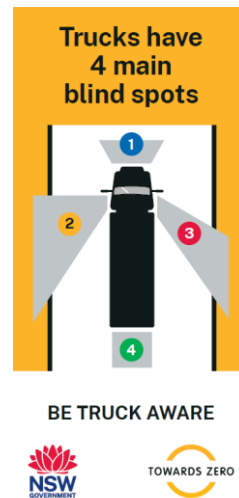


Truck blind spot brochure

CAL IDs:

- Digital 124428
- Print-ready 124427

Stock code: 45072107

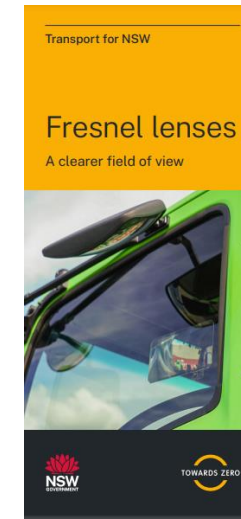


Fresnel lens brochure

CAL IDs:

- Digital: 122267
- Print-ready: 124005

Stock code: 45094244



Heavy vehicle activations: Examples

Here are some ways partners are promoting heavy vehicle safety:



Truck blind spot activation



Fresnel lens activation



Example corflutes in use

Community Service Announcement

Share this Community Service Announcement with local radio

RADIO SCRIPT – Be Truck Aware

CAL ID: 112199

Metro/Regional/CALD/Indigenous

VO: When you're on the road, remember to keep a safe distance from trucks at all times.

Because of their size and length, trucks have larger blind spots than the average car.

This means truck drivers can't always see you.

So for everyone's safety be cautious when driving next to or behind a truck.

We all need to look out for each other. So take care, and be truck aware.

A message from the New South Wales Government.



Quiz – QR code

Engage audiences with a heavy vehicle quiz



(Questions and answers on next slide)

Quiz questions

Engage audiences with a heavy vehicle quiz

	QUESTION	ANSWER
1	How many blind spots does a truck have? a) 2 b) 3 c) 4	C. Trucks have 4 main blind spots. These are at the front, rear and sides of the vehicle.
2	A Fresnel lens is: a) A type of microscope b) A device for reducing a driver's blind spot c) A radar device used to measure the speed of moving objects.	B. A Fresnel lens is a thin plastic lens attached to the passenger side window on a heavy vehicle providing a wide-angle view through the lens and reducing the driver's blind spot.
3	Due to their weight and size, trucks can take a longer time to stop than smaller vehicles. True or false?	True. Trucks can't stop as quickly as some other vehicles on our roads. Leave a safe distance between a truck in front of you – a gap of at least 4 seconds is recommended – and avoid merging in front of trucks, or stepping in front of trucks to cross the road.
4	Trucks can take up more than one lane when turning. True or false.	True. Trucks and other vehicles over 7.5 metres long that display a DO NOT OVERTAKE TURNING VEHICLE sign on the back are legally allowed to take up more than one lane to turn at corners, intersections and roundabouts. They can even use a right-turn only lane to turn left or a left-turn only lane to turn right. So, if a truck or other large vehicle is turning into the road you're in, stay well back from the intersection to give the driver more space and help keep everyone safe.
5	If a bus or truck driver is maintaining a stopping distance from the vehicle in front, should you enter this space if your vehicle can fit? Yes or no	No. In traffic, bus and truck drivers try to keep a safe distance from the vehicle in front to avoid a collision. You can help heavy vehicles, such as trucks and buses, to keep their crash avoidance space by not cutting in front of them. Do not cut in front of a truck or bus. Give them enough room to stop safely.

Variable Message Signs (VMS)

Approved messaging for portable VMS signs

Frame 1	Frame 2
Keep a safe distance from trucks	Take extra care around trucks
Trucks have blind spots	Can they see you?
Avoid lane filtering near trucks	Look out, trucks about

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Materials for heavy vehicle drivers and operators

Fresnel lens initiative

Order your free Fresnel lens

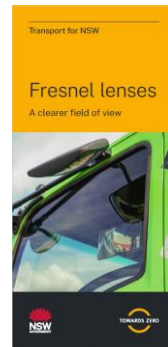
Heavy vehicle drivers and operators can order a free Fresnel lens to affix to the passenger side window of your heavy vehicle. To do so, visit the warehouse catalogue (shout.finsbury.com.au/ustore/67/Home), enter stock code **45097620** in the search bar and select 'Fresnel lenses' from the drop-down list. More info: transport.nsw.gov.au/roadsafety/road-users/drivers/heavy-vehicles#Fresnel_lenses. You can also promote the Fresnel lens initiative via the following resources:

Poster



CAL ID: 124004

Brochure



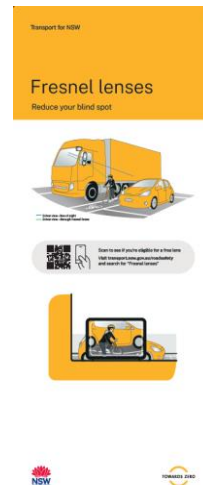
CAL IDs:

- Digital: 122267
- Print-ready: 124005

Stock

code: 45094244

Pull-up banner



CAL ID: 124003

Video 1



- Available online
- Widescreen (16:9): CAL ID: 121028
- Square (1:1): CAL ID: 121027

Video 2

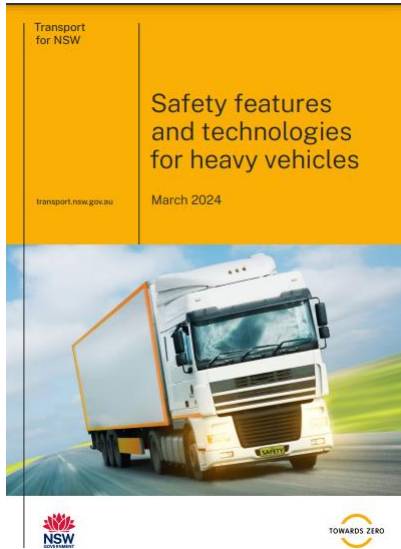


CAL ID: 121026

Publications

Download a digital version or order a print version of the following:

Safety features and technologies for heavy vehicles



Digital: [Download publication](#)

Print: Stock code: 45094061

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Appendices - Ordering materials

Appendix 1: Using the Creative Assets Library (CAL)

- If you already have an account, log in at creativeassets.transport.nsw.gov.au and search '**Road safety campaigns – heavy vehicle – Be Truck Aware and Fresnel lens**' or '**BTA**' or a specific CAL reference number.
- To create an account:
 - Go to: creativeassets.transport.nsw.gov.au
 - Click 'Register' on the top right-hand side of the page
 - Complete the form
 - Click the box to confirm if you agree with the terms and conditions
 - Submit your registration request to administrator for approval

You will then receive email confirmation when your account is ready to access (generally within 24-48 hours)

- If you have any issues with the CAL, please contact creativeassets@transport.nsw.gov.au and provide any screenshots of the issue.

Appendix 2: Ordering printed stock from warehouse

- Visit [Order products | Transport for NSW](#) and select "online catalogue"
- Create an account or log in
- Enter the Stock code in the search field
- Locate the product and click 'Continue'
- Enter the quantity (please note some items have a limit to the number you can order)
- Click 'Add to cart'
- If you have finished ordering, click 'Checkout' or to continue ordering, click 'Continue Shopping'
- Complete all of the details under Billing Address and Shipping address and then click 'Next'
- You will now see the items you ordered under 'Ordered items'.

Please note:

- Deliveries cannot be sent to a PO Box or outside of NSW
- While the Finsbury Green warehouse site is mobile-friendly, orders must be completed on a desktop.