

**Submission
No 2**

SPEED LIMITS AND ROAD SAFETY IN REGIONAL NSW

Name: Mr Simon Smith

Date Received: 2 June 2022

Hello Guys

Hope all is well & thanks for your time.

I write in regard to the parliamentary inquiry into speed limits & road safety in regard to the trucking industry.

I own a 24/7 national radio station for truckies which can be heard across NSW & Australia.

I have been involved in trucking radio for over 20 years.

Truckies are a huge niche market for radio.

I was part of the original Truck Radio which was started on AM Radio from Radio 2WG Wagga back in the late 80".

This program was networked to many stations in NSW Victoria Queensland on major truck routes & ran 6 mid dawns a week from 12 midnight to 6am.

Truck Radio was a huge hit with truckies & was basically a breakfast radio show for the people on the road...talk back giveaways & songs requests etc just made for trucking.

The biggest take away from this was with all the research we did in conjunction with The RTA at the time..There was a 60% reduction in fatigue related accidents involving heavy vehicles on The Hume Highway while that program was on the air. That is why we do what we do today across Australia as the mobile in todays new radio transmitter!!

From our own research we know truckies want more talk back on our station..truckies talking to truckies & that means investment to create some more jobs for announcers & a studio in Newcastle would be the plan.

A full on designated trucking radio station we know would save lives on the road & provide updated 24/7 essential information for truckies on the road moving the nation. Would be delighted to help with more information anytime if you needed. Thanks again for your time.

Kind Regards

Simon

Simon Smith

Owner

The Australian Big Rig Roadshow



Australian Trucking Industry Facts & Figures

Over 600,000 people work in The Australian Transport Industry

29% are likely to have children. 25 percent higher than the metro average.

70% are married or in a De Facto relationship

Average age is 43 years of age.

4 out of 5 are male

CASHED UP & TECH Savvy

The Trucking Industry Saw \$9.4 billion in Household Income in 2019 an overall increase of 13% since 2016.

They have on average \$377,000 in investments

They have on average \$169,000 in superannuation

They are 20% more likely to have a smartphone than the national average.

Employment in the industry has increased by 20% over the past 5 years.

12% are looking at investing in real estate over the next 12 months

60% own their own home...11% higher than the metro average

Truckies LOVE their leisure time

54% are worried their weight

83% are intending to travel in the next 12 months

They are 1.5 times more likely to enjoy outdoor activities..such as camping fishing & boating compared to the metro average

16% are regular smokers 60% more than metro residents.

They are 14% more likely to have consumed alcohol with in the past week compared to the metro residents

Today's Trucking Industry Keeps Moving

Employment in the industry in the last 5 years has grown by 20%

The Australian Big Rig Roadshow covers Australia 24/7 keeping the industry informed & entertained on our mobile phone app digitally & online which are the most popular communication medium for the transport industry.

Just Like The Trucking Industry the Australian Big Rig Roadshow goes Everywhere.

We ride everyday with one of the biggest niche radio markets in Australia.

Your ad \$ works 24/7

Radio like trucking never stops

National digital coverage

ON AIR

Over 2500 radio spots over 18 months

Total \$660 plus get 3 months free!

We produce your ad

www.bigrigroadshow.com

AUSTRALIAN BIG RIG ROADSHOW

ON AIR

BROUGHT TO YOU BY **Shell Rimula** **Trucking Radio**

THE ENGINE OIL THAT WORKS AS HARD AS YOU.

A Few Of Our Clients

DPCHIP DIESEL POWER

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AdBlue

AIRBAG MAN

TONIC POLARISED EYEWEAR

TRUCKLINE Truck & Trailer Parts

KING BARS maximum strength, ultimate protection

PUMA ENERGY

MY TRUCK WASH EXPRESS QUICK DRIVE THRU

ON AIR

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AUSTRALIAN BIG RIG ROADSHOW

ON AIR

BROUGHT TO YOU BY **Shell Rimula** **Trucking Radio**

THE ENGINE OIL THAT WORKS AS HARD AS YOU.

The Australian Big Rig Roadshow Australia's #1 Trucking Radio Station

Truckies are one of the Biggest niche markets in Australian Radio.

We are a digital 24/7 radio station with national coverage.

The mobile phone is today's radio transmitter & with our app truckies across Australia have their own national radio station.

Listenership

The Australian Big Rig Roadshow gets to over 13,300 listeners per day around Australia.

Our peak listening time is 9pm daily as the trucking industry gets moving.

94% of truckies listen to the radio 6 hours + per day during the week.

97% of truckies are male.

46% of our listeners are owner drivers.

Our core market is long haul drivers who are aged 35 to 54 years of age.

The trucking industry across Australia is worth \$36 Billion per to the Australian economy.

There are over 47,000 trucking related business across Australia which is a source of employment for over 245,000 people.

Some of our History

Involved as Program Director at Radio 2WG Wagga Wagga with the original Truck Radio show which ran 6 mid mornings a week across Australia which started back in 1987.

Truck Radio was networked to over 80 AM Radio Stations across Australia.

Was a huge hit with truckies across the nation. A breakfast radio show for the people that carry the nation!

We did much research at Marulan weigh station to find out what the guys wanted on their radio station regarding music etc.

While Truck Radio was on the air there was a 60% reduction in fatigue related accidents involving heavy vehicles on The Hume Highway.

That is why we do what we do to help truckies get home safely.

Truck Radio then evolved into Rig Radio Australia which was produced nationally from Wagga Wagga from 1999. Rig Radio was networked on the national CBAA radio network across Australia to over 100 FM radio stations across the nation.

Again a huge hit with truckies but also so many night shift workers like bakers nurses cleaners etc around Australia. Loads of great music with requests, talkback & competitions etc.

The Australian Big Rig Roadshow was developed from this in 2008 & we now are a 24/7 National Digital Radio Station which can be heard across Australia.

Some Of Our Clients



www.bigrigroadshow.com

AUSTRALIAN BIG RIG ROADSHOW

ON AIR

BROUGHT TO YOU BY



Shell Rimula
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**Trucking
Radio**