



2020

TELETRAC NAVMAN

**DRIVING CHANGE
DIVERSITY PROGRAM**



FORWARD

While Australia is experiencing a big shift in the perception of transport, there is still a lot of ground to cover when it comes to diversifying the workplace.

Diversity plays an important role in influencing industry image and attracting new entrants, with potential employees in search of workplaces that understand, value and celebrate an individual's differences.

The 2020 Teletrac Navman Driving Change Diversity Program is a ground-breaking initiative that will celebrate industry diversity, develop diversity champions, and improve industry image. The program will showcase diversity champions to the trucking industry and wider community through program participant stories, diversity training and a marketing campaign, promoting positive perception of industry and encouraging new entrants into the workforce.

Diversity can be identified along the dimensions of gender, sexuality, ethnicity, socio-economic status, age, physical abilities and religious beliefs, and has proven benefits in the workplace. The proven benefits include increased productivity and competitive advantages, as well as having access to a greater range of talent.

Participants in the 2020 Teletrac Navman Driving Change Diversity Program must be involved as an owner or employee in a trucking business that is a financial member of an ATA association or is a TruckSafe accredited operator. A participant could also be a direct member of an ATA association that offers individual membership.

Participants must be nominated by their ATA association or TruckSafe.

We urge you to put forward inspiring diversity champions in your association for the 2020 Teletrac Navman Driving Change Diversity Program.



Megan Duncan
Director of Marketing, Australasia
Teletrac Navman Australia



Geoff Crouch
Chair
Australian Trucking Association

ABOUT THE TELETRAC NAVMAN DRIVING CHANGE DIVERSITY PROGRAM

Each ATA member association and the TruckSafe program will be able to nominate a participant for the 2020 Teletrac Navman Driving Change Diversity Program, subject to the eligibility requirements.

The 2020 program will consist of:

- 🕒 Filming participant stories in their workplace (February - March 2020)
- 🕒 Two days of diversity training and marketing campaign development workshops from 31 March – 1 April 2020
- 🕒 Participation in Trucking Australia 2020, in Cairns from 1-3 April 2020
- 🕒 Industry marketing and promotional campaign

Participants will:

- 🕒 Learn how to create change and facilitate diversity and in their workplace and community including:
 - The power of diversity in the workplace and trucking industry
 - How to become a diversity ambassador
 - How to change the perception of diversity within their workplace, the trucking industry and their community
- 🕒 Share insights into the development a marketing campaign that showcases diversity within industry
- 🕒 Develop a strong professional network with like-minded individuals

Throughout the program, participants will develop a strong professional network with like-minded individuals and have the opportunity to engage in ongoing industry activities as a member of the Teletrac Navman Driving Change Diversity Program Alumni.

Teletrac Navman will pay the full cost of participation, including travel, accommodation, delegate fees and meals. Participants will only have to pay incidental expenses. There will be no cost to ATA member associations.



ELIGIBILITY REQUIREMENTS

To participate in the 2020 Teletrac Navman Driving Change Diversity Program, applicants must:

- Be of a diverse background or a diversity champion. Diverse backgrounds include age, gender, sexuality, ethnicity, physical abilities and religious beliefs.
- Be involved as an owner or employee in a trucking business that is a financial member of an ATA member association or is a TruckSafe accredited operator. A participant could also be a direct member of an ATA association that offers individual membership.
- Be available for filming participant stories in their workplace in the February - March period.
- Be available to travel to Cairns for program workshops and Trucking Australia conference from 31 March to 3 April 2020
- Complete the nomination form in full and provide a high-resolution head and shoulders photograph.
- Be willing to undertake media activity, including photography and video

Members are invited to submit as many nominations for the program during the nomination period (12 December 2019 - 13 February 2020) as they wish.

A selection committee of Teletrac Navman representatives and a diversity ambassador will select program participants from nominations received, in consultation with your association.

In the event you are unable to provide a participant to represent your association, the ATA will work with Teletrac Navman to provide a suitable candidate to take their place.

HOW TO PUT FORWARD YOUR PARTICIPANT

Please send the details of your participant to Erika Laurente (erika.laurente@truck.net.au) by 5.00pm AEDT on Thursday 13 February 2020.

Nominations submitted after the due date will not be accepted.

Nominations must include:

- Nomination form completed in full
- High-resolution head and shoulder photograph of participant
- Confirmation that the participant's business/employer, or the participant personally, is a financial member of the association
- If the participant is an employee, confirmation that the participant's employer agrees to them taking leave to travel to Cairns from 31 March to 3 April 2020.

The nomination must be authorised by the president or executive director of the association.

Nominations are encouraged to be forwarded to the ATA once received.

HOW THE ATA WILL PROMOTE THE PROGRAM – AND ITS MEMBER ASSOCIATIONS

The ATA and Teletrac Navman will promote the forum through media and social media channels.

The promotion will urge prospective diversity ambassadors to contact their ATA member association to apply.

The ATA will provide member associations with shell newsletter content and artwork so they can promote the program.

The ATA will not accept nominations directly from prospective program participants.