



TELETRAC NAVMAN DRIVING CHANGE DIVERSITY PROGRAM

ABOUT THE PROGRAM

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.

The 2020 program will consist of:

- 🕒 Filming participant stories in their workplace
- 🕒 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

ELIGIBILITY

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 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

COST

Teletrac Navman will pay the full cost of participation, including travel, accommodation, delegate fees and meals. Participants will only have to pay incidental expenses.

HOW TO APPLY

You can only apply through an ATA member association or through TruckSafe. Contact your member association or TruckSafe or talk to your employer if your company is a member.

For a list of ATA associations, visit www.truck.net.au/associations