



2021

TELETRAC NAVMAN

DRIVING CHANGE DIVERSITY PROGRAM

FORWARD

Australia's trucking industry is well-known for its diverse types of businesses and career opportunities, however this diversity is not reflected in workforce demographics.

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.

Launched in 2020, the Teletrac Navman Driving Change Diversity Program is about celebrating diversity within trucking and developing diversity champions to promote the meaningful opportunities our essential industry offers.

Nominations for the 2021 Teletrac Navman Driving Change Diversity Program are now open, an opportunity to set a new standard for workplace diversity in Australia. The 2021 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 2021 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 2021 Teletrac Navman Driving Change Diversity Program.



Megan Duncan
Director of Marketing, Australasia
Teletrac Navman Australia



David Smith
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 2021 Teletrac Navman Driving Change Diversity Program, subject to the eligibility requirements.

The 2021 program will consist of:

- Filming participant stories in their workplace (April 2021)
- Industry marketing and promotional campaign
- Diversity training workshop and participation at Trucking Australia 2021 (October 2021)

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
- 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 2021 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 for program workshop and Trucking Australia conference in October.
- ☑ 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 as they wish.

A selection committee of Teletrac Navman representatives and a diversity ambassador will select program participants from nominations received.

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 19 March 2021.

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 Trucking Australia 2021 (location and date to be advised).

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.

Nominations submitted after the due date will not be accepted.

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.