

Bridge Strikes Campaign - Toolkit

‘Truckload of Trouble’

Let's take action to help reduce the number of vehicles dangerously hitting low clearance rail and road bridges

Kit Contents

Campaign Information

Collateral

Email Direct Marketing Images

Written Copy

About 'A Truckload of Trouble'

Queensland is seeing an alarming number of vehicles dangerously slamming into low clearance rail and road bridges.

In the 2023-2024 financial year, vehicles hit rail bridges, and protection beams 369 times in Queensland and 360 the previous year. That averages more than one a day.

Why are bridge strikes a problem?

Strikes don't just damage bridges; they cause significant traffic, truck route and train delays, incur serious penalties of up to \$14,000 and can mean big career setbacks for truck drivers.

In 2023 alone, rail bridge strikes caused 200 hours of delays. Not to mention falling debris from the bridge can damage other people's cars, or in worst case scenarios, cause a crash, serious injury, or kill someone.

Key Messages

Know your vehicle and/or load height and plan your journey ahead.

A bridge strike costs a truckload of trouble:

- 1.Up to \$14,000 in penalties for damaging rail infrastructure, not to mention the vehicle and bridge repair costs.
- 2.Damage to your career if you are a professional truck driver. A bridge strike can be a black mark against you for future job opportunities.

How can you get involved?

In this kit you will find collateral and digital and written copy to help you share this important road safety message through your channels.

To download the shareable assets, visit this the StreetSmarts stakeholder library.

If you share support on social media, please tag us at [@streetsmartsqld](#) on all platforms, we'd love to see!

We also encourage you to visit the StreetSmarts Bridge Strikes campaign website to learn more.

PRINTED MATERIALS

Toolbox talk, flyer, poster

Toolbox Talk

A4

Toolbox Talk

Bridge Strikes



Let's take action to reduce the number of vehicles dangerously hitting low clearance rail and road bridges.

Anyone who drives a large vehicle such as a truck, bus or tall van, or is towing a tall load (for example machinery, or furniture when moving house) is at risk of a bridge strike.

Frequency of bridge strikes



Queensland is seeing a high number of vehicles hitting low clearance rail bridges.

In the 2023-24 financial year, vehicles slammed into bridges and protection beams 369 times.

In 2023, bridge strikes were the cause of around 200 hours of rail delays.

369 strikes

200 hours

Bridge strikes are a truckload of trouble

Dangerous and disruptive

When a bridge is struck detailed safety checks must occur before a rail line can resume due to potential catastrophic structural damage, directly delaying daily commuters.

Repeated strikes can also lead to permanent damage to overpass structure, close roads, and severely disrupt regular truck routes, forcing heavy vehicle operators to find alternative paths. This can mean altered logistics and distribution plans, leading to significant operational and financial setbacks, not to mention the traffic disruption to other motorists.

Risk to career



For professional truck drivers, the damage to your career is serious. A bridge strike on your record can be a black mark against you for future job opportunities. Not to mention the embarrassment in having to tell your boss and shame from work mates.

Serious damage to vehicle load and bridge

Serious injury risk to you and other road or train users

Huge costs

 Penalties up to \$13,816

 Insurance issues

 Liable for bridge repairs

 Vehicle repair costs

How to avoid bridge strikes

CHECK YOUR HEIGHTS

Know the height of your vehicle and the load you are carrying (if applicable). Write down your tallest height and keep it near your windscreen for easy reference when driving to check as you approach low clearance bridges.

PLAN YOUR ROUTE

Plan your route ahead to ensure you avoid low clearance bridges. Use TMR's online [Conditions of Operation Database](#) to find a safe route or visit [Queensland Rail's website](#) to find a list of high-risk low clearance bridge locations.

WATCH FOR SIGNS

Stay alert for bridge clearance signs to ensure you are not over height and do not proceed if your vehicle or load height is more than the warning sign. Find another route around it. Do not risk yours and others safety.

If you see or are involved in a bridge strike

If drivers are involved in, or witness a rail bridge strike, it should be immediately reported to Queensland Rail using the telephone number on the identification plate fixed to the bridge or by calling Emergency Network Control on 1800 079 303.

If it is a road bridge that is struck, please call 13 19 40, the Queensland Traffic hotline.

Rack card/flyer

135 x 305mm

The Department of Transport and Main Roads

BRIDGE STRIKES ARE TRUCKLOADS OF TROUBLE

SERIOUS DAMAGE TO VEHICLE, LOAD AND BRIDGE



When a rail bridge is struck, detailed safety checks must occur before a rail line can resume directly delaying daily commutes.

Repeated strikes can also lead to permanent damage to overpass structure, close roads, and severely disrupt regular truck routes, forcing heavy vehicle operators to find alternative paths. This can mean altered logistics and distribution plans, leading to significant operational and financial setbacks.

HUGE COSTS



Penalties
up to
\$13,816



Insurance
issues



Bridge and
vehicle
repairs

CAREER RISK

A bridge strike on your record can be a black mark against you for future opportunities as a professional driver. Not to mention the shame in having to tell your boss and work mates.

AVOIDING BRIDGE STRIKES

CHECK YOUR HEIGHTS

Know the height of your vehicle and the load you are carrying (if applicable). Write down your tallest height and keep it near your windscreen for easy reference when driving to check as you approach low clearance bridges.

PLAN YOUR ROUTE

Plan your route ahead to ensure you avoid low clearance bridges. Use TMR's online **Conditions of Operation Database** to find a safe route or visit **Queensland Rail's website** to find a list of high-risk low clearance bridge locations.

WATCH FOR SIGNS

Stay alert for bridge clearance signs to ensure you are not over height and do not proceed if your vehicle or load height is more than the warning sign. Find another route around it. Do not risk yours and others safety.

IF YOU SEE IT, REPORT IT

A rail bridge strike should be immediately reported to Queensland Rail using the telephone number on the identification plate fixed to the bridge or by calling Emergency Network Control on **1800 079 303**.

 StreetSmartsQLD

 Queensland
Government

Poster

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WEBSITE & EDM IMAGERY



**AVOID BRIDGE COLLISIONS.
KNOW YOUR HEIGHT.**

 [StreetSmartsQLD](#)



Authorised by the Queensland Government, Brisbane.

WRITTEN CONTENT

News article, industry blog, EDM

Short News Article (190 words)

The trend of vehicles hitting bridges in Queensland is alarmingly frequent, with 369 strikes recorded in the 2023-2024 financial year, and 361 the previous. That's more than one a day.

New vision released by The Department of Transport and Main Roads and Queensland Rail is shocking, with vehicles not only damaging infrastructure but losing their loads, becoming projectiles at risk of hitting other road users.

Besides the serious risk of injury, and infrastructure damage, strikes incur significant repair costs, and road and rail delays. In 2023, rail bridge incidents caused roughly 200 hours of delays, directly affecting daily commutes. And for professional truck and bus drivers, these incidents can cost careers.

The Department of Transport and Main Roads (TMR) and Queensland Rail's new campaign 'A Truckload of Trouble' urges drivers to check their vehicle and load heights, plan their routes accordingly, and always check for clearance signs.

Drivers can use TMR's Conditions of Operations Database to check the safety of routes or visit the Queensland Rail website to see the location of low clearance bridges.

More information about bridge strike prevention is available at <https://streetsmarts.initiatives.qld.gov.au/bridge-strikes/>

EDM Copy (150 words)



Are you a professional Truckie? Then you'd know that one call you never want to make to the boss, is if you've struck a bridge.

Avoid losing your job, risking future career opportunities, and not to mention up to \$14,000 in penalties. Simply know your vehicle and load height and plan your route in advance. Remember, size matters! Write down your tallest height and put it near your windscreen for easy reference.

You can also use TMR's Conditions of Operations Database to check the safety of routes or visit the Queensland Rail website to see the location of low clearance bridges.

Always make sure to watch for signs of height limits and never risk it if you don't have enough clearance.

Industry Blog Article

Shocking bridge strike vision shows importance of planning ahead

In the 2023-2024 financial year, vehicles slammed into bridges and protection beams in Queensland 369 times. With 361 the previous year, that averages almost more than one strike per day.

New vision released by The Department of Transport and Main Roads and Queensland Rail is shocking, with over-height vehicles not only damaging infrastructure but losing their loads, becoming projectiles at risk of hitting other road users.

Besides the serious risk of injury, and infrastructure damage, strikes incur significant repair costs, and road and rail delays. In 2023, rail bridge incidents alone caused roughly 200 hours of delays, directly affecting daily commutes.

Not to mention, your career could be on the line as a professional truck driver. Would you hire someone to operate a vehicle who has caused a costly crash in the past? Would your boss give you a glowing reference if you had?

Motorists who hit a bridge can also be liable for penalties of almost \$14,000 for damaging rail infrastructure.

Anyone towing a large load, or operating a heavy vehicle is at risk of hitting a low bridge. A simple way to avoid a crash? Know your vehicle and load heights and plan your route ahead.

Remember, size matters! Write down your tallest height and put it near your windscreen for easy reference. You can use TMR's Conditions of Operations Database to check the safety of routes or visit the Queensland Rail website to see the location of low clearance bridges.

Always make sure to watch for signs of height limits and never risk it if you don't have enough clearance.

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Thank you!