

ROADMARKER

The Official Publication of the Roadmarking Industry Association of Australia

SUMMER EDITION

**Yellow Ribbon
Road Safety
Week**

**Branding Your
Business**

**Handsfree
driving in
Victoria
by 2018**

FEATURE:

**COLD
APPLIED
PLASTIC**

2016



'An Industry at the Cross Roads'
**2016 AUSTRALASIAN ROADMARKING
CONFERENCE, WORKSHOP & EXHIBITION**
> REPORT & PHOTOS INSIDE



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LINE REMOVAL EQUIPMENT



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Enough said!

Thanks to Steve Stoyko from RMS' Regional Maintenance Delivery Team for sending in this photo.

Submit your funny photos to:
info@riaa.com.au

Between the Lines

Hi Members and welcome to our final Roadmarker for 2016.

It's been a big year for the RIAA. We hosted our Biennial conference at the Gold Coast Turf Club and it was a huge success. I would just like to personally thank our principal conference sponsors, Ennis Flint, Hofmann and Evonik, along with our other sponsors, including our Proceedings sponsor – Dow FastTrack, Dinner sponsor – TrafFix Devices, Satchel sponsor – Graco, Breakfast sponsor – Access Linemarking Equipment, Cocktail Function – A1 Roadlines, Water, Pen & Pad Sponsor – Reflective Road Safety Products, Lanyard Sponsor – Roadline Removal Australia, Wi-Fi Sponsor – Roadmarking Supplier Alliance, Coffee Station Sponsor – Crystalite and our Morning, Afternoon Tea and Lunch Sponsors – Chep, Avant Linemarking, RoadData, Hofmann & Borum Industries.

Of course a major part of our conferences is the exhibitors and I would like to thank each of the 21 exhibitors that took the time to come along and support our conference. I would also like to thank Lisa and her team from The Gold Coast Turf club. The exhibition area was fantastic and the plenary sessions worked seamlessly. It was an outstanding facility to host our conference.

The keynote speaker, Mr Peter Frazer from the SARAH Group certainly opened the conference with a powerful and emotional story that did not leave a dry eye in the house. Peter's story and the message he is taking to the world certainly left an impression on all of those in attendance. Peter's story and the message he is pushing is so important, that the RIAA is proud

to now be a Yellow Ribbon National Road Safety Week ambassador. The national (soon to be international) week 8th -14th May 2017, will be used to promote and improve road safety for every road user. We will keep you updated with the latest news from this great initiative and how our industry and you, can get involved in such a great cause.

Another first for the conference saw our inaugural breakfast sponsored by Access Linemarking Equipment with our guest speaker Damien Thomlinson. Damien's story had everyone riding a roller coaster of emotions and he had the audience enthralled throughout his presentation. His story is a truly amazing one and it was a pleasure to have Damien as our guest for the morning.

We ask that you support our sponsors and exhibitors that have made the effort to sponsor or exhibit at our conference. These businesses that participate are not just a crucial form of income for our association, they support your industry, and I certainly cannot thank them enough for the effort they have given to the RIAA, whether it be the first time they have participated, or if they are a long time participant.

As those who attended would be aware, the conference would not have been such a success without the help from Kylie and Evelyn. They both went over and above throughout the conference and in the weeks leading up to it, they stood up and really made it the success it was, thanks ladies, I truly couldn't have done it without you.

2017 is going to be an exciting time to be a member of the RIAA. In mid – February, we will be launching our

social media platforms, Facebook and Instagram. We will keep you up to date with further details early in the New Year.

To coincide with our branch meetings in Brisbane, Sydney and Melbourne we will be hosting free mini workshops on superannuation to not only benefit business owners, but to benefit employees as well. Numbers will be strictly limited to these free events, so when the bookings are released, get in early.

We are excited to be hosting something we have never tried before – A European Knowledge Tour. Expressions of interest will be released shortly for anyone interested in joining us as we visit five countries over 15 days. We will be stopping at major material suppliers, leading machine manufacturers, road authorities and some selected contractors. A maximum of 40 participants will enjoy European hospitality in Mid-July. Details will be released shortly via through email, and through our social media links.

I would like to express my appreciation to the board of directors for their assistance during the year and I would like to say a huge thank you to the members for their ongoing support. I am looking forward to working closely with you all next year.

I hope you had a Merry Christmas and have a prosperous New Year, see you all in 2017.

Dean Crutchfield
RIAA CEO

Main Roads WA

Cold Applied Plastic Trial



* STRUCTURED DOT PROFILE CURRENTLY BEING USED IN EUROPE

Material: Cold Applied Plastic – catalysed polymethyl methacrylate (CAP) trial of dot profile lines.

Main Roads Western Australia, is undertaking a research trial of structured dot profile CAP material. Water Borne line markings will be swapped for Cold Applied Plastic (CAP) on the Mitchell Freeway Extension project, the first large scale trial for machine applied CAP in Australia to test the application and durability of various types of sprayed CAP under metropolitan conditions.

Structured Dot profile has been bought to Australia from Europe with perceived safety via high Retroreflectivity and rapid wet line recovery as well as long life durability benefits. Although there is no audio benefits to this type of line, this type of marking allows the product to be installed in urban areas where traditional Audio Tactile Line Marking is prohibitive. The expectation is for CAP to achieve a six year service life.

The trial uses an existing material of CAP for pavement line marking, but with a new design and mix characteristics installed using the latest technology. Main Roads and the Curtin Business School at Curtin University are working with Transport and Main Roads Queensland undertaking the first trials of this profile in Australia. Other interested partners include Roads and Maritime Services NSW, Opus Research NZ and other industry partners.

As CAP is predicted to be six times more durable than Water Borne material, its use can bring about sustainability and community benefits. Examples include reductions in carbon emissions, material use, maintenance safety risks and traffic disruptions.

More specifically, CAP is predicted to save 1000kg of material per 100km of line marking every six years. This means approximately 200 tonne of line marking material can be saved over a six year period in the Perth metropolitan region. The use of CAP can also reduce diesel use by approximately 19,780L over six years for the Perth metropolitan area, saving 53 tonne in carbon emissions.

In addition to the six year service life, two of the trial performance targets include a minimum skid resistance (45BPN) and a minimum retroreflectivity (150 mcd/lx/m²), with an initial retroreflectivity reading of 350 – 400mcd/lx/m² after 21 days.

This trial is expected to confirm:

- Improved whole of life cycle costs (WOLCC) to demonstrate improved asset management
- The selection of CAP as a viable safety treatment
- Fewer instances of maintenance crews on the road
- Assist future maintenance decisions with improved targeted data
- Greater visibility at night, especially when raining
- Improved durability to cope with heavy traffic and high temperatures
- Improved drainage contributing to improved vehicle grip on the road
- Improved sustainability (greatly reduced quantities of diesel used to transport of roadmarking material)

Final line marking activities are expected to commence in early 2017, with the trial estimated to continue for five years to coincide with its design life. The results of the trial will be used to create a technical paper as the starting point towards a new Austroads standard.

Main Roads WA, would welcome input from any other agencies and industry into their research approach. Please contact the RIAA via email for more information.

Article written in conjunction with Main Roads Western Australia.



Hands free driving on EastLink by 2018

The first successful trials of semi-automated vehicles have just been completed on EastLink with the latest Volvo S90 in live traffic, as part of an 18-month research project that will enable Victorian drivers to safely commute on the tollway with their hands off the wheel by 2018.

A media release from the Victorian Minister for Roads and Road Safety is available here: <http://www.premier.vic.gov.au/semi-autonomous-cars-to-be-trialled-on-eastlink/>

The research project is being led by ARRB, with support from EastLink and La Trobe University thanks to \$578,000 funding from the VicRoads Intelligent Transport System (ITS) Grants Program.

The Three stages of the project include:

- Developing a first of its kind classification system for assessing Australian roads based on the level of automated vehicle features they support. Essentially a grading system so car manufacturers can enable hands-free driving, on roads that meet the criteria. The trial will test a wide range of cars fitted with semi-autonomous driver-assistance technology that are already being sold in Australia.
- In the second half of 2017, stage two will test a range of Cooperative Intelligent Transport Systems (C-ITS) technologies that allow communication between vehicles and road infrastructure.

- Finally, stage three in 2018 will see a small number of semi-automated vehicles tested on EastLink with hands off the wheel technology. By the completion of the research project in 2018, it is expected that EastLink will support vehicle manufacturers activating the technology so commuters can safely enjoy hands-free driving, pending the necessary legislative changes being made.

By the completion of the research project, it is expected that EastLink will support vehicle manufacturers activating semi-autonomous technology so commuters can safely enjoy hands-free driving, pending the necessary legislative changes being made. This will mark a significant milestone in the race to put Australia on the international map as a leader in driverless vehicle technology and a place where vehicle manufacturers can test and deploy their latest technology.

Article courtesy of Tim Lele from Keep Left – PR & Digital Marketing



Latest update at Ennis-Flint

Ennis Flint has recently gone through some structural change both locally and globally. In June, Ennis-Flint took on a new major investment partner called Olympus Partners. Steve Vetter, CEO of Ennis-Flint, said, "We are happy to partner with Olympus and believe they are ideally positioned to support our next phase of growth and development. We look forward to working with them as we continue to focus on providing traffic safety solutions that create value for our global customers."

In September Ennis-Flint also acquired a majority interest in Cristacol, S.A.,

a Buenos Aires, Argentina based manufacturer of paint, thermoplastic and resins. The combined enterprise of Ennis-Flint and Cristacol will make the company the largest pavement marking business in Latin America.

Locally the business has appointed Rod Tweed as Managing Director Asia Pacific.

Over the past year Rod has been working with Ennis Flint on a number of growth initiatives across the Australian business and brings extensive business leadership and international management experience.

Rod's experience across the coatings and building materials segments will provide great insight into the unique requirements of supplying the pavement marking industry

These changes will serve to reinforce Ennis-Flint's dedication to a strong Australian operation and further underpin their desire to serve the global market by offering world-class products and traffic safety solutions for customers who deserve and expect quality, support, and delivery while making shared roadways safer for all users.

We invite you to make contact with anyone from the Ennis-Flint team for all of your product information and general enquiries:

Managing Director: Rod Tweed	0414 181 188	Queensland & NT:	John Payne	0451 664 660
National Sales Director: John Sanford	0410 407 979	NSW:	Lyall Elliott	0417 258 817
Financial Controller: Ciaran O'Flanagan	0408 752 298	Western Australia:	(Distributor): Jason Goff	0438 051 025
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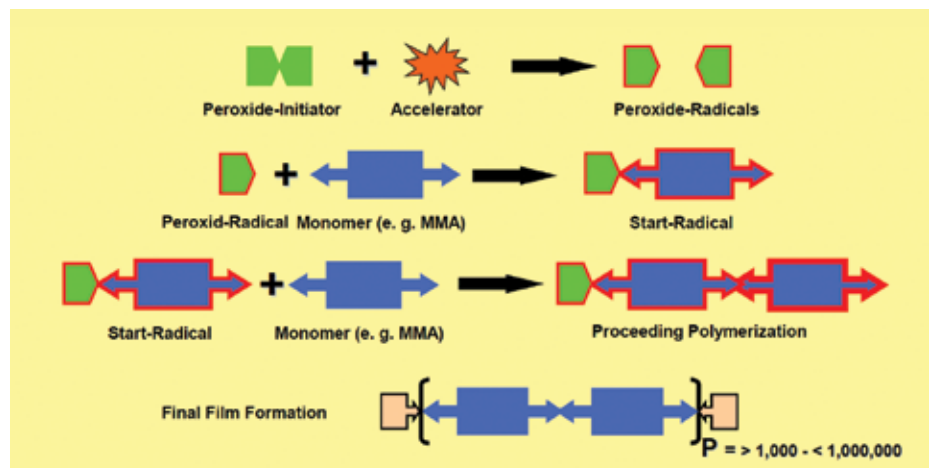
MMA-Road Markings

(Cold Applied Plastics)

Although the name MMA-resins suggests that only Methyl MethAcrylate (MMA) is used, a wide scope of different acrylic components and network builders can be used. Depending on the selected composition, a broad scope of mechanical properties can be set during manufacture, and a wide field of applications can be achieved. Due to the fact that the polymer backbone of polyacrylates bears no UV (or light) sensitive functional groups, road markings based on MMA-Resin shows an outstanding weatherability. Dispelling the notion that MMA-Resin are unhealthy, it should be noted that the same monomers are also used to manufacture dental components and human bone cements.

In principal, MMA-road markings are based upon a MMA-resin, which is mixed with fillers, pigments and additives, to form a processible mixture. After addition of an initiator, the MMA road marking is polymerized directly on the asphalt or concrete. The peroxide initiator benzoyl peroxide (BPO), immediately starts a radical polymerization of the acrylate monomers. This process is irreversible and exothermic, producing a lot of heat during the reaction. This also leads to the fact that the hardening process is quicker in high temperatures, and slower with low temperatures.

Reaction Scheme



Care should be taken to follow manufacturer's guidelines as to the quantity of BPO required to activate the mixture. Increasing or decreasing the volume of BPO will have a marginal effect on cure times, but will have a very noticeable effect on the final hardness of the product.

Influence of Peroxide Concentration



PlastiRoute® FP-2C 1023 Traffic Yellow	1% PO	2% PO	4% PO	6% PO
shore-hardness D	30	22	15	<10

marking becomes softer



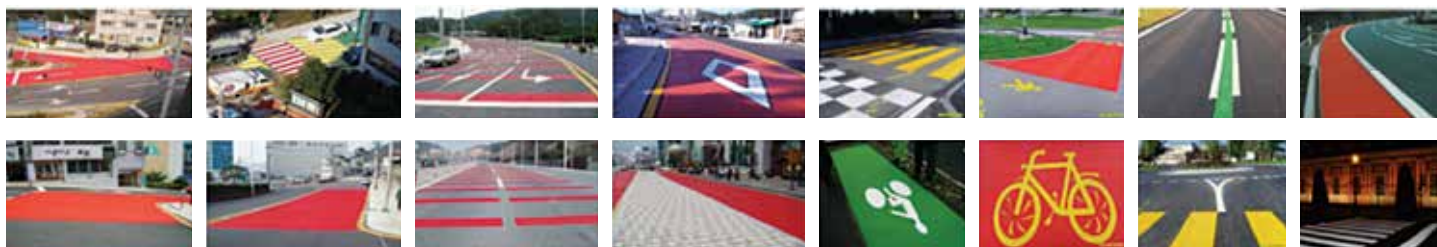
Increasing the peroxide-initiator accelerates the curing process marginally only but softens the final marking noticeably.



In combination with acrylic network building components, a highly durable, but still flexible 3D polyacrylate network is formed. The 3D network gives the strength for the high durability, and it is also the reason for MMA's chemical and heat

resistance. Because the components are covalently connected to each other, no solvent, Brønsted bases or acids, can destroy the connection formed by the polymerization process.

CAP Application Examples



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Also in contrast to thermoplastic road markings, the covalent network prevents re-melting or softening at high temperatures. In addition, due to the strong connection between the components and the inherent flexibility of MMA, this product is especially suited to large area coatings or surfacing applications.

In combination with high quality pigments, a wide range of color requirements can be achieved. Due to the numerous possibilities of adjusting MMA road marking material, a huge variety of surface finishes and designs can be achieved for outdoor area markings like playgrounds, street scape design, bicycle/bus lanes, parking spaces etc.

Due to the resilience and strength of MMA-road markings, these are excellently suited for heavily loaded areas, Audio Tactile markings and for use on performance outcome contracts, and can be manufactured to perform in any climate, from polar to tropic regions.

Since MMA-Resins are 100% systems, in which **no solvent or water** need to evaporate, layer thicknesses between 200 µm and 10 mm are possible.

That leads to the possibility to use any common application method:

Manual: By Roll, Scraper, Trowel, draw box etc.

Machine: Spotline, Spottflex, Spikeroll, Extruder, draw box etc.

Spray: Airless Spray Application.

A well-defined blend of MMA-Resins with Fillers and TiO₂ leads to outstanding white, durable road markings. In combination with glass beads, very high retro reflection values can be achieved. Together with the high durability of the MMA road markings an outstanding long lifetime of road markings with high retroreflective values can be achieved.

Jaco Janse van Rensburg
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We are now seeing promotion of Cold Applied Plastic systems across Australia. With correct use as recommended by supplier and applicator, many of these systems will provide favourable cost/benefit ratios together with on-going performance and safety features for the client and road user. CAP is highly durable, recoatable (with CAP), has excellent adhesion, and can be capable of providing structured / profile markings. Longitudinal CAP machines are a large capital investment with no guarantee of return in this current cost driven environment however, those willing to take the risk deserve to be commended and rewarded with good support from road authorities and the industry.

Our Development Work

Guidance has a history of product development starting with the introduction of waterborne roadmarking paint with large glass beads in the 1990's, and 600mcd/lux/m² thermoplastics in the early 2000's. Recently we made an observation that most product initiatives were being directed towards longitudinal machine applications, while transverse roadmarkings were reliant on standard flat line paints, thermoplastic and some CAP in Victoria predominantly. Even using large glass bead for some wet night reflectivity was impractical due to less process control, which in turn lead to poor bead embedment. Anti-skid properties are becoming a big issue in pedestrian areas with

councils and carpark owners becoming targets for litigation, see the spring edition of the Roadmarker – Carpark fall proves costly.

We had a brainstorming session (not easy for linemarkers) to identify key desired outcomes, attributes and possible application methods for transverse work. We agreed that we should aim for a form of structured marking or deep texture that would have:

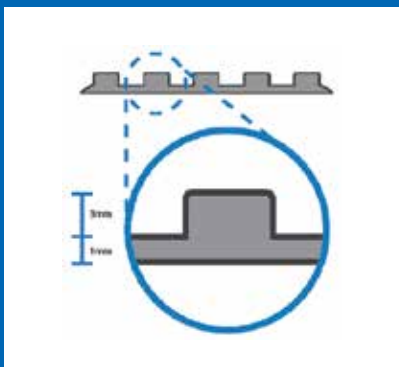
- All weather visibility (wet recovery minimum)
- Anti-Slip
- Current equipment or low entry cost?
- Familiar materials?
- Adaptable to many varied marking shapes
- Durability in wheel path
- Low life-cost
- Return on investment for Guidance (patentable or control of applicators)

Our trials utilized several methods and machine designs although it became obvious very early that standard material would not be suitable. To simplify the texture for heavy grooving, it allowed easy application of lines in thermoplastic and CAP without the need for complex equipment. Standard materials self-levelled rapidly before

curing could take place, providing disappointing results. Standard screed (thermo) rolled flat in warmer weather even long after application. In consultation with suppliers, we developed suitable CAP and thermoplastic materials topped with our own mix of HR glass bead / anti-skid. We finally had a product!

The heavy grooving allowed great drainage of markings with the 4mm peaks protruding well above the water film in heavy rain, even in dry weather facing the sun the texture made the marking stand out from the surrounding pavement. Pendulum tests gave an average SRV of 52, with expected real world test of a weighted human footprint being exceptional. Equipment is similar to standard and materials from the normal roadmarking types with which operators are familiar. Durability is improved over standard application methods due to higher build of the 4mm peaks therefore lowering life cost. We had two items left to address – marking shapes and return on investment.

A simple hand applied CAP method provided the ability to apply all marking shapes easily. All our requirements had been addressed, time for a Patent to protect our system. We have had feedback since that "you can't patent that". We have patented a textured roadmarking system that incorporates a many elements for our innovation which we will vigorously defend to achieve our return on investment.



FGS TOWARDS POINT
STILL REFLECTIVE IN
HEAVY RAIN.



FLAT MARKING AT
MEDIAN DROWNING.

The System

Grooves are applied transversely to the vehicle traffic direction for optimum reflectivity and textural differentiation from the surrounding pavement in all weather and light conditions. Bicycles are crossing the grooves and so are not affected by tracking. Pedestrians walk along grooving avoiding any potential trip factor even with older pedestrians 'shuffle walking'. The grooves provide surface drainage, anti-skid and protection of surface applied beads on the vertical faces. All performance properties are maintained far longer than conventional flat line and is ideally suited to pedestrian crossings, arrows, stop and crosswalk lines.

Standard texture comprises a 4mm high pattern o/a approx. giving double the life of standard 2mm flat line. Thermoplastic system is suitable for transverse lines only at present, CAP system is suitable for all transverse lines and roadmarkings.

Materials all conform to APAS and Australian Standard requirements, can be supplied with certification and MSDS' are available. We are now ready to appoint licensed contractors to apply the FGS system with Guidance supplied materials.

Case Study: Newell Hwy Forbes at Dowling St

Guidance installed FGS CAP markings on Newell Hwy 13/5/2015 for RMS. With high traffic volumes on a National Route with 34% heavy vehicles, mainly B-Doubles, the challenge on this site was the concrete surface which catered for a majority of the traffic flow performing a 90° turn through the intersection. The road surface itself displayed considerable wear from the continuous heavy traffic turning. The RMS representatives advised that previously, the markings installed in conventional screed thermoplastic generally lasted "about 2 months".

We insisted that surface preparation would be critical to adhesion and ensuring maximum life of application. All existing markings were fully removed and the surface was shot blasted. The surface was then primed and FGS CAP system applied to TF3 stop lines, PCW crosswalk lines and arrows. Guidance FGS CAP was supplied By Ennis Flint and the Guidance Bead Mix was supplied by Potters Industries, and all work was installed according to the FGS exclusive system licensed to Guidance Road Management.

18 month inspection 15/11/2016 showed majority of markings in good condition. There is one UA3 arrow with adhesion failure (25%) and approx. 0.05m² TF3 stop line failure. The inner turn line has had the most wear, due to turning multi-axle heavy vehicles.

We would recommend remarking approx. 25% - 30% of transverse lines and UA3 arrow repair in 6 another months, some 18 months longer than previous methods used. The local road approach and McDonalds store entry showed virtually zero wear.

Given the previous remark cycle, and traffic volume on a concrete surface, we along with our client consider the project a huge success, and the results are even better than we expected. We are continually refining the product for application properties and performance attributes following this project and look forward to the opportunity to provide you with an alternative, economical solution to improve your transverse markings performance and visibility in all weather conditions.



NEWELL HWY FRESHLY INSTALLED UA3, TF3
AND PCW LINES 13/05/2015.

guidance



NEWELL HWY AT 18 MONTH INSPECTION
15/11/2016 TF3 AND PCW LINES. NOTE
PAVEMENT WEAR.

NOTE: This marking system is Patented by David Eldridge. It is only available through Guidance Road Management or its Licensed Contractors using specialist branded materials. Please report any unlicensed applications to Guidance Road Management.

Authors Rant!

Roadmarkings are fundamental to road safety, providing guidance, legal regulation and separation of all road users. Their function should not be compromised by time of day, weather conditions or their own inherent performance. Due to changes in project allocation responsibilities, and shrinking road maintenance budgets, our industry has become so focussed on minimising the installed price of markings that we seem to have lost sight of the desired outcome, being the safety of the road user. This could be a result of losing experience from within Road Authorities leading to uninformed clients, lack of foresight beyond the initial applied cost, or simply our own contractors leading the race to the bottom. In any case the 'competitive' tender system is striving for the lowest quality of product anywhere in the world by forcing prices below a realistic level, supported by us the contractors, suppliers and authorities providing ever lower prices. We need to shift our focus back to our critical core outcome of road safety for our ultimate customer – the road user.

A number of suppliers and contractors have invested substantial effort and money in sourcing or developing new products that could provide far higher performance or other safety benefits that have been ignored in the market place due to higher applied cost, or just that it is different to cheap conventional markings. Life-cost and performance safety benefits hold little to no weight in tender evaluations, yet these are cost saving and potentially lifesaving benefits to every road user and asset owner. In the 70's we could not sell thermoplastic as a viable alternative, to solvent paint with its constant remark cycle as this was the accepted norm. Why pay the higher rate? Now we have trouble selling anything but thermoplastic – whether it suits the project or not. Even waterborne paint with large beads had difficulty gaining momentum despite its wet recovery and environmental advantages. It was life cost and reduced remark cycle that eventually sold it to the then RTA. Shouldn't it be about providing the best value product for the end user?

Innovative all weather products like 3M All Weather Paint System has not had much take up due to higher cost. Conversely profile thermoplastic has wide acceptance even though night reflectivity is commonly very poor. Possibly our specifiers perceive value in driving by braille. Like all thermoplastics the reflectivity levels can be dramatically lifted with improved materials and some care in application. A small added cost for a much better, and safer outcome.

David Eldridge, Guidance Road Management.

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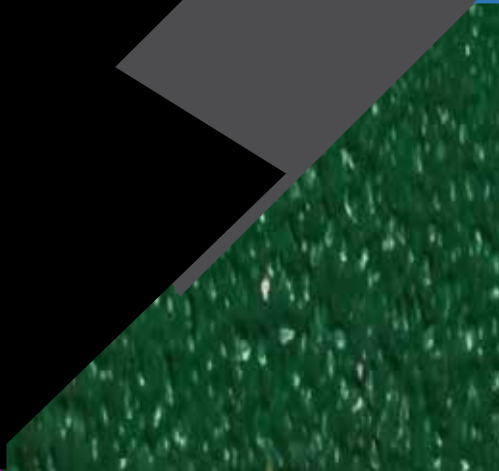
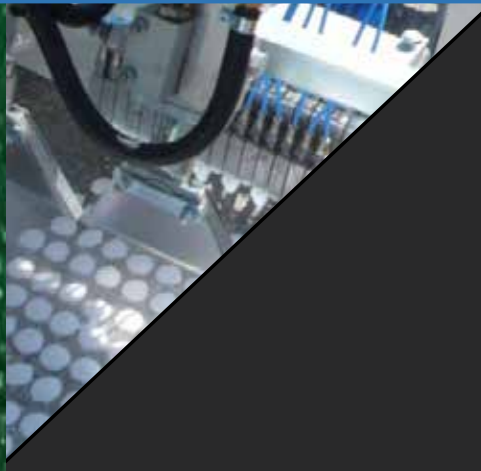
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A minute with our members



A minute with Phil Thiel from "DPI"

NAME:

Phil Thiel

POSITION HELD:

National Sales Manager with Dura Products Industries (DPI)

NICK NAME:

Thiely – given to me from junior sports days.

BRIEF WORK HISTORY & HOW YOU GOT INVOLVED IN THE ROADMARKING INDUSTRY:

I was introduced into the industry in 2003 by a family member. To start out it was just to earn some money in the school/uni holidays while I studied. However, I discovered that I enjoyed being involved in the industry and have continued to work in different roles within the industry. Nevertheless, being a young person in their early 20's the financial reward was very good.

The old saying 'once a line marker, always a line marker' has turned out true to date to a degree. I've been involved in many aspects of the Retroreflective Testing and Auditing of Linemarking within Victoria but also some major projects on the East of Australia. I moved in to Operations and Management side of things with some of Australia's leading Linemarking companies. Most recently I have just started a role in sales with DPI. I am quickly learning it is a very different side of the industry and I'm enjoying the personal development and growth – not only in business but as a person.

FAVOURITE FOOD:

Honey Mustard Warm Chicken Salad

PETS:

1 Dog, Oakley – a little King Charles X Pug.

FAVOURITE TV SHOW:

Big Bang Theory

FAVOURITE MOVIE:

Fast & Furious Series

FAVOURITE BOOK:

Anything that's not a specification and/or technical manual – not into books.

WHAT TYPE OF CAR DO YOU DRIVE? A match box car lol.**IDEAL HOLIDAY:**

Hawaii – nothing better than warm days in the tropical weather.

FAVOURITE SPORT:

Basketball

DREAM JOB:

Tropical Resort Owner but I'll settle for a Family run Property Investment and Development in refurbishing old run down houses.



A minute with Kevan Renton from "Linemarking Plus"

NAME:

Kevan Renton

POSITION HELD:

Director

NICK NAME:

Lips

BRIEF WORK HISTORY & HOW YOU GOT INVOLVED IN THE ROADMARKING INDUSTRY:

I started with the Highways Department in 1979 on the Maintenance Gang repairing pot holes and doing slashing work. Then in 1982 I transferred to the linemarking department. Working

for the Highways department we thought we would be guaranteed to have work for the rest of our lives.

Back then we went to work in stubby shorts and singlets, didn't worry about sunscreen or hats and painted with oil based paints. Things have defiantly changed a lot over the years especially with all the crap we are required to wear now.

In the mid 90's a change in government resulted in the shutdown of the bridge construction works division plus the bitumen and linemarking services.

Leaving with a payout I bought my first line marker and started my own show. With this I won my first contract

with The City of Salisbury and away I went.

That was 20 years ago and from there we have grown to service numerous council having just renewed Adelaide City, Tea Tree Gully and we have just signed off on Salisbury for another 5 years.

FAVOURITE FOOD:

Something sweet – someone else's birth day cake and something savoury – corned beef sandwich.

PETS:

Married 3 times

FAVOURITE TV SHOW:

V8 Supercars Live and Landline

FAVOURITE MOVIE:

Crocodile Dundee 1 or the original Wizard of Oz if watching with the family.

FAVOURITE BOOK:

The Man from Snowy River.

FAVOURITE MAGAZINE:

Wheels Magazine

WHAT TYPE OF CAR DO YOU DRIVE?

HSV GTS Maloo

IDEAL HOLIDAY:

Holiday in America for the NASCAR Season or house boat holiday cruising the River Murry for 3 months.

FAVOURITE SPORT:

AFL football. Avid Port Power supporter.

DREAM JOB:

Scott Dornan's Job (Action Linemarking).

FAVOURITE BAND:

Eagles – favourite song Life in the fast lane and sometimes even the Spice Girls

OTHER COMMENTS:

Over the years I have developed more friendships than enemies which is hard to do in business. I could not have achieved this without

the support of my team. Also as technology has developed over the years our jobs have been made much easier due to the implementation of things like GPS technology and access to google maps.

Finally as we all get a little older we need to ensure the large amount of knowledge we have gained over the years has been documented for future generations to reference. This expertise is not something that can be found by searching on google and has only been gained through years of working in the industry. Ladies and Gentlemen, whether it is documented on the internet or in the RIAA magazine, get it written down.

Ken Lofhelm Retirement



Ken Lofhelm, the Executive Officer of PCCP for the past 20 years, recently announced his retirement from that role and the industry in general. For the past 49 years, Ken has been involved with the paint industry in one form or another. He began his working life with British and Australian Lead Manufacturers Pty Ltd (BALM – later to become Dulux) in 1968 fresh out of university where he studied Applied Chemistry. Over the next 30 years he held mostly technical roles but some marketing ones too with a variety of paint manufacturers – Berger Paints, Dimet Coatings, Bristol Paints and Barloworld Coatings. Amongst that list was a stint as Quality Manager for Jac Australia. Unlike the other employers who expected their applied films to dry, Jac Australia was a self-adhesive label stock producer who expected their applied coating to NOT dry, it had to remain sticky.

In 1998 Ken was head-hunted to his current role by Don Bartlett, Ken's predecessor in the Secretary of APAS

role. PCCP was only just starting to gain traction in the industry as a necessary part of achieving asset protection and had only 15 accredited contractors registered, all protective coatings applicators. Under Ken's stewardship the Scheme grew rapidly and expanded not only the protective coating applicator base but also into new areas such as pavement marking. The latter brought a much needed 'raising of the bar' among linemarkers, imposing disciplines such as record keeping, management of inspection and test equipment, skills training for crews and controls over sub-contractors. Today PCCP has over 140 accredited contractors registered.

In his spare time Ken was involved with Scouts Australia for 25+ years and during that time developed a love of camping, hiking and 4WD-ing activities he intends to pursue in his retirement. Long hikes are planned in Japan (Nakasendo Way), Spain (El Camino), New Zealand (the Great Walks) and Fraser Island together with frequent 4WD/camping trips to

the High Country. For those wishing to maintain contact, please use kenlofhelm@internode.on.net

The following arrangements are in effect from December 1st, 2016;

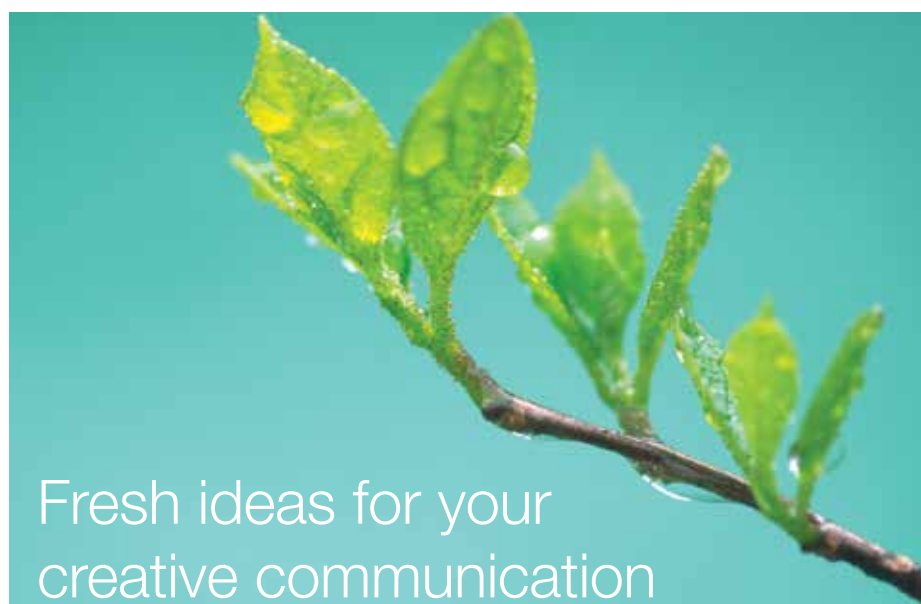
- The APAS Executive Officer (EO) role will be taken on by Dominic lemma. Dominic has a history in the paint industry – formulating, technical and manufacturing with Bristol Paints, Akzo Nobel and Ennis Flint. His role as EO will include responsibility for all APAS documentation and RMU relations.
- The PCCP Executive Officer role will be taken on by Elenora Stepanova. Many of you already know Elenora. She is very familiar with PCCP contractors and, judging by our customer feedback received, has many satisfied clients behind her. Her role as EO will include responsibility for all PCCP documentation and client relations.

- APAS & PCCP audit activities will be shared between Dominic and Elenora.
- Dr. Christopher Preston will take on my role as Team Leader for Verification Services. Elenora and Dominic will report directly to Chris. Day-to-day issues of the schemes will be handled by Dominic and Elenora; high-end issues can be directed to Chris.
- Alex Webb will take on my role as Quality Manager for Infrastructure Technologies (of which Verification Services is a part). This is in an Acting capacity until another appointment can be made.
- Peter Hagggar will take on my role as Authorised Representative for our 5 NATA accredited laboratories.

Their contact details are as per below;

Name	Tel	Mobile	Email
Dr Christopher PRESTON	03 9545 2557	0402 780 144	Christopher.preston@csiro.au
Alex WEBB	03 9545 2584	0412 331 163	Alex.webb@csiro.au
Dominic IEMMA	03 9545 7809	0438 394 912	Dominic.iemma@csiro.au
Elenora STEPANOVA	03 9545 2624	0477 753 069	Elenora.stepanova@csiro.au
Peter HAGGAR	039545 2494	0406 931 537	Peter.hagggar@csiro.au

On behalf of the Roadmarking Industry, the RIAA would like to wish Ken all the very best in his retirement.



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Why my life's work is protecting those who become vulnerable on our roads

SARAH Organisation Yellow Ribbon for Road Safety Week

On 7 September this year, I was honoured to be able to give a keynote at the Australasian Roadmarking and Signs Conference held on the Gold Coast Queensland. In my presentation I was able to explain how I got involved in road safety, and why I am committed to working with industry as together we improve the safety around the essential work that you and your teams do.

The need to promote safety on our roads is very personal to me and my family. You, your teams, your loved ones all have a right to get home safely and I am committed to doing my best to make that happen.

I realise that this 'commitment' is a big call, so who am I and what do I "bring to the table" so to speak?

Well I am a just an ordinary bloke, married with five children, a grandson and another grandchild on the way. Because my family is everything to me, my wife and I put off doing things for ourselves until the kids were off our hands. So, when my youngest son Dan finished high school, Judy and I were looking forward to spending a bit more time together, perhaps doing a little travelling and of course, setting a timeframe so we could actually pay off our mortgage. Indeed, we even started planning what we would do as our retirement approached. But despite these intentions, we experienced an event that changed our lives more profoundly than you can possibly imagine.

This is a story of one of my children, my 23 year old daughter Sarah. Since she was a little kid, she was the determined one of my children. She knew what she wanted in life and she went out and got it. Indeed, while my other kids weren't quite sure what they wanted to do in life, from an early age Sarah's passion was photography and her aim was to become a photojournalist. In fact, in mid-Year 12, she made an appointment with a photography lecturer at Charles Sturt University in Wagga Wagga. She asked that we drive there so she could present her fantastic portfolio of work and needless to say, she was accepted into the course. But after the HSC, she deferred saying that she needed to travel so she could improve her portfolio. So not long after school, Sarah would work in hospitality so she could save her money... money to support her as she backpacked the less travelled parts of the third world, taking images of the faces and places that few of us would ever see in our lifetimes.

Of course, her Mum and I would worry about our diminutive daughter travelling by herself but she was adventurous,

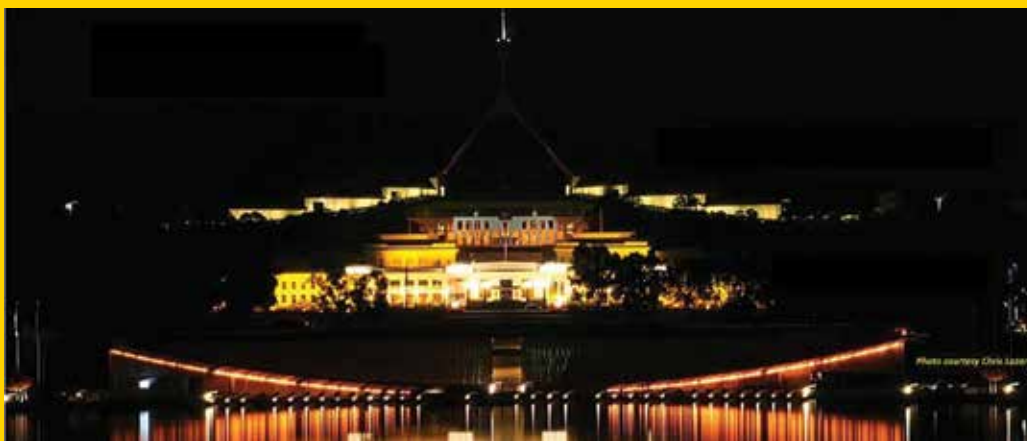
independent and resilient. Sarah was also incredibly community spirited, at one stage saving her money so she could do volunteer work with children in the slums of Brazil. We were immensely proud of her but we remained concerned for her. So when she decided to return to Australia to take up her studies at Charles Sturt, you can imagine how relieved we were... she would finally be safe.

On 15 February 2012, we said goodbye to Sarah and wished her well for her drive to Wagga Wagga. She was so excited to be starting what we called her "new life" and we were so happy that she would be just a couple of hours away. But on her journey down the Hume Freeway, her car overheated... In doing so, its engine failed, the vehicle lost power, power steering and brakes and as the car rapidly slowed. Sarah was left with no option of where she would pull over on the side of that 110 kph Freeway.

She rang me but I was in a meeting and I didn't get her message until later that day. I will always remember this frightened little voice on the end of the phone. She said her car was right beside a guardrail, and the breakdown lane was too narrow to get her car off the road so cars and trucks were passing inches away from her vehicle. She said she couldn't get herself behind the barrier because there were brambles and overgrown bushes.

Just like those who work on our roads and highways... just like our road markers, tow truck drivers, road workers, roadside assistance, police, emergency services... just like any of our loved ones should their vehicle breakdown, Sarah was now a highly vulnerable road user.

When the car broke down, Sarah put her hazard lights on and after leaving the voicemail, she called roadside assistance. About 45 minutes later a Patrolman arrived and checked her car but it was clear that the radiator would need to be replaced, so he called for a tow truck. Another 45 minutes would pass before the tow truck arrived but I imagine that she must have been very relieved for after being so afraid, I am sure she thought that she was finally going to be safe.



2016 YELLOW RIBBON NATIONAL ROAD SAFETY WEEK

While the Towie was hooking up her car, two trucks were approaching the breakdown. They were about 100 metres apart. As Sarah's car had its hazard lights on and the tow truck had both its hazard lights and headboard arrow flashing, the truck following could clearly see the breakdown 400 to 500 metres away but the one in front continued towards them. The Truckie behind watched in disbelief, for as the seconds passed, the truck ahead continued on without moving over.

For over 11 seconds that truck driver in front continued on his collision course. That distracted truck driver decided that whatever he was doing, it was more important than the possibility of careering at high speed into vulnerable people... We will never know what he was actually doing but what we do know is that he drove into them at 100 kph or more, horrifically killing both, leaving Sarah in pieces on that road.

The killing of innocents is always an outrage... and it always will be. We are still trying to deal with our grief for the loss of our beautiful daughter in such avoidable circumstances changed us forever.

Our loss was compounded as we asked ourselves why Sarah and her vehicle were left directly in harm's way, for at just 1.5 metres wide, that emergency lane had not been built, nor maintained, to Austroads standards. We asked ourselves how it could be that a truck driver should choose to put the lives of vulnerable road users at risk by not even looking ahead.

We swore that we would commit ourselves to change both government and community attitudes so that those who are vulnerable on our roads were 'actively' protected. We knew what we had to do but had no idea where this journey would take us.

The history of Yellow Ribbon Road Safety

Sarah's favourite colour was yellow so we all wore yellow at her funeral, let 23 yellow balloons go at the wake and tied yellow ribbons on our cars in her memory. We were moved when friends, members of the

public, emergency services and tow trucks started flying yellow ribbons as a way of showing solidarity.

By March 2012, just four weeks after Sarah was killed, we decided to start a Petition calling on the NSW State Parliament to enact i) a "Slow Down Move Over" law to protect those who become vulnerable on our roads, and ii) ensure that our roads and highways are built and maintained to established Australian standards. We decided that the Petition would run for two months so that we could present it to the Premier exactly three months to the day since Sarah was killed.

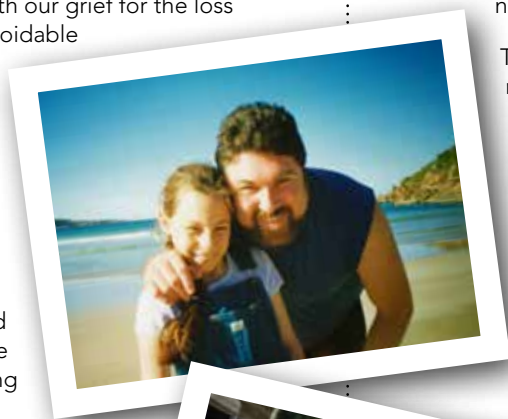
On 15 May 2012, we handed a 23,000 signature Petition to Acting Premier Stoner. Given that members of the community were now joining us in tying a yellow ribbon to their vehicles, we asked all the attendees, including the Acting Premier and MPs, to wear yellow lapel ribbons. Over the next few days we planned a few small events. As we needed to give them a name, we called it Yellow Ribbon Week.

To our own amazement, our yellow ribbon initiatives rapidly grew. Within 12 months we realized that we needed to formalise ourselves as an organisation. My son Ben had previously come up with a name to honour our daughter. It would be called Safer Australian Roads and Highways ... or simply, SARAH.

SARAH's work is to protect those who are vulnerable

With Vision Zero as our foundation, SARAH's mission would be to undertake policy research, promote initiatives that would improve safety for vulnerable road users, partner with industry and road safety stakeholders, as well as support those affected by road tragedy. Our Vision Statement would be:

- Each person's life is precious and can therefore never be ethically traded off against traffic mobility;
- No person should be placed in harm's way simply because of poor policy, poor planning, poor maintenance or poor procedures; and



- Each of us must drive to actively protect all other road users, and especially those road users who find themselves vulnerable (ie. those involved in an incident, those who assist and protect, those who work on our roads, etc).

During 2013, the protection of vulnerable road users gained focus and with the lighting in yellow of the Sir Leo Hielscher Bridges (Gateway Bridges) in Brisbane, our Road Safety Week initiative had moved to a national stage. That same year, the Week would coincide with and become a registered event of United Nations Global Road Safety Week. The profile further increased, obtaining the support of Her Excellency Ms Quentin Bryce, AC CVO Governor-General of the Commonwealth of Australia.

Since 2014, the Week has been supported by His Excellency, Governor-General of Australia, Hon Sir Peter Cosgrove AK MC, as well as Prime Ministers and Premiers, corporations, unions, NGOs, education sector, emergency services, industry and communities. As the Week has gained rapid acceptance, we have seen:

- National and State Road Safety Week launches,
- The promotion of the Week via television commercials, social media, and road safety competitions;
- the lighting of iconic structures, bridges and buildings in yellow, across the country;
- Attaching yellow ribbons to government and private fleet vehicles (ie. *police, emergency services, roadside assistance, traffic control, tow trucks and private vehicles etc*)
- Parliamentarians issuing public/media statements, wearing yellow lapel ribbons, attaching ribbons to their vehicles, and leading the community in the signing of the Road Safety Pledge;
- Promoting a minute's silence (12:00 pm on Thursday 7 May 2016) to acknowledge and honour the more than 1,200 Australians killed and 35,000 seriously injured during the previous year.

Next year, Yellow Ribbon National Road Safety Week will coincide with and be an event of United Nations Global Road Safety Week (8-14 May 2017). The event will focus on speed and what can be done to address this key risk factor for road traffic deaths and injuries. We will also focus on distraction and our key message will be "Drive So Others Survive!".

Our commitment is to your safety

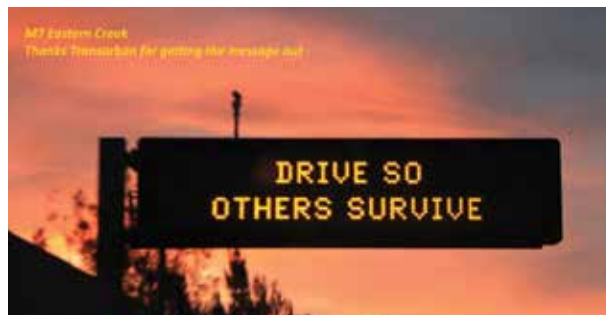
In February 2012, our lives were irreparably damaged because Australia has not promoted a culture of safety. Additionally, our compliance and enforcement models are failing and if lives are to be saved, we need to change the narrative and engage with the community to create road safety advocates.

SARAH is committed to working with the road marking industry to make your safety, the safety of your teams and the safety of your loved ones, a shared priority. We will continue to lobby governments to ensure policy protects those who are vulnerable on our roads. We will continue to challenge community attitudes, so that the 'active' protection of vulnerable road users is at the forefront of their minds.

I hope you will join our yellow ribbon initiatives and in doing so, publicly demonstrate that your organisation is a road safety champion... by publicly demonstrating that you and your teams "Drive So Others Survive!"

I may be just a Dad, but I reckon we can work together to improve outcomes for those who are vulnerable, for each one of them is jointly in our care.

Peter Frazer
SARAH President



Marketing Feature: Developing a Strong Brand

by Ross Kimbarovsky – guest poster at Duct Tape Marketing

A brand is the sum total of the experiences your customers and potential customers have with your company. A strong brand communicates what your company does, how it does it, and at the same time, establishes trust and credibility. Your brand lives in everyday interactions with your customers, the images you share, the messages you post on your website, the content of your marketing materials, and in your posts on social networks.

How can a small business develop a strong brand on a tiny budget?

Here are 10 tips to help you get started:

1. Be unique. One of the most iconic brands of our time – Apple – was reborn after it launched, in 1997, an innovative campaign inviting people to “Think Different”. Today, Apple products are perceived to be better designed, more fun, and more reliable than products from Apple’s competitors. What makes your business unique? What’s your story? What do you do that others in your industry do not do?

2. Grow your community. Many of the world’s best brands, including Google, Amazon, Facebook, Virgin, and Skype, spend modest sums on advertising and instead, focus on building and improving their communities. Those companies understand that if people trust a brand’s community, they will extend trust to the brand.

Small businesses have many opportunities to build online and offline communities. For example, you can build online communities on Twitter, Facebook, your small business blog, on Instagram, or on other social

networks. And remember that you can’t be in all places at once. Pick one or two places where you can focus building your community, and invest your time and resources there.

3. Build great products and services. Earlier this year, market research firm Millward Brown published its annual BrandZ study, ranking the world’s leading brands. When you consider that the number one reason people write about brands is to share experiences (see graphic below from the BrandZ study), Apple’s top ranking is not surprising – people love Apple’s products.

Some companies stop focusing on building great products and services when they become successful. This is a mistake. In 2008, Nokia was the world’s ninth most valuable brand. In 2011, Nokia was ranked 81st and this year, it fell even further. Even a strong brand will suffer when it creates average or below average products or services.

4. Have a good name and logo. A strong brand is easily recognizable. Recognition starts with the name of your business. The name will appear on your business cards, letterhead, website, social networks, promotional materials, products, and pretty much everywhere in print and online to identify your company or your company’s products and/or services.

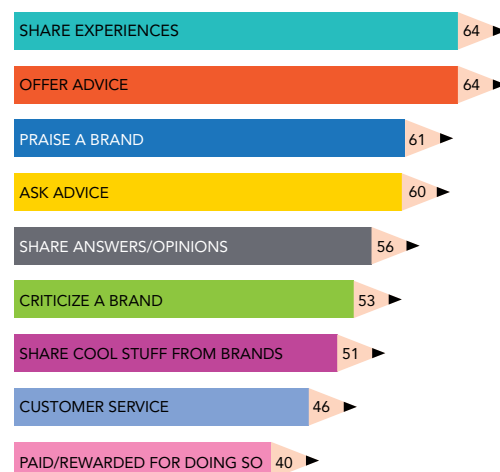
It’s not enough to have a recognizable name. People commonly associate brands with the brand’s logo. As you think about your logo, keep your audience and products/services in mind because you want your logo to reflect your company. A good logo builds trust and a strong logo will help to pull your brand together. Think about

the logos of some of the world’s most admired brands (Apple, Google, Amazon). How do you feel (emotionally) when you see their logos?

If you want to learn more about naming your business, we invite you to read 10 tips for startups and small business on naming your company. If you want to learn more about getting a great logo, we invite you to read 10 logo design tips for buyers.

5. Find your voice. What you say is important, but don’t overlook how you say it. Your company’s “voice” is the language and personality you and your employees will use to deliver your branding message and reach your customers. Successful brands speak with a unique voice. Think about the brands you admire – what makes them unique? How do they communicate with you and other customers? What do you like about their voice?

I WRITE ABOUT BRANDS TO...
% WHO AGREE



6. Be consistent. Many small businesses mistakenly change their messaging depending on their audience. For example, a company might take a more serious tone on their website but a very lighthearted tone on their Facebook fan page. This can confuse your customers and potential customers. To build and maintain a strong brand, every aspect of your brand should be as good as your product or service and you must be consistent in presenting your brand. This includes not only your company's name, logo, overall aesthetic design, products and services, but also includes your marketing materials, website, appearances at trade shows and conferences, content posted to social networks, etc.

Why should you care about brand consistency? You should care because brand consistency leads to familiarity, and familiarity leads to trust.

Many of you recall that Duct Tape Marketing recently redesigned its website to better and more effectively communicate with customers and potential customers. The old site was cluttered and at times, confusing. A cleaner design and greater consistency resulted in significant benefits.

7. Keep your promises. Although this is common sense, you'd be surprised how many small businesses tarnish relationships with their customers by failing to keep their promises. Happy customers who feel good about your business are your best source of referrals. For example, Zappos has built great trust and credibility with customers by promising quick delivery (2-5 business days) but Zappos goes even further and upgrades most customers to free overnight shipping. As a result, Zappos has very loyal and zealous customers.

8. Stand for something. Think about brands you love. Those brands commonly stand for something (or against something) and connect with their customers emotionally. One of my favorite companies, 37signals, develops software to help people collaborate. 37signals believes that most software is bloated and difficult to use. They don't compete on features – they compete on usability. They have developed a reputation as a company that stands for easy to use software.

What does your business stand for (or against)?

9. Empower your customers. You are not in control of your brand. You can set your brand's direction, but how your brand is perceived is determined by your customers and potential customers. People can become your brand's ambassadors – spreading your ideas and brand to their own networks. Spend time nurturing relationships with such people. Who are they? What can they give and get in order to help your brand? Ultimately, successful brands recognize that if they help their customers succeed, the customers will in turn help the brand succeed.

10. Deliver value. Value doesn't always mean lowest price. You can focus on product leadership (having the best products in the marketplace, like Apple), operational excellence (having the lower prices in the marketplace, like Ikea), or great customer service (Virgin, Zappos). You can also focus on a combination of those things.

As you think about the value your company delivers – you can ask the following questions: What sets your product, service and company apart from your competitors? What value do you provide and how does that value differ from that provided by your competitors? Think about which of the benefits are emotional – the most powerful brands tap into emotions.

We'd love to hear from you. What makes your small business unique? What's your story?

Ross Kimbarovsky co-founded crowdSPRING, the world's #1 marketplace for logos, graphic design, and naming. Buyers who need a professional logo, website, custom graphic design, industrial design or written content, post what they need, when they need it and how much they'll pay. Once posted, creatives submit actual work. Buyers select from among actual work (an average of 150+ per project), not bids or proposals. crowdSPRING has helped tens of thousands of small businesses meet their creative needs. You can follow Ross on Twitter @rosskimbarovsky and @crowdSPRING and on the crowdSPRING Small Business Blog.

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'An Industry at the Cross Roads'

2016 AUSTRALASIAN ROADMARKING CONFERENCE, WORKSHOP & EXHIBITION



2016 RIAA CONFERENCE REPORT

2016 Australasian Roadmarking Conference, Workshop & Exhibition

Gold Coast Turf Club

The RIAA Board took something of a risk for the 2016 Conference by splitting the locations of the Conference/Trade Booths and Accommodation/Entertainment between the Gold Coast Turf Club (GCTC) and Watermark Hotel. Historically these have always been in the one place.

You have to break a few eggs to get the omelette they say, so by all feedback we got a ripper omelette. The GCTC Conference and Trade Booth venue ran smoothly with plenty of scope for heavy equipment display. The Conference Proceedings area, immediately adjacent to the Trade Booths provided an excellent presentation venue and the outdoor parking areas a great platform for the workshop demonstration. The subsequent transport at days end allowed easy relocation to the Watermark Hotel.

The Watermark was the venue for the AGM on the Tuesday evening followed by the Cocktail function. With the Watermark centrally located in Surfers Paradise, those that chose to kick on could easily do so.

Our Conference was officially opened on the Wednesday morning with a keynote Address from Mr Peter Fraser, President of Safer Australian Roads And Highways (SARAH Inc). I don't think anything I say in this paragraph will do justice to what Peter and his Family have gone through since the needless death of their daughter Sarah, so I am not going to attempt to. However the nub of Peter's talk

focussed on the responsibility of Road Authorities in designing roads that are intrinsically safe and make allowances for inevitable human error. No road user should be subjected to the consequences of fundamental poor design. From everyone who heard Peter's story the RIAA will certainly support the initiatives of SARAH Inc.

The first plenary session demonstrated the depth of the RIAA reach in securing overseas speakers, with speakers from Swarco, Evonik, Borum along with Roaddata (apologies to Urban, he is longer considered "overseas"). Further afternoon sessions from Roads Australia, Austroads and Main Roads WA where followed by autonomous cars, Retroreflective Test equipment and a CSIRO/PCCP update.

The "secret" dinner location for the Wednesday evening proved to be a boat trip to South Stradbroke Island for a smorgasbord dinner and entertainment. At first thought to be the Australian Survivor set, the horror themed evening proved that might just be the case- again apologies to fans of Australian Survivor. Great food, great night and no one sea sick to and fro.

Our Thursday opening required an early start with our sponsored breakfast and a guest speaker in Damien Thomlinson. A great example of an individual who decided the direction he was going was not the right one and put his considerable energies into setting a new tack. This involved joining the Australian Special Forces, serving in Afghanistan and taking a near fatal injury that claimed both legs. Not to be limited by the newly acquired prosthetics, proceeded to walk Kokoda, Snowboarded Thredbo and tried out for the Sochi Winter Olympics Team

and recently undertook acting lessons landing a role in soon to be released Hacksaw Ridge. The lesson to be learned – if you want something, go get it and don't let anything get in the way.

The remainder of Thursday morning was rounded out by an outdoor workshop and demonstration. The afternoon session was many and varied with the sixth plenary focussing on Financial Management both personal and business and use of Crash Attenuators. Our closing session was a cracker with presentations on Near Misses Reporting protocols used at Downers, Worksite Safety initiatives from Boylans and lastly a paper on the financial ramification for keeping your workers engaged.

The last official role of the RIAA was to sign off and pass the baton to Alister Harlow from the NZRF to announce the location of the 2017 Conference – Hamilton New Zealand 23-24 August.

Thanks to all our Sponsors.

Best regards,
Stephen Borrie

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Roadmarking Industry
Association of Australia
and the NZ Roadmarkers Federation



2016 RIAA CONFERENCE IN PICTURES





2016 RIAA CONFERENCE IN PICTURES





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EXHIBITORS



Diary 2017

JANUARY

10 RIAA office re-opens – Happy New Year!!

FEBRUARY

13 RIAA Social media launch – Check out our website

7-11 World of Concrete – Paris, France www.worldofconcrete.com

MARCH

22 -23 Conexpo – Las Vegas, Nevada www.conexpoconagg.com

15 RIAA NSW Workshop series – Superannuation - How to get \$1m for your retirement. Very limited places, so book early: Venue: Liverpool Soccer Club <http://riaa.com.au/events/>

15 RIAA NSW / ACT Branch Meeting – Liverpool Soccer Club <https://riaa.wildapricot.org/event-2410297>

29 RIAA Victorian Workshop series – Superannuation – How to get \$1m for your retirement. Very limited places, so book early: Venue - Image Linemarking. <http://riaa.com.au/events/>

29 RIAA Victorian Branch Meeting – Image Linemarking. <https://riaa.wildapricot.org/event-2410295>

30 – 31 IPEWA Public Works Conference – Leading Sustainable Asset Creation. Rydges Melbourne, Melbourne. <http://www.ipwea.org/events/calendar>

APRIL

4-6 Traffex 2017 – Birmingham, England. www.traffex.com

5 RIAA QLD Workshop series – Superannuation - How to get \$1m for your retirement. Very limited places, so book early: Venue – Auto Electrical Importers. <http://riaa.com.au/events/>

5 RIAA Queensland Branch Meeting – Auto Electrical Importers. <https://riaa.wildapricot.org/event-2410294>

MAY

3 RIAA Western Australia Branch Meeting – Main Roads Perth. <https://riaa.wildapricot.org/event-2369205>

8 – 14 Yellow Ribbon National Road Safety Week. Keep an eye on the website and our social media for further details.

8 – 10 Transport Research Board, 5th International Roundabout Conference – Green Bay, Wisconsin. <http://www.trb.org/main/blurbs/172194.aspx>

17 RIAA South Australian Branch Meeting – Action Linemarking. <https://riaa.wildapricot.org/event-2410296>

21 –24 SaferRoads 2017 – Auckland, New Zealand. www.saferroads.co.nz

JULY

10 -25 RIAA EUROPEAN KNOWLEDGE TOUR – Join us as we spend 15 days travelling throughout Europe visiting manufacturers, suppliers, contractors and road authorities. Exchanging ideas and learning as we tour. Please contact the RIAA for further details and to register your interest. <http://riaa.com.au/events/>

AUGUST

13 – 16 Roads of the Future – Embracing Disruption AAPA International Flexible Pavements Conference – Melbourne Convention & Exhibition Centre, Melbourne. <http://www.aapa.asn.au/news-and-events/Conf17>

23 – 24 NZRF Conference – Distinction Hotel, Hamilton. <http://nzrf.co.nz/conference/>

SEPTEMBER

20 – 22 Engineers Australia, Project Controls Conference – Sydney. <http://projectcontrols2017.com.au/>

Mobile Data Surveys for Roading Network Asset Management

** Asset management is a systematic process of deploying, operating, maintaining, upgrading or renewing and disposing of assets cost-effectively.*

The term is most commonly used in the financial world to describe people and companies that manage investments on behalf of others. (Wikipedia)

Protecting our Human Assets

One of our greatest assets is the staff we utilise to achieve our outcomes.

To this end, the use of Mobile Data collection is a great opportunity to protect our personnel from the ever present hazards of traffic while undertaking assessments.

While eliminating risks to staff, Mobile Data collection at normal road speeds, has the advantage of completing tasks in a timely and economic manner, which adds efficiency to Asset management.

Condition Rating NOC (visual assessment) vs Mobile Data Survey

Some people might say there is a fundamental difference in approach to condition rating between visual human assessment (NOC) and automated mobile data collection.

In fact, there is no difference at all. All that a mobile data collection survey does, is to interpret an assessment into a language (numbers) that can be understood by humans, be they the manufacturer, ASNZD standards committee board, auditor, assets manager or installer.

Instead of having subjective condition rating system heavily dependent on human judgment, experience and expertise we can create a robust condition rating collection system which will help us understand each other better.

Roaddata Pty Ltd is actively engaged in the provision of a cohesive and integrated data collection services that provides the asset manager with the right tools and information to operate efficiently and effectively while also making cost savings.

A robust database gives rise to the following benefits

- Accurate, short and long term forecasting.
- Deterioration modelling
- Realistic levels of service
- Simulation models for strategic planning

Right time - Right place - Right treatment

A robust database also means cost effective asset management

- Assets ID
- Location
- Age
- Material Specification.
- Condition/s.

Signs and Line Marking assets

Since signs and line marking (and other delineation assets) have short life cycle compare to other assets, their annual maintenance and renewal budgets are very close or sometimes even higher then more strategically important assets (pavement, structures, drainage).

By collecting real condition values, understanding trends and

implementing effective data collection processes, conscious decisions towards more proactive and cost effective management of the asset is possible.

Roaddata continues to develop its resources in Mobile Asset data collection and has the current capabilities.

Retroreflectivity measuring

- Line marking retroreflectivity to EN 1436
- Signs retro reflectivity to ASTM E 1709
- Signs inventory including sign size, location
- Signs Measured as seen from drivers perspective
- 360 degree panoramic photography
- LiDAR data collection

Asset Condition Rating

- Road roughness
- Road profiling
- 3D Laser camera for profiling and crack detection 4m width

Amalgamated Data Display

- Multiple data sources can be collected, analysed and displayed on one Web based platform.



MOBILE DATA COLLECTION VS VISUAL CONDITION RATING

One asset manager's perspective:

"We believe that by collecting real condition value and understanding trends and implementing process which were mentioned today, we can start making conscious decisions towards more proactive and cost effective management of the assets."

Olexiy Kurlov –AMA traffic assets manger.
(Auckland Motorway Alliance)



CRACK ASSESSMENT TOOL

Roaddata thanks Mr Olexiy Kulov of the AMA for the use of material that is reproduced here.

Are you heading in the right direction?



Roaddata are specialists in collecting the data that you need to manage your roading network efficiently and effectively.

Today's roading asset managers are tasked with managing and delivering cost effective solutions that can only be devised from the evaluation of a Database containing both historic and current data, along with asset management and Analysis Modeling & Integration.

Question	Yes ...	No
Do your network roadmarkings meet required standards?	<input type="radio"/>	<input type="radio"/>
Does your data base allow deterioration modeling?	<input type="radio"/>	<input type="radio"/>
Is your data GIS integrated, with pictorial and numeric data?	<input type="radio"/>	<input type="radio"/>
Is your current roadmarking data base reliable?	<input type="radio"/>	<input type="radio"/>
Is your road signage asset base accurate and GIS integrated?	<input type="radio"/>	<input type="radio"/>
Do all your road signs meet required performance standards?	<input type="radio"/>	<input type="radio"/>
Do you know the precise location of all of your road signage?	<input type="radio"/>	<input type="radio"/>
Do you have pictorial and numeric data for your road signage?	<input type="radio"/>	<input type="radio"/>
Do you have actual readings as opposed to visual ratings?	<input type="radio"/>	<input type="radio"/>
Does your current signs data indicate what "the Driver" sees?	<input type="radio"/>	<input type="radio"/>
Is your road furniture comprehensively listed and GIS Integrated?	<input type="radio"/>	<input type="radio"/>
Do you have 360 degree photographic information on your assets?	<input type="radio"/>	<input type="radio"/>
Do you have 3D LiDAR point clouds for future data extraction?	<input type="radio"/>	<input type="radio"/>
Do you have an integrated Pavement Assessment System?	<input type="radio"/>	<input type="radio"/>
Do you have all your data stored in one place?	<input type="radio"/>	<input type="radio"/>
Do you have one data platform you can share?	<input type="radio"/>	<input type="radio"/>

If you have ticked any of the boxes above, you need to talk to Roaddata today.

Roaddata Pty Ltd is an Australian based company with International Accreditation in Inspection Services. The IANZ (International Accreditation New Zealand) accreditation is recognized by NATA (National Association of Testing Services) Australia.

**Contact Roaddata today by calling Free phone 1800 81 61 83
or E-mail - urban@roaddata.co.nz**

Visit us at - www.roaddata.com.au

GREAT PEOPLE – GREAT SERVICE – GREAT RESULTS

ANNUAL CONFERENCE 2017



TRAFFIC MANAGEMENT
ASSOCIATION OF AUSTRALIA



TECHNOLOGY. TRAINING. TRAFFIC.

The Traffic Management Association of Australia launches the Technology, Training, Traffic Conference

6 & 7 APRIL 2017 RACV ROYAL PINES, GOLD COAST, QUEENSLAND

Keynote speakers, workshops, and technology at the forefront of Traffic Management

KEYNOTE SPEAKERS INCLUDE



Miles Vass
Deputy Director-General
Infrastructure Management and Delivery Division
DTMIR



Daniel Petrovski
Manager, Product Strategy
Hino Motor Sales Australia



Tanja Conners
Director Training and Knowledge
AAPA



Peter Curl
General Manager
Fulton Hogan



Lyndell Fogarty
CEO,
performHR



A message from Brendan Woods

TMAA President

Technology. Training. Traffic.

These three words resonate with the Traffic Management industry.

I invite you to attend the Traffic Management Association of Australia (TMAA) 2017 Conference. Our theme is Technology. Training. Traffic. Our speakers include experts from the public and private sectors delivering key strategic offerings.

I look forward to sharing the TMAA Conference with you to generate compliance and safety on all sites, for the future of this industry, and those we work alongside and protect.

Brendan Woods

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