



By
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Trailer turns into billboard to promote industry careers and training

The last stage in the development of a mobile industry careers and training trailer was recently unveiled with a stunning new advertising "wrap" for the trailer.

Queensland Racing's training trailer now features a panoramic race start in bright colours on two sides. At the rear a colourful scene from the Gold Coast Turf Club greets the following traffic while the front shows an apprentice jockey on the race simulator passing the winning post at Doomben.

The trailer has been to Rockhampton Beef Week where many youngsters enjoyed their attempts to ride the simulator.

The newly wrapped trailer also proved a major attraction at two recent events. It was mobbed by school students at the annual RNA Rural Careers Expo which is run every year on junior cattle judging day. This event is attended by schools from all over the state exhibiting their cattle or attending as part of their rural training programs. Along with their parents and teachers many of these students have a keen interest in horse-related industries and activities. It is important for the racing industry to compete with agricultural organisations for the attention and awareness of these groups.

The Gympie Careers Expo was held at the showgrounds and racecourse, making a very suitable backdrop for a racing industry careers display. The event was widely publicised and well attended by district schools and training providers. Many of the students took the chance to experience a simulated racehorse in action and discovered it is a lot harder than it looks.

The trailer will continue its travels with trips to Toowoomba, Gold Coast and elsewhere to support similar events. ●



The eye-catching artwork on the trailer greets motorists at various locations around the state



The new industry careers and training trailer has been well-received by school students and is a great promotional tool for the industry

Standing at **Kingdale Lodge**

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