

freightweek2009

delivering solutions

MEDIA RELEASE

July 23, 2009

Creating Careers at Freight People Day - Monday 7th September

Career Initiative Morning and Industrial Relations Afternoon

Freight Week 2009 kicks off with Freight People Day on Monday 7 September highlighting the fact that at its core, the freight logistics industry is a "people" industry.

Attracting, retaining and training the right people is key to building the freight industry's workforce of the future.

Freight People day will acknowledge that freight and logistics is a growing industry and is predicted to double in size by around 2020, yet suffers from a poor career image.

"Many young people consider the freight industry to be just about truck driving. In reality, the industry needs the breadth of skills and knowledge, from professional occupations like lawyers, accountants and human resource managers, through to a vast range of supervisory and operational roles," observes Victorian Transport Association (VTA) CEO Philip Level.

A free event, Freight Week 2009 People Day will address these issues with a comprehensive program to help shift perceptions. It will highlight resources and initiatives in employment, training and people development within the freight logistics sector.

The keynote presentation will be by **Hon. Jacinta Allan, MP**, Minister for Skills and Workforce Participation titled "A new training approach for Victoria".

The session will also feature career practitioners who will clearly define what they are looking for from the industry, as well as a Young Employee Panel to shed light on the aspirations, advancement and career path opportunities of the youth in the industry.

Of particular success to careers in freight is the recently launched TDT Cadetship program to encourage post Year 12 students to enter into the freight and logistics industry. The TDT cadets are fully employed in the industry while completing a 'Diploma of Logistics' while receiving valuable on-the-job training and experience.

TDT Victoria spokeswoman Kerri Langes comments:

"The program is being enthusiastically supported by the industry and we are looking to expand the program locally and interstate."

Furthermore, employment in the logistics sector is a subject of interest to trucking magnate Lindsay Fox, who is just concluding a country-wide travelling road show with former ACTU Secretary, Bill Kelty.

"We have got to do whatever we can to stimulate peoples interest in believing that tomorrow is going to be a better Australia," Fox recently told ABC radio.

At Freight Week 2009 People Day, career practitioners, school representatives, local learning and employment networks, regional career advisers, Job Services Australia providers, vocational and higher education institutions, adult education centres, and registered training organisations will join with industry representatives to discuss collaborative efforts to make the freight logistics industry a top employment destination of choice.

Freight Week 2009 is hosted by the Victorian Transport Association and the Victorian Automobile Chamber of Commerce. Freight Week aims to challenge thoughts and deliver solutions on key issues affecting the future competitiveness and sustainability of the freight logistics sector, from emerging technologies, to the environmental agenda and safety.

Freight Week is a must attend event for all in the freight and logistics industry so vital to Victoria's future.

Freight Week 2009 continues with the theme **Delivery Solutions**.

When: 7-11 September 2009

Where: Melbourne Tennis Centre

www.freight2009.com.au

For further information please contact:

Clemence Harvey at Harvey Publicity: 03 9682 8555/0417 522 603

clemence@harveypublicity.com.au



victoriantransportassociation^{inc.}

