

Media Release

6th August 2009

## Freight Technology Day - Tuesday 8th September

### Achieve a 20% Improvement in Productivity with the Latest Technology

Technology offers a myriad of benefits, from better safety to enhanced productivity, and even improved environmental outcomes. Freight businesses should understand how to capitalise on these promises in order to deliver the best results.

Freight Technology Day will give businesses the opportunity to observe panels chaired by technology experts. Not only will attendees get a front row view of the action, question sessions will enable them to get answers to all the difficult questions. This hands-on, interactive approach is the only way to aptly test the technology messages.

Highlights from the program include a presentation by **Hon. Martin Pakula**, the Minister for Industry and Trade and Industrial Relations. He will explore the necessity of 'innovation', and how the freight sector must adopt and apply innovative measures in order to prosper.

Guest speaker **Peter Bentley**, COO ConnectEast, the owner and operator of EastLink, will explore the likelihood of achieving a 20% improvement in productivity, safety and environmental outcomes in the next five years. He will assess how technology might contribute to this.

"Technology offers enormous potential to drive benefits for businesses on a range of levels, including a safer working environment and more reliable travel times. For example, new intelligent transport systems such as Safe Following, Electronic Stability Control and Lane Departure Warning can significantly reduce the risk of road accidents and subsequent casualties, congestion and asset damage," Mr Bentley said.

A panel of **Chief Executives from the Road Authorities** will also offer their views on the link between the technology, regulation, safety and environmental agendas.

Revolving panel sessions in the afternoon will cover:

- Navigation systems and asset tracking
- Monitoring mass, engine performance and environmental reporting
- Fatigue management and electronic work diaries
- High Productivity Freight Vehicles (HPFVs) and PBS
- Safety systems – braking, stability, lane assist and collision avoidance
- Access all areas – using technology to open up the last mile

At Freight Week 2009, Technology Day will bring together CEOs, senior management, IT managers, operations & fleet managers, manufacturers, supply chain & logistics managers, purchasing managers, warehousing managers, compliance managers, OH&S managers, equipment providers, technology vendors, consultants and regulators to discuss the impact of technology on the Australian Freight sector.

Freight Week 2009 is held by the Victorian Transport Association and the Victorian Automobile Chamber of Commerce. Freight Week aims to highlight the issues,

activities, technology and developments, in fact every facet concerning freight in Victoria.

Freight Week is a must attend event for all in the freight and logistics industry as it is 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](http://www.freight2009.com.au)

For further information please contact:

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

[clemence@harveypublicity.com.au](mailto:clemence@harveypublicity.com.au)