



FREIGHT AND LOGISTICS COUNCIL OF WA

CONNECTION, COLLABORATION, RESULTS



Annual Report 2020 – 2021

2020 – 2021 Annual Report

Message from the Chair

The Freight and Logistics Council of Western Australia (the Council) was established in 2009 to provide a high-level conduit between industry and the State Government to facilitate improved strategic policy outcomes relating to supply chain efficiency. Its charter is to provide the WA Minister for Transport with independent advice on strategic policy issues impacting the delivery of freight and logistics services in Western Australia (WA).

The Council promotes the common interests of those who are engaged in, or interested in, strategic freight and logistics activities in or impacting on WA. The Council's members represent all modes of transport from the freight and logistics industry, State and local government organisations also play a role.

When issues are raised with the Council, they are progressed through a process of research and discussion. The research being progressed through the resources of our membership and the discussion through our broad network of contacts in industry and government at both state and national levels. This dialogue allows a useful exchange of views during policy formulation and encourages industry ownership of subsequent State Government positions.

The Council continued to respond to COVID through the WA Supply Chain COVID Response Group and collaboratively worked with governments and industry to keep freight moving.

This report highlights the key activities of the Council during 2020-2021 in our continued efforts to advocate for improved policy outcomes for the sector and support COVID recovery.

In this respect, emerging from COVID has seen new challenges arise such as global and local supply chain constraints and workforce shortages.

I would also like to make special mention of Nicole Lockwood who has stepped down from chairing the Council after five years. Nicole's stewardship and leadership has been invaluable to the Council particularly with COVID challenges through 2020-21. Nicole leaves to take up other challenges including the role of Chairperson of Infrastructure WA. We wish Nicole every success in her next phase of her professional career.

I would also thank Michelle Bastian as Executive Officer of the Council and Mathew Bronickis undertaking industry liaison who will both be departing the Council at the end of 2021.

As we face new horizons in 2021-22, I look forward to continued engagement with our members, industry and stakeholders.



Megan McCracken
December 2021

Council Membership

In January 2021, we again undertook our collaborative process to developing the Council's annual work program (the process was initiated in January 2018). A planning workshop was held with Council members, along with broader representatives from the freight industry and local government. The outcomes from the workshop discussion provided input into the development of the Council's 2021 Work Program and the nature of the issues on the work program.

The Council continues to meet bi-monthly, with working groups of relevant experts providing input into Council projects and providing recommendations to the Council.

Whilst most members continued the Council, we did see Linx Cargo Care Group depart and were joined by the Livestock and Rural Transport Association of WA, the City of Canning and the Department of Primary Industries and Regional Development. We thank Linx for their time on the Council and welcome our three new members.

In 2020-21, the Council continued its strategic partnerships with both the Australian Logistics Council (ALC) and Ports Australia. The mutually recognised partnership provides benefits through working together on common policy issues and having access to national discussions through membership on the ALC's Infrastructure and Regulation Committee.

The Council was also very pleased to become a strategic partner with the Healthy Heads in Trucks & Sheds Foundation (HHTS) who are a national not-for-profit charitable entity established to create and deliver a single national mental health strategy for the road transport and logistics industries.

Branding and Communications

The Council continued to use its website www.freightandlogisticscouncil.com.au to provide updates to industry on COVID related issues impacting freight.

In addition, the Council's established social media presence on LinkedIn and Facebook was utilised during this period.

Our Focus in 2020 – 2021

Data Sharing Project

The Unified Digital Container Movements Platform (UDCMP) is a joint project between the Council, City of Canning, Main Roads WA and Microsoft. The collaboration has identified an opportunity to improve the management of heavy vehicle movements on the WA road freight network, through increased use of real-time telematics data.

The UDCMP will investigate the viability of developing a unified digital platform, intended to house and analyse real time and historical data, whilst facilitating predictive analytics capability, to determine optimal daily schedules for all freight vehicles across all times of the day and freight network.

The first stage of the project has completed the following:

- Identified data sources relevant to the task,
- Established an Azure Tenancy under Main Roads WA IT infrastructure,
- Identification of a Systems Integrator; and
- Developed a stepped release of progressive portals.

COVID Response

As COVID continued to present challenges to freight movement, WA Supply Chain COVID Response Group continued to address issues arising from the pandemic.

The Council has also been an active member of the Interagency G2G and Industry Liaison Group from its inception in 2020.

The role of the group is to:

- Provide clarity around directions and their impact to industry.
- Discuss and network initiatives to work within the Directions.
- Define and clarify exemptions.

The Council has provided input into the drafting of Road, Rail, Air and Maritime Directions over the last year.

Inner Harbour Efficiencies

Inner harbour efficiencies continued to be a focus for the Council in 2020 – 2021 with discussion with members and industry stakeholders considering constraints and opportunities related to the effectiveness of the land transport supply chain in and out of Fremantle Port.

The Council continues to engage with the Westport project team regarding their work on the inner harbour operational efficiencies for road and rail.

Social Licence for Freight

An ongoing area of focus for the Council is to develop and build a social licence for the freight and logistics industry. By 'social license' we're referring to the acceptance or approval granted by local communities and stakeholders to give our industry permission to operate. For freight it creates greater support for the industry from the public, reducing resistance to essential growth around infrastructure.

The freight and logistics industry sits relatively low on the radar of consumers. The attitudes toward freight are neutral with very low interest. It is only when freight negatively impacts you (congestion, trucks, freeways, environmental issues) that awareness tends to spike

The Council appointed a consultant last financial year to develop a social licence campaign but was delayed due to COVID.

The campaign was refreshed in 2020 to capitalise on the increased awareness of the importance of freight and to provide a thank you to the freight industry. The "Thank Freight for That" social media campaign was launched and ran November and December 2020 and sought to raise ongoing awareness of the direct role freight plays in delivering the "joys and essential items" in our lives.

The Facebook posts generated an impressive 1.3million impressions, with the messaging proving simple and highly targeted. The ability to apply the Thank Freight for That message is endless and can be applied to every aspect of the industry.

Connection, Collaboration, Results

The role of the Council in creating connections between industry and Government and facilitating collaborative approaches to issues to achieve results which has been highly regarded as a strength.

Council members have provided strategic input on freight and logistics infrastructure needs to Infrastructure WA for the development of the State's twenty-year Infrastructure Strategy.

The Council also provided feedback and input to the WA Skills Summit.

In addition to the key initiatives described above, the Council was involved on a frequent basis with non-project work including brokering outcomes, maintaining and expanding networks, investigating issues of concern to Council stakeholders, providing industry advice to Government on request and ensuring that the Council is regarded across public and private sectors as a 'go to' organisation in respect of all freight and logistics policy issues.

END