

MEDIA RELEASE



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Prepare for the future with a big picture viewpoint at Trucking Australia 2017

“The freight industry as we know it today is set to dramatically differ by 2050. Mega trends like demographic changes in populations and technological innovation will change and impact every aspect of how we do business along the value chain.

“It is important for everyone in the trucking industry to think about the future and work backwards with a big picture viewpoint,” Partner, Ferrier Hodgson, Brendan Richards, said.

Mr Richards will be speaking at a plenary session, ‘Preparing for the Future’ at Trucking Australia 2017, along with Michelle Hendy from the National Transport Commission and Brendan Tenison-Woods from DECA.

Brendan Richards has more than 20 years of corporate advisory and restructuring experience. He has practised in the field of corporate advisory and recovery for more than 20 years providing essential advice to organisations and lenders facing financial challenges.

He will be showcasing research that he has completed on the upcoming changes in the trucking and freight industries, as well as information on how to prepare for the impending change.

“As we see more and more emerging technologies like drones and 3D printing, those advances will change how we interact with freight transportation,” Mr Richards said.

“It could well be possible that one day you go into a store and 3D print clothing to size from a diagram; so the movement of freight changes to moving raw materials as opposed to finished goods.

“An increased and ageing population will also have an effect on infrastructure and transportation and knowing how these changes could affect you will allow you to make more informed decisions for your company.

“This plenary session will give attendees contextual information on the changing landscape as well as practical information on how to prepare for the future and make sustainable business choices.

“It will also give attendees the chance to have a detailed conversation about these upcoming challenges – and see where the opportunities lie,” he said.

This and other industry relevant plenary sessions will take place at the trucking industry’s premier event Trucking Australia 2017, 21-23 June at the Darwin Convention Centre.

Trucking Australia 2017 gives everyone in the trucking industry the space to have meaningful and relevant discussions on industry issues as well as network and relax in beautiful Darwin.

Trucking Australia 2017 is supported by the ATA’s Foundation Sponsors BP, NTI and Volvo Trucks.

Trucking Australia 2017 is also sponsored by AEI Transport, Bridgestone, BPW Transpec, CIMC, Cummins, Daimler Truck & Bus, DECA, MTData, PACCAR and Thermo King

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About the Australian Trucking Association: The ATA is the peak body representing the trucking industry. Its members include state and sector trucking associations, major logistics companies and businesses with leading expertise in truck technology. The ATA represents many thousands of trucking businesses, ranging from owner-drivers to large fleets.