

MEDIA RELEASE



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LEARN HOW AUSTRALIA POST IS GETTING FUTURE READY

Delegates at the 2012 Australian Trucking Convention will hear from Steve Ousley, Australia Post's Executive General Manager Mail Services, who will give a keynote presentation on how Australia Post is seizing new opportunities in online shopping and the digital economy to offset the decline in letter volumes, which is affecting postal services worldwide.

The Australia Post story has lessons for every trucking business facing technological change, including:

- trucking businesses in the retail supply chain that face limited growth, because consumers are buying online rather than going to retail stores
- firms that need to manage pickups and drop-offs in the most efficient way possible and
- firms that want to break free of their competitors by managing deliveries so they're convenient for their customers.

The Chief Executive of the ATA, Stuart St Clair, said Australia Post was facing big changes.

"Australians are mailing fewer letters each year. At the same time, we are increasingly doing our shopping online – but need a convenient way to get our purchases," Mr St Clair said.

"Through its 'Future Ready' strategy, Australia Post is focusing on its customers' needs, with new mail products for businesses, extended opening hours at some post offices, and parcel lockers that are available 24 hours a day. Australia Post has also redesigned parts of its mail delivery network to make it more efficient and cost-effective.

"As the Executive General Manager for Mail Services, Steve is responsible for Australia Post's plan to return its mail services to a self-sustaining position. He leads the development of new products and services and identifies new revenue streams to offset the decline in the number of letters," Mr St Clair said.

Steve is just one of the great speakers at the convention, which will be held from Wednesday 16 to Saturday 19 May 2012 at the Rosehill Gardens Event Centre, Sydney.

The convention will feature **international safety leader Don Osterberg**, the Senior Vice President of Safety, Security and Driver Training at Schneider National in America.

Under Don Osterberg's leadership, Schneider National has achieved massive safety improvements, productivity gains and business growth, including a 59 per cent reduction in fatal crashes, a 27 per cent reduction in fatigue-related accidents and \$24 million in productivity cost savings.

Also at the convention, **leading economic forecaster Chris Richardson** from Deloitte Access Economics will brief delegates on the industry's business outlook.

Corporate adviser Brendan Richards from Ferrier Hodgson will provide expert advice on how trucking businesses can manage the changes in the industry to come.

And **leadership expert Gary Hodge** from the Pacific Institute will hand delegates the tools to improve their business performance.

A safe, professional and viable trucking industry

“Across the program, the Australian Trucking Convention will focus on the big issues for 2012,” Mr St Clair said.

Delegates who register for the full convention before 23 March will receive a **\$250 early bird discount**. In addition, members of ATA associations, members of the ATA, ITC members and members of TruckSafe will receive a **\$100 member discount**.

For more information and to register, visit www.ataevents.net.au.

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