

Book Launch

Title: Moving Australia Forward: Australian Expertise in Transport and Logistics

Publisher: Focus Publishing

CEO: Jaqui Lane

Thank you Hal.

It is with great pleasure that I am here today to help launch this exiting addition to the slim volume which currently describes Australia's expertise in the transport and logistics industry. Few appreciate what we here today already know; that T&L is the backbone of our economic success and prosperity. If the T&L industry doesn't perform (or can't perform) neither do any of our other industries in this country. Our international competitiveness is predicated on robust and efficient supply chains and I am proud to admit that both Queensland and Australia can point to some of the best supply chains in the world; particularly in the movement of bulk commodities.

As you all know, the vastness of this country, its dispersed population, relative abundance and system of government and regulation throws up challenges which are sometimes unique, but always tackled head-on by the freight and logistics industry. Innovation is one of the hallmarks of the T&L industry in this country.

AS my long time friend and colleague Bob Scheuber says in his opening sentence to the forward; "What a

fascinating time to be involved in the Transport and Logistics industry in Australia."

(May wish to add anecdote about Bob)

"Fascinating" indeed! The industry faces some of its biggest challenges in living memory- today!

"Moving Australia Forward" canvasses these issues in some detail and also highlights the ways in which industry is coping with these demands and profiting from them.

There are many unsung achievements in this industry and many capable people, often without peer internationally, that populate the Australian T&L landscape. This book goes a long way toward marking these achievements but also serves to illustrate the very real challenges facing the industry today.

I would like to congratulate Jacqui and Focus Publishing for having the foresight to move into this publishing niche which has not been particularly well served by main stream media. The production values evident in this publication are very high and the receptiveness of both industry leaders and Government agencies to become involved in this project says much about the professional approach to the issues that Focus Publishing has demonstrated in pulling this together.

Jacqui, I think you and your team have set a new standard for the industry which others will find hard to replicate. Whilst this is your first foray into the T&L sector, I hope it will be the first of many as I truly believe the industry is "underdone" in terms of its media presence.

I fully expect "Moving Australia Forward" will serve to increase awareness amongst both industry and government, and perhaps even the broader population, about the importance of this industry, it's successes and the challenges it faces to meet public expectations about service standards, the environment and the overall "liveability" of our cities and towns.

With that, It is my good fortune, along with Jaqui and Hal, to invite you to read this book and learn from the experiences of some of the most successful and innovative operators in our industry.