

Moving business *forward*

Volume 2

Transport and logistics
driving Australia's growth

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Focus your marketing and tell your own story in this industry book specifically targetted at government and business decision makers.



The challenge and opportunities

Transport and logistics underpins the delivery of essential services, drives economic and productivity growth and is a major determinant of the high standard of living enjoyed by Australians.

In the face of the world economic crisis, the Australian Government has made transport and logistics investment the cornerstone of its strategy for driving Australia through these challenging times.

In 2009, the government committed \$8.5 billion from the Building Australia Fund to road, rail and port development and upgrade projects. More recently, it announced it will bring forward 14 national projects in its Nation Building Program, which is designed to “invest in the drivers of productivity growth across the economy”.

Participation in ***Moving business forward*** can make a major contribution to the achievement of your strategic marketing, corporate and investor relations objectives, making it both a highly cost-effective and flexible marketing tool.

About this book project

Moving business forward will deliver a clear, independent and concise overview – to all levels of government, business, the media and the community – of the transport and logistics sector’s ability to generate the solutions and projects required if Australia is to continue to grow.

The book will review each of the key sectors of transport and logistics, projects currently underway, key issues and challenges that must be faced, and address the all-important question of planning and future funding.

It will be a high-quality, 142-page hard/soft cover, full-colour publication and be launched in last quarter of 2010.

About Focus Publishing

Since 1987, Focus has specialised in the production of high-quality corporate publications and customised content for Australia’s leading companies and organisations and all levels of government.

The transport and logistics sector has always been a niche market for Focus. In 2008, the first issue of ***Moving business forward*** was successfully published, with support from industry organisations and leaders.





Be remembered

Strategic marketing via books

Moving business forward will provide your company with the opportunity to present your business in a high-quality, credible format to key decision-makers in government and business – the people who make and influence key investment decisions.

Strategic marketing through a book like this ensures:

- ▶ You pay for cost per contact NOT cost per thousand.
- ▶ You become part of a highly credible, quality publication that is referenced by business, government and policy leaders across Australia.
- ▶ Most importantly, you deliver key messages about your business *directly* to your target audience.

Be heard

High-profile launch events

A series of official launch events for ***Moving business forward*** will be held between September and December 2010.

Key representatives of federal and state governments, infrastructure and the transport and logistics sectors and media will be attending these events. They give you an ideal opportunity to connect with other leaders from across the entire sector.



Be seen

Targeted access to government and business decision makers

With \$76 billion to be spent on infrastructure in Australia over the next two to three years – and \$300 billion to be invested in the sector by 2016 – ***Moving business forward*** will provide your company with the ability to access the people making crucial investment and industry-related decisions.

Focus's controlled circulation distribution of 4000 copies will be sent to the following business and government decision makers:

- ▶ All federal, state and territory government representatives across the transport, planning and infrastructure sectors
- ▶ Peak transport and logistics organisations, industry bodies and associations and regulators
- ▶ Business leaders within the transport & logistics and infrastructure sectors, investment companies, private equity funds, banks and other financial institutions
- ▶ Media
- ▶ Key industry events from Sept 2010 to June 2011.

Content Outline

SECTION ONE: Overview and key issues

The nation building package: constraints and opportunities in 2010 and beyond.

Funding transport and logistics infrastructure: Where is the investment going to come from what are the best funding models PPPs, BOOTs, etc.

Unblocking the bottlenecks: The crisis in our exports. What is being done and what should be done? Inland logistical integration, intermodal terminals, connectivity between road, rail and ports.

Getting started: How can major transport and logistics projects be delivered when Australia faces a skills shortage?

Improving productivity: Making better use of and existing infrastructure. Maintaining and renewing existing infrastructure. Providing optimum access to infrastructure – access pricing and rules, technology, reform of operating rules.

Sustainability: Impact of projects on greenhouse gas emissions, ETS, tax concessions, etc.

SECTION TWO: State Overviews

Facts and figures, structural challenges and solutions by state.

Key projects by state – current and planned.

SECTION THREE: Sector showcase

- ▶ Aviation
- ▶ Professional and technical services
- ▶ Financing
- ▶ Freight
- ▶ Logistics
- ▶ Security
- ▶ Maritime
- ▶ Rail
- ▶ Road
- ▶ Warehousing

REFERENCE SECTION

DIRECTORY OF PARTICIPATING COMPANIES

DIRECTORY OF PARTICIPANTS

BUSINESS DIRECTORY

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Participation packages

Premium \$ 32,000 plus gst

Four-page profile **plus** two-page company advertisement.

Up to 500 copies of the book.

Foil logo (mono) on the front cover.

Four-colour bound insert page in front.

Lead \$ 22,000 plus gst

Four-page profile.

Up to 300 copies of the book.

Foil logo (mono) on the front cover.

Four-colour bound insert page in front.

Major \$ 14,000 plus gst

Two-page profile.

Up to 100 copies of the book.

Foil logo (mono) on the front cover.

Key \$ 9,000 plus gst

One-page profile

Up to 50 copies of the book

Above participating companies also receive:

- ▶ Listing in the Roll of Honour in the front of book.
- ▶ Quarter-page alphabetic listing in the Business Directory at the rear of book.
- ▶ Your profile referenced on Focus website with a hyper-link to your site.
- ▶ Invitations to the launch of the book.

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The logo for Focus Publishing, featuring the word "focus" in a bold, blue, lowercase sans-serif font. Above the text are three thin, wavy lines in shades of green and yellow, suggesting a stylized horizon or signal waves.