

Transport and Logistics 2012 Strategy Development Project

General Project Background and
Strategy Development Process
June 2007

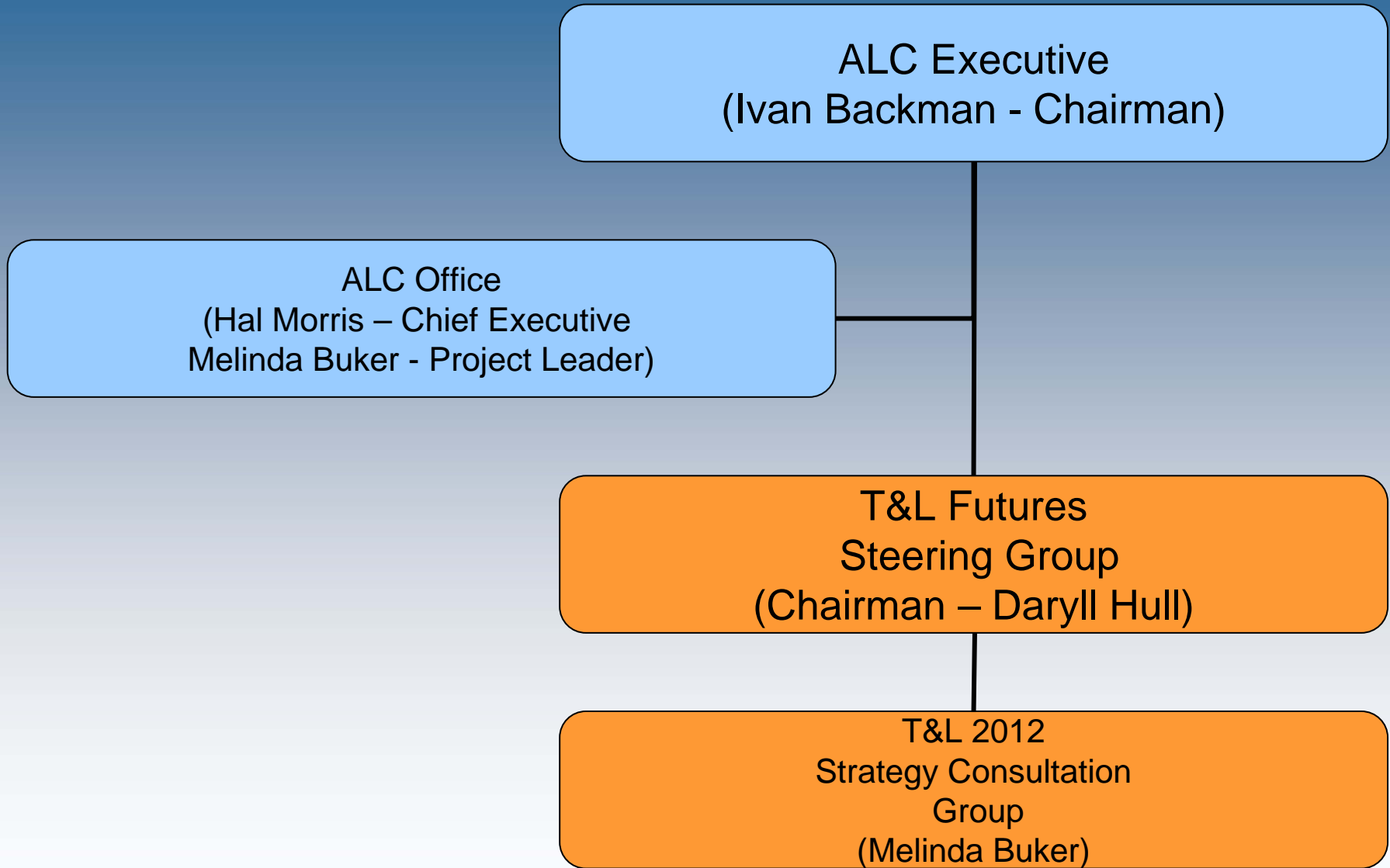
Purpose

- This presentation forms part of the Communication Strategy for the T&L 2012 Strategy Development Project
- The purpose of this presentation is to ensure that all people and organisations that have an interest in the development of the Strategy can easily gain information about the Project and can provide input to the Strategy's development
- This presentation will tell you about the various groups that have been established to guide the Strategy's development
- It will tell you about the role of the ALC in leading this project
- It will also tell you how the Strategy will be developed, the proposed consultative process and the key project timeframe and dates

Background

- A T&L Futures Steering Group and a Strategy Consultation Group has been established for this project.
- The Strategy Consultation Group reports to the T&L Futures Steering Group.
- The T&L Futures Steering Group reports to the ALC Executive
- The Chair of the T&L Futures Steering Group is Daryll Hull and the Program Leader of the Strategy Consultation Group is Melinda Buker
- A micro-view of the ALC Structure as it relates to this project is shown on the next slide

The Steering Group Structure



Role and Responsibility of the T&L Futures Steering Group

- Provide industry expertise
- Assist in lending industry support
- Assist in providing resources / equipment as required
- Provide guidance to the Strategy Consultation Group
- Provide recommendations to the ALC Executive re Strategy Development

The Members of the Strategy Consultation Group

- All people who responded to Hal Morris's letter issued on the 23rd March asking to become actively involved are part of this group
- ALC Members are also part of this group
- Other Stakeholders who have independently contacted the ALC are also part of this group
- Other people / organisations can be added to this group if contact is made with Melinda Buker of the ALC (melinda.buker@auslogistics.com.au)

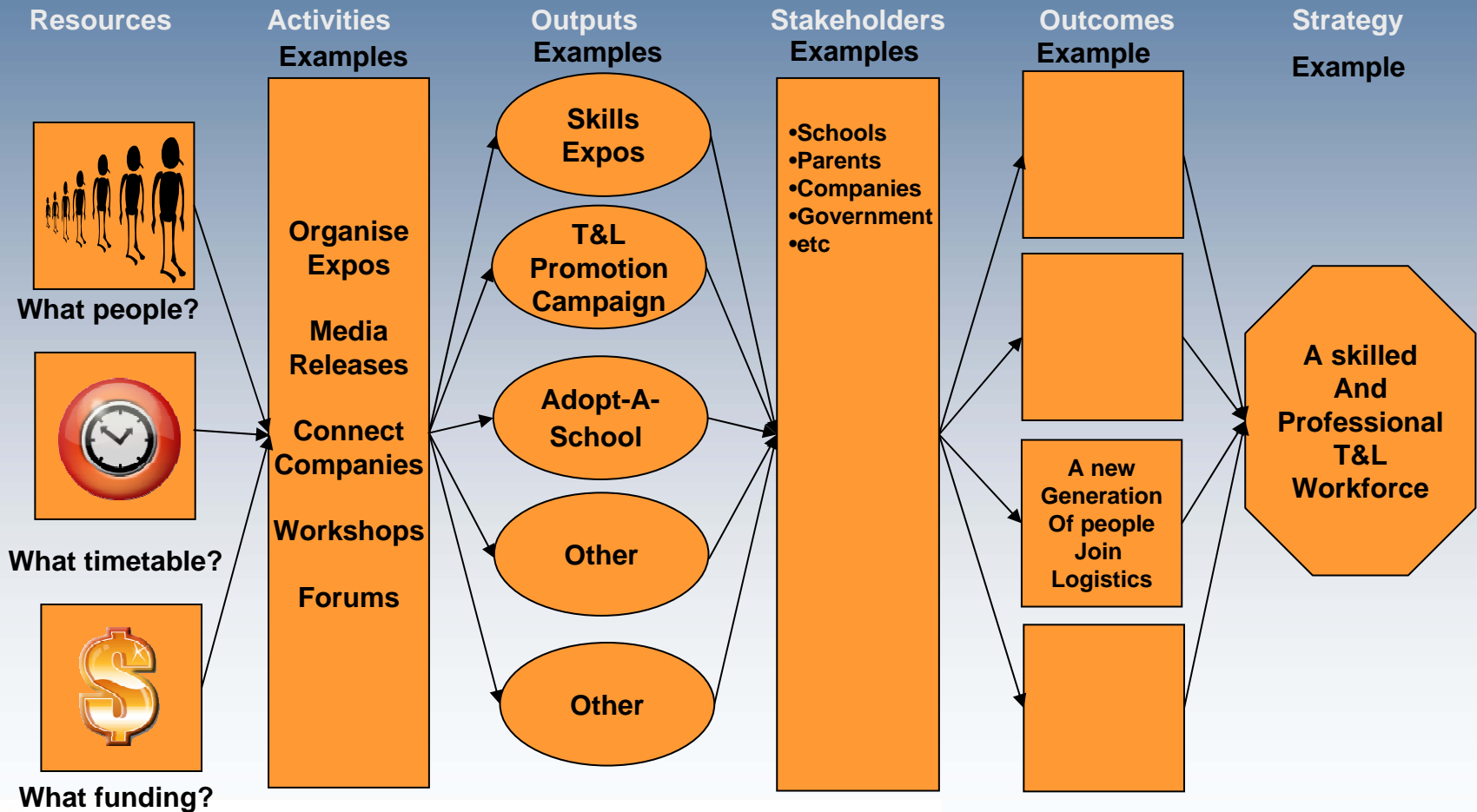
Role and Responsibility of the Strategy Consultation Group

- Is representative of the industry
- Will be the first point of contact for ALC for formal Strategy communications
- Will disseminate ALC communications to industry asking them for input and feedback
- Will collate feedback as required
- Will assist with local workshops re development of the Strategy

Role and Responsibility of the ALC

- Will lead the development of the Strategy on behalf of the Industry
- Is the first point of contact for stakeholders requiring information on the Strategy's development
- Will ensure that communications to the industry involve all major stakeholders including T&L associations, companies and politicians
- Will organise state and local workshops to enable industry input

How work in progress will form part of the Strategy



The Process of Developing the Strategy



Proposed Consultative Process

- Initial letter issued by ALC to ALC Members & Stakeholders
- Formation of S/G & SCG
- Environment Scan of Work in Progress
- State and Local Workshops
- Monthly progress communications via ALC Monthly Update and ALC Web Site

Timeframe and Key Dates

April May June July Aug Sept Oct November December January

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- Project Endorsement
- Project Set-up
- S/G & SCG Set-up
- First communication to Industry issued by ALC

Strategy Refined
final draft
approved by
SCG & SC

- Environmental Scan performed
- 22 June Project Progress Report to ALC Council Meeting

16 November
Strategy endorsed
by full ALC Council
Meeting

- Main Consultative Process
- Strategy Format Drafted
- Environmental Scan data incorporated
- Format approved by SCG & SC
- State and Regional Workshops Held
- DYTBC

31 December
Strategy endorsed
by SCOT & supported
by ATC

1 January 2008
Implementation