

Submission

to the Senate Standing Committee on Employment, Workplace
Relations and Education. Inquiry into
“Workforce Challenges in the Transport Industry”.

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MAKE YOUR FUTURE YOUR PRIORITY

BACKGROUND

OUR PREVIOUS EXPERIENCE:

- + digitalOriginals has been involved with industry for over 18 years, photographing transport for manufacturers, dealers, owners, and associations. We have produced and supplied murals, large format calendars, displays, annual reports, flyers, presentations, brochures, posters, magazine ads, press releases, video clips, dvds and cds.
- + Manufacturers we have worked with include Volvo, Mack, Kenworth, Ford and GM. We have worked with the Transport, Communications, Mining, Timber, Manufacturing, Farming, Dairy, Warehousing, Building and Construction Industries around Australia as well as in NZ.
- + In December 2005 we made the commitment to work on FR8 full time and began working on the Web Site itself and collecting interviews and profiles.

WHAT WE HAVE SEEN:

- + Over the last 10 years we have been witness to the ever increasing skills shortage and the loss of knowledge because of there being no-one to pass it on to. Sons and daughters following in their parents footsteps is becoming more rare. In some cases, particularly in country areas, the growth of regulation and the lack of training facilities has made it impossible to keep some businesses running.
- + This is not a city or a state crisis, but a national one. Other industries have the same problems and some have chosen to *lift their game* and are making inroads into solutions. This is seeing a growth in the competition for careers. Industries are increasingly pro-active in attracting graduates and students into THEIR fold with the promise of technology driven, dynamic and fun careers with high rewards.

WHAT WE ARE SEEING NOW:

- + Almost every day we see and hear the general publics' total misunderstanding of the T&L Industry and this follows through into the education system. The vast majority of graduates we have interviewed had no understanding of what T&L is all about and found themselves with great careers by total accident.
- + Thankfully the ALC, CILTA, and others have come together and come up with a fantastic branding program. This is a great start. The importance of branding should not be underestimated, you only have to look at the results in the "Hospitality Industry".
- + Another excellent step has been taken by TALC by addressing the Education Link. We feel very strongly that an understanding of the importance and dependance we have on the T&L Industry needs to begin at an early age and not just at the end of secondary and beginning of tertiary education.
- + We have been surprised many times by people involved in T&L not even considering themselves to be part of the industry, with many of them feeling they have little importance or are totally irrelevant in the scheme of things. It is no wonder that the Industry has such low appeal and a poor image. This needs to change! Frequently these people are doing remarkable jobs, but see them as ordinary, everyday tasks. They need to be shown that they are part of an outstanding industry and can be proud of what they do!

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We believe we can help make a difference.

We have funded the majority of Our Project ourselves, apart from some initial support from the Victorian Transport Association and ongoing support from Renault in the form of an LCV. We are currently waiting on responses from 6 or 8 parties as to their joining us in this challenge. (A few more wouldn't go astray.)

OUR CHALLENGE is to:

- ✦ engage the interest of students at a variety of levels by providing information on, not only what the T&L Industry is, but about the range of job opportunities and career paths available in the Industry.
- ✦ supply information to Industry members about technical, safety, environmental and training developments and issues etc.
- ✦ showcase the Industry and provide information to the general public creating interest in and understanding of the T&L Industry and to recognise the contribution of T&L to the economy and the community.

OUR SOLUTION to this challenge is:

- ✦ www.fr8.com.au - Fr8 was conceived and development begun more than 3 years ago by digitalOriginals.
- ✦ Fr8 is a web-based resource for the T&L Industry. We decided on the Web firstly because of its accessibility from near and far. Remote and country areas are not disadvantaged. Secondly, the ability to respond quickly to needs and changes and the speed of delivery makes the Web the obvious choice.
- ✦ We also decided to use high definition video. HD is an incredibly versatile tool and now with faster computers and improved television technology HD is also very usable. It may seem like overkill to use such a format for the web, but it gives us future proofing and versatility - from mobile phone to TV and film.
- ✦ We also feel that the best way of explaining the Industry is to talk to the people involved in it, particularly younger people and graduates. With this in mind we started interviewing people and filming them at work doing the things they do and talking about the Industry. As well we have begun filming profiles of company executives and managers.
- ✦ Fr8 will become a major Industry Resource and Educational Asset, and much more than merely information about the Industry for the Industry. We see it as an opportunity to promote the Industry in a positive light and to showcase the opportunities, careers and professions, the innovation and changes the Industry is undertaking. T&L is not just for killing time while waiting for something else to come along.
- ✦ We also see it as a forum for T&L members to raise, discuss and explain issues to both the local and international audiences.
- ✦ In the *slightly* longer term we see FR8 providing Education and Training in the T&L Industry at Home, at the Workplace and On Demand via ipTV (TV over internet), Streaming and Virtual Classrooms. In practical terms, this is not far away. We also see the use of Documentaries and Documentary Series as fantastic tools and promotional resources.

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FR8 will show the T&L Industry to be:

- + an interesting and rewarding profession with responsibility and excellent rewards
- + a leading industry in innovation with interesting, complex and demanding tasks
- + environmentally responsible and safety conscious
- + worthy of interest and investment, - essential, profitable and with extensive Career Paths
- + high tech, vibrant and continually evolving, growing and diversifying

FR8 will Promote the T&L Industry by:

- + producing an informative, interesting and comprehensive Web Site featuring Video and Audio Clips, as well as links to the Industry and downloadable images and information. The Site has been designed and is ready to be launched on the 2nd April 2007.
- + making this one of the T&L industry education and reference Sites of Preference.
- + showcasing the opportunities for employment and investment, the career paths and the transportable skills and training that makes T&L a truly international future for those prepared to give it a go.
- + producing high quality video and audio in the form of both self-contained and series-based stories, interviews and profiles. The Stories are about technology, people, companies and products. The interviews and profiles are of Industry Leaders, Innovators and Workers. Stories about where the workforce will come from, who will train them and who will encourage and inspire them.
- + making the site content available to primary, secondary and tertiary schools, colleges, universities and libraries, by way of DVDs.
- + producing and delivering training, safety and technical material via the Web and DVD. These will give those interested not only an idea of what is happening, but a head start in getting into it. FR8 will promote best practice safety.
- + running competitions for different levels of students to foster interactivity and understanding of the Industry. These will be run via the Web Site. The prizes will be Industry based.
- + using the web site to explain T&L to the general public and show the necessity, importance, diversity and innovation of the Industry. It's a great area to get involved in, something to be really proud of.
- + expanding our horizons to include related stories of Australian companies overseas, so as to showcase the possibilities of employment, diversification and investment.
- + in the future, producing short-form documentaries and streaming live and recorded events and interviews through ipTV. This is also a fantastic opportunity for a T&L Forum.
- + highlight the available educational and training courses available and show the possibilities that follow.
- + build a Body of Recorded Material so that on opening the site there is enough to impress and engage users and to be able to update the site frequently. This means continually creating interesting content and content packages.

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THE T&L IMAGE

- + T&L is growing at a tremendous rate in Tasks, but encouraging new people into the Industry is falling further and further behind. Raising the awareness, profile and opinion of the T&L Industry is critical to attracting more interest and more recruits. Unfortunately, frequently the only time the general public become aware is when there is a problem in the Industry. A truck or bus accident, train derailment, oil spillage, air crash, silo fire, strike, protest etc. is usually what draws attention to the Industry.
- + At FR8 we believe it is time to over run the Bad Press with some of the thousands of great and successful stories that happen everyday in the T&L Industry. Unfortunately, it seems the media don't see these as *Newsworthy*. We feel it's time for Good Press and somewhere to host it. Somewhere to show the positive stories, the passionate stories, the responsible stories, the innovation and expertise found in the T&L Industry and we will make FR8.com.au one such place.
- + Another aspect of T&L that is frequently overlooked by those outside the Industry is the range of modern and specialised equipment now being used. The technology in this equipment and the technology in maintaining and repairing it is astonishing. The running and maintenance requires skilled professionals and technicians, many of whom have gained their training or additional training with the encouragement and support of their employers. This is another key aspect in the T&L Industry to which we feel attention should be drawn.
- + Do lists of Careers and Notes on the type of work involved actually help to explain to the public and job seekers, what is actually involved in T&L? We think this only addresses a part of the problem. It misses out on showing the work environment and the people you get to work with. This is extremely important when it comes to females and young, first time workers. They need to see the environment they are going into, that it is safe, productive and enjoyable. They need to see there is a future there.
- + T&L is often seen as a dangerous industry, which is another aspect that needs explaining. Issues relating to Chain of Responsibility and OH&S are increasingly making changes in the T&L working environment. We feel that the general public and the T&L Industry itself could benefit from accessing these issues on FR8.com.au.
- + Industry participation is critical. Employers must be prepared to give people a start and to embrace new technologies, new methods and new ideas. The T&L Industry must be prepared to break down the walls they have built to protect their businesses and isolate themselves and get involved in knowledge sharing.
- + Although the ALC, TALC, CILTA and fr8.com.au have come from different beginnings we obviously share the same goals. These are to explain T&L and to show the exciting opportunities for business and employment that it offers. We would be happy to work with them and the projects and initiatives they are running, (*Adopt a School, TILIS and SHIFT! for example*). At FR8, we are not trying to double up on existing initiatives and programs, nor fragment what needs to be a national approach. Rather we see FR8 complementing these programs and perhaps adding some more *strings to "this bow"*.

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WHAT ARE WE SHOOTING?

- + We are shooting stories, interviews and profiles related to T&L, the Transport and Logistics Industry. This material shows the tremendous diversity of careers available and the opportunities that come with them. We feel the best way to demonstrate the jobs is to speak to the people who do them. In this way we will show how misunderstood the general perception of T&L is. For example you don't have to wear a blue singlet and stubbies, you don't have to be middle-aged, you don't have to be male and you don't have to drive a truck or bus. There are plenty of opportunities to get your hands dirty, but there are also plenty of opportunities in administration, planning, IT, design, finance, real estate, procurement, distribution, storage, handling, customs, freight forwarding, etc., across Road, Rail, Air and Sea.
- + We are also shooting the trainees and the trainers to show how good the courses are and the huge spectrum they cover. T&L is a great area to acquire skills and experience. It affords room to move into other areas of the Industry with other opportunities, demonstrating the portability of skills and training.
- + We are shooting everything on High Definition Video with Digital Sound. Although this is overkill for the web usage on the FR8 site, it enables us to produce Standard Definition DVDs and once the new HD DVD format is available, produce HD DVDs. This also means that all the material we shoot is "future-proof" as HD replaces SD and can be repurposed as needed.
- + The stories we are shooting cover the people involved, the technologies they use, the products and services they supply, as well as what is going on in the background. We are talking to industry leaders and industry workers, innovators and inventors, the old and the new. Stories about the supposedly simple, the obviously involved and the seemingly impossible. Stories about the workforce and about their training. These stories will introduce T&L to the young, show the opportunities to those seeking careers, explain T&L to the general public and highlight successful people and ideas.

TECHNOLOGY REPORTS (for example)

- Automation • Brakes • Bulk Dry/Grains • Bulk Liquids • Communications
- Containers • Design & Ergonomics • Electronics • Engines & Fuels • Environmental
- GPS Technology • Handling in Storage • Handling in Transit • IT
- Loading & Unloading • Lubricants & Servicing • Packaging & Packing • Pallets
- Refrigeration • Safety • Security • Suspensions, Drive Lines & Hydraulics
- Tanks/Silos • Trailers & Combinations • Transport Types • Warehousing etc.

TOPICAL ISSUES & PERSONALITY REPORTS

- + Weights, dimensions, live sheep, toxic waste, fatigue, OH&S, chain of responsibility, licensing, channels, runways - Topical Issues are ideal content for ipTV. These could be recorded on location (hotel venues, offices, outdoors, on trucks, trains, ships, etc) and personalities voicing opinions or explaining work environs, technologies, ideas etc..

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INTEREST STORIES (for example)

- + PRODUCT
 - Salt • Milk/Cheese/Butter • Cement/Concrete • Gas
 - Building Infrastructure • Glass/Steel/Aluminium • Animals
 - Formula 1 • Paper/ Newspapers • Music/Exhibitions/Fragile/ Technical • Beef/Lamb etc • Grains/Fruit/Vegetables
 - Oversize - Trains, Structures, etc • Waste

(eg, - Salt from Port Hedland to Hobart supermarket,- Truck to train to ship to truck to local delivery/ Giraffes from Sydney to Dubbo/ Apples from orchard to export.)
- + PEOPLE
 - Politicians -Federal, State, Unions, Police & their views
 - Characters -Owners, operators & drivers
 - Industry/ Corporate Leaders -The Industry Champions
 - Interesting/Unusual Jobs -the jobs & the people doing them
 - Women in T&L
 - Transport Families
 - The Younger, Older and the Handicapped
- + COMPANY
 - QR/CRT • SITA • Ghan Freight Train & Rail Line • Linfox
 - SEITA • Motorola Communications • Murphy's • Patrick • Optus
 - Thiess • Toll • VicRoads • The Services • Pacific National

DISTRIBUTION OF CONTENT:

- + Apart from downloading and streaming over the Web, our content of clips and series of clips will be available as a range of products directly from FR8 as well as from selected distributors. By grouping clips in logical collections on DVD and/or CD we will create sets of reference material. We can also produce "area specific" groups of clips for use in training, promotion, display, etc.
- + DVDs of selected material will be distributed to interested schools, colleges, universities and libraries at no charge. The aim is to build resource sets at these locations to create interest in/and understanding of T&L. The clips may also be available to other appropriate T&L web sites and organisations.
- + Training and Safety content will also be available as DVDs and/or CDs and may be supplied to RTOs a little further down the track.

EMPLOYMENT with FR8:

- + As part of our commitment to T&L we will be looking to employ 2 or 3 young people as soon as funding permits. We won't be looking for people from media studies or art and design, but will instead look for people with a passion for T&L, to show them another perspective of the Industry.

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THE FUTURE - WEB & TELEVISION & DOCUMENTARY

In the future the possibilities are enormous - ipTV, Podcasts, Video for Mobile Phones, Blogs and Vlogs, Virtual Class Rooms, to name but a few.

WEB - WWW Access

- | | | |
|----------------|---|--|
| FR8.COM.AU | + | the Public (local, country and remote) |
| | + | Schools, Universities, Libraries, etc |
| | + | International |
| CORPORATE | + | T&L Industry |
| | + | Federal and State Governments |
| | + | International Trade Associations |
| STREAMING | + | Special Events |
| WEBCAST / ipTV | + | Regular Broadcasts and School Broadcasts |

TELEVISION USAGE

- | | | |
|--------------------|---|---|
| FREE TO AIR | + | as Reports/Segments SBS Australian Documentary Series, Landline, Australian Story, Sunday, Channel 3 and Childrens' Shows, etc |
| SUBSCRIBER | + | as "Snapshots", Reports/Segments Discovery, National Geographic, History Channel, Lifestyle Channel, Biography Channel, Ovation, Odyssey, Aurora (Public) and Children's Programs |
| NEW SERIES - "FR8" | + | as stand alone Series "1/2 or 1 Hour" Series comprising 3 or 4 segments per episode, Series comprising 6 to 8 episodes, (for Children and/or Adults). With the range of subject matter available why not consider Television for future exposure? |

DOCUMENTARY USAGE

- | | | | |
|---------------|---|--|--|
| CORPORATE eg. | + | Airlines | - in-flight & promotion |
| | + | Industrial Corporations | - promotion, corporate video, and training |
| | + | Equipment Manufacturers (Sea/Air/Rail - Truck/Trailer/Container - Communications/Etc) | - promotion, training & education |
| | + | Product Manufacturers (Boeing - Fuels/Lubricants - Truck/Trailer/Crane - Maintenance/Repair - Etc) | - promotion, training & education |
| GOVERNMENT | + | State Transport/Federal Transport/Industry Associations /Trade Associations | - promotion, training & education (General & Specific) |

IN SUMMARY:

- ✦ Coinciding with the Transport and Logistics Branding initiative, the FR8 site and DVDs have the potential to play a key part in promoting the Industry in a new light, with the new brand. Because of the quality and flexibility of our product, it can be used in a variety of promotional settings with content specifically targeting the appropriate audience.
- ✦ We have had very positive discussions with ALC, TALC, CILTA (Qld), Queensland Transport, Australian Shipowners Assoc, VTA (who provided us with some initial funding) and numerous T&L companies including Renault, Isuzu, SITa, Maxitrans, Port of Melbourne, ASP Ship Management, Pacific National, Toll, AARC and Victorian Airfreight Council.
- ✦ We would like to work closely with those responsible for the new T&L Branding Project and look forward to hearing from them soon.