

Transport & Logistics Day

26 August 2011

**green
light**

2011 'GREEN LIGHT' TRANSPORT AND LOGISTICS DAY

Much has been written about the current skills shortage facing the Transport and Logistics Industry (T&L) in NSW and across Australia. We are facing extremely difficult times recruiting and retaining skilled workers.

To raise awareness of the Transport and Logistics Industry and to go some way in promoting the benefits of choosing T&L as a career, the NSW Department of Transport, on behalf of the NSW Transport and Logistics Workforce Advisory Group (TLWAG), is busy organising the inaugural 2011 'Green Light' Transport and Logistics Day (TLD) to be held on Friday, 26 August 2011.

What is the Green Light Day?

Green Light Day is a NSW based industry and government awareness day attempting to improve the image of a career in the Transport and Logistics Industry. The aim is to achieve this by highlighting the wide range of opportunities and diverse experiences the industry can offer.

The day will consist of:

- A major launch event at Trade and Investment Centre, Level 14, MLC Centre; and
- Open days at Axima Logistics at Smithfield, the Qantas Centre of Service Excellence at Alexandria and the RAAF Base at Richmond.

The launch morning tea will feature:

- A keynote speaker;
- Government and industry representatives demonstrating an awareness of workforce issues, successful workplace practices and willingness to support the event;

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- Approximately 100 invited secondary students from across Sydney; and
- Industry mentors to provide advice to students interested in a career in the T&L industry.

The open days will feature:

- The Qantas Centre of Service Excellence, RAAF Richmond and Axima Logistics opening their doors to demonstrate the variety and scope of careers available in the T&L Industry;
- The Australian Trucking Association's 'Road Ahead' multimedia truck at the Axima Logistics site. The truck is a state-of-the-art semitrailer filled with interactive displays about the trucking industry and features information about careers in the industry; and
- Students from schools located close to the open day locations to facilitate school and industry partnerships.

Transport and Logistics 'Experiences'

As a part of the strategy to engage students to become involved in the TLD, the NSW Department of Transport with the assistance of NSW TLWAG members and the Department of Education and Training, are offering students a chance to win a 'money can't buy' T&L experience to give them an awareness of the breadth of the industry and potential career opportunities available.

Students will have the opportunity to register to learn more about Transport and Logistics as a career and in turn be given the opportunity to experience the industry in a truly unique way.

The experiences include:

- A trip in the drivers cabin on a locomotive freight
- A trip on a tug-boat in Botany Bay
- A behind the scenes Qantas Tarmac tour

Why the 'Green Light'?

Green lights are a common image of the Transport and Logistics Industry. Whether it's a traffic light giving the go ahead to a heavy vehicle driver on the road or providing the all clear to a pilot negotiating the tarmac at an airport, the green light indicates starting or beginning an activity. It is hoped that this symbol will also become synonymous with beginning a career in the Transport and Logistics Industry.

The Green Light concept has the flexibility to be developed over many years allowing the event to change focus with industry guidance and changing employment patterns. For example, many workers considering a career change do not see Transport and Logistics as an attractive option. In future years, the event could target this demographic in the hope of attracting some of Australia's best and brightest into our industry.

In 2011, the Green Light Day is targeting secondary students facing the prospect of choosing their first career. For a long time, Transport and Logistics has not been considered an obvious and viable career-path for students. We would love to see T&L considered as a choice alongside that of Science, Medicine and the Arts. Given the technological sophistication, transferability of skills, potential remuneration and opportunities to travel, there is no reason why Transport and Logistics cannot become a career of choice for job seekers across NSW and Australia.

Evaluation

An evaluation of the TLD will be undertaken following the event and will assist in planning for future years.

For more information on this exciting event, or if you would like to become involved, please contact Matthew O'Neill, NSW TLWAG Program Manager on 02 8202 3822 or matthew.oneill@transport.nsw.gov.au