Future Freight Networks
Media Kit 2014
Dear ALC stakeholder

After the success of the Australian Logistics Council (ALC) 2013 Yearbook, *Future Freight Networks*, it is with great pleasure that I invite you to take part in supporting the industry publication for 2014.

ALC is the peak national body representing the major and national companies participating in the Australian freight logistics industry. ALC is the only industry-funded body in Australia that focuses on improving the productivity, efficiency and safety of Australia’s supply chains.

*Future Freight Networks* is mailed to all federal and state/territory members of parliament, all local government mayors, the CEOs of Australia’s top 2000 companies, as well as senior government officials in all transport and infrastructure departments.

ALC works to promote and encourage greater recognition, by government and the community, of the importance of the freight logistics industry’s contribution to Australia’s economy. For example, ALC estimates that the industry generates 14.5 per cent of Australia’s GDP and provides more than 1 million jobs across 165,000 companies.

ALC encourages all levels of government, when taking investment and policy decisions, to ensure that appropriate consideration is given to the needs of freight, in order to maximise its benefits to the national economy. We remain focused on the provision of national legislation and regulations for the industry, and on ensuring that Australia has nationally significant infrastructure to meet our rising freight task. We will also continue to scrutinise proposals from all levels of government that might impact on supply-chain efficiency.

Some important steps have been taken in recent years by all governments to improve logistics planning and to progress major logistics infrastructure proposals. But these plans and proposals are no substitute for action, and ALC continues to advocate on behalf of the industry to ensure that Australia has the freight logistics infrastructure it needs to meet a rising freight task.

*Future Freight Networks* 2014, produced in conjunction with Executive Media Pty. Ltd., will build upon the impressive standard that has been set by the previous year, providing information on the key issues currently facing industry members.

The journal-style publication will be the must-have resource for insight into the important logistics policies, priorities and projects, and will showcase the reasons for Australia’s social and economic dependence on the transport and logistics sector. It will also contain a feature on the ALC Annual Forum 2014, themed ‘Time to Deliver’, which will attract 300 senior industry and government executives across two days.

Future Freight Networks 2014 is a unique vehicle for reaching key decision makers at the highest levels of industry and government. *Future Freight Networks* will deliver your message to every major player in Australia’s Logistics industry.

I encourage you to discuss an advertising package with Executive Media.

Yours sincerely

MICHAEL KILGARIFF  
Managing Director
Future Freight Networks

The Australian Logistics Council (ALC) is Australia's only national freight logistics industry association advocating to all levels of government and industry on freight supply chain regulation and infrastructure issues. ALC Members are major companies participating in the Australian freight transport and logistics supply chain, including:

- transport and logistics providers and owners
- logistics facilities, such as ports and/or intermodal terminals
- transport and logistics infrastructure owners
- retailers/manufacturers/suppliers/consignors.

Associate Members include associations, government agencies, organisations and companies participating in the Australian freight transport and logistics supply chain.

As the official yearbook publication of ALC, Future Freight Networks is the must-have reference for transport and logistics (T&L) operators and the broader industry. The publication will provide editorial content to showcase the major issues in Australia’s T&L industry, all the while looking towards the future of Australia’s freight networks.

Editorial will focus on improving the productivity, efficiency and safety of the freight logistics industry.

It will also provide detail on ALC’s advocacy efforts, which focus on ensuring that there is appropriate recognition of the needs of freight in all policy decisions. For example, Future Freight Networks will include summaries of:

- ‘Time to Deliver’ – ALC’s 2013 election priorities document, which encourages delivery on major infrastructure projects, delivery on long-term freight planning and delivery on reforms to increase productivity, reduce red tape and improve safety in the freight logistics industry.
- ‘Stronger Supply Chains, a Stronger Australia’ – which outlines ten critical logistics issues requiring ongoing government focus and attention to improve supply chain efficiency in Australia.

Feature topics intended for the 2014 edition include:

- harnessing greater private sector investment in infrastructure
- improved project identification
- reducing red tape
- a national approach to freight
- a nationally consistent regulatory framework
- getting more freight onto rail
- heavy vehicle charging and investment reform
- intermodal facilities
- improved freight planning
- fixing Sydney
- intermodal freight systems
- energy efficiency and climate change
- best practice
- advocacy
- safety
- supply chain
- innovation
- equipment and supplies
- packaging
- rail carriage
- sea/air carriage
- information technology.

FACTS ON T&L

- The transport and logistics industry is a critical part of the Australian economy, generating 14.5 per cent of Australia’s GDP and providing more than 1 million jobs across 165,000 companies. ALC estimates that every 1 per cent increase in efficiency will save Australia around $1.5 billion.
- The sector provides critical services to three of the top four industries by value in Australia today – mining (9.6 per cent), construction (7.4 per cent) and manufacturing (7.4 per cent)
- Australia’s national freight task is expected to double from around 400 billion tonne kilometres today to around 1000 billion tonne kilometres by 2030 and to triple to 1400 billion tonne kilometres by 2050.
- Productivity growth in the transport sector has remained stagnant at 0 per cent in the five years to December 2011.1 Furthermore, a Reserve Bank report has found that the rate of growth in the transport sector has declined by 2 per cent over the past two decades.2

1 “Where’s the Productivity Problem?” IBIS World e-newsletter, August 2012
File types accepted:

- advertisements must be supplied as press-ready high-resolution (300DPI) PDF files
- editorial must be supplied as a Microsoft Word file, not in the body of an email
- images to be supplied as high-resolution (300DPI) JPG or TIFF files. Images must not be embedded in Microsoft Word documents.

We do not accept:

- photos, illustrations and logos as RGB pictures, JPEG compression, or embedded in Word documents
- images obtained from, or created for, websites
- software such as Corel Draw, Publisher, Microsoft Office applications; these files must be converted to PDFs
- spot colours (all colours to be CMYK).
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