

# Priority #1 – People

## Priorities



## Description



### Redefine the image of the industry to attract and retain diverse, skilled and knowledgeable humans

#### *Approach + Resource model*

## Initiatives



- A** Coordinated campaign with members of the ALC to change the image of industry and increase the visibility of the supply chain industry
  - Establish taskforce and plan development of a coordinated campaign
  - Gain additional **funding from** ALC members to engage external creative services to develop a campaign – or if possible gain government funding
  - Amplify reach by coordinating with ALC member **marketing, communications and social media** teams to execute content delivery through their channels

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- B** Expand industry wide diversified recruitment and retention programs, building on momentum of Wayfinder Program (Supply Chain Careers for Women)
  - Scale up the national delivery of the program initiatives (e.g. frequency, geography and audience)
    - Sponsorship - relaunch programs internally and confirm joint dependencies
    - Ambassadors - re-activate the ambassador base
  - Review strategy, refresh initiatives (if needed), prioritise list of initiatives for delivery, and consider new approaches including delivery partnerships

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- C** Workforce transformation focusing on intermodal operations (rail, road, sea, air)
  - ALC to partner with a lead organisation to scope and develop a workforce transformation program, facilitate member engagement and select education suppliers. Partner organisation to lead initial funding.
  - ALC to investigate other partnership opportunities to deploy the model across multiple members, sites and education providers