

January 2025



CEO, Hermione Parsons presenting at the ALC Wayfinder Freight Heartland Awareness Tour, held in Sydney on Monday, 30 September 2024

## Executive Insight : January 2025

From the Desk of Dr Hermione Parsons, ALC CEO & Managing Director

Happy new year to you all, and welcome to Q2 of the 21st century.

I'm delighted to announce details for the ALC's Supply Chain Summit 2025 - 21 August 2025, Sydney. The rapidly changing global environment, plus an Australian election result, will provide fertile ground for serious debate at the Summit. Fortunately, we have a few months to observe this extraordinary geopolitical era and digest change around the world.

At the World Economic Forum in Davos, Economist Impact and DP World shared research highlighting that 75% of businesses are restructuring their supply chains due to uncertainties stemming from Washington's "America First" agenda. Around 40% of companies reported increasing their reliance on US-based suppliers. The "Trade in Transition" study, which surveyed 3,500 supply chain executives globally, found that businesses are rapidly adapting to growing protectionism and shifting geopolitical dynamics. Moreover, 71% of respondents believe that diversifying supply chains to countries like Vietnam, Mexico, India, the UAE, and Brazil could mitigate risks associated with global trade.

The Summit will be an important opportunity to think, to discuss and to explore what it all means for our country and our industry. And in the lead up, the refresh of the ALC Strategy - to build Supply Chain Resilience, Sustainability, Productivity and Awareness is showing our priorities remain on point.

But what impact will the USA withdrawal from the Paris Climate Agreement have on supply chain sustainability and resilience in Australia, where time and time again our freight logistics chains are blocked by increasingly severe and frequent climate events? To what extent will government support of productivity-enhancing technology fare in an era where some of the world's richest technology creators are now helping to run the USA? And how will Australia respond to rapidly changing views and laws about people and workforces including diversity, inclusion, and equity?

The Australian Logistics Council will continue to monitor these developments closely and make sure we remain at the forefront advocating for modern supply chains for Australia during these extraordinary times.

We look forward to working with you.



The Australian Logistics Council invites you to express interest in the upcoming Supply Chain Summit 2025, where Australia's supply chain and logistics leaders will gather to shape the future of our industry.

The program brings together C-suite executives from Australia's leading supply chain and logistics operations for intensive strategic discussions and premium networking opportunities.

Be among the first to secure your place. Follow this [link](#) to be kept up to date and express your interest in attending.

## Mark your Calendar

### ALC Supply Chain Summit 2025:

21 August 2025

### ALC Supply Chain Awards 2025:

21 August 2025

### ALC Executive Networking Function:

20 August 2025

### Location:

Doltone House Hyde Park, Sydney



## ***ALC: Shaping the Future of Logistics***

### **OUR STRATEGIC FOCUS FOR 2025 AND BEYOND**

2024 marked a defining year for the ALC as we strengthened our position as the independent, trusted voice of Australia's modern supply chain. We tackled challenges head-on, created new opportunities, and delivered tangible outcomes for our members by focusing on enhancing productivity, resilience, and sustainability across the logistics sector. The momentum we built sets a powerful foundation for us in 2025.

To build on this success, the ALC is again partnering with Bain & Co to refresh and evolve our strategic framework. This collaboration will ensure our strategy remains contemporary, relevant, and closely aligned with our members' key priorities and long-term objectives. The refreshed strategy will be a central focus of our Board and Council meeting being held in late January.

As we navigate significant changes on the horizon, including the upcoming Federal Election and Federal Budget Review, we're actively preparing a robust submission to secure appropriate recognition and support for the supply chain and logistics sector – an essential service that underpins Australia's economic prosperity. And as always, our pre-budget submission will work to amplify the collective voice of our members and industry stakeholders, addressing the critical challenges and opportunities facing Australia's supply chain sector.

*Image Credit: ALC Associate Member Svitzer - Svitzer and Maersk Australia*

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# Industry News



## **Transport & Logistics: Third Highest Hiring Industry in Australia for Q4, 2024**

The Work Watch Employment Report by Work Skills reveals that transport and logistics was the third highest hiring industry in Australia for Quarter 4 in 2024, with truck driver hires rising by 30.1%.

This surge in demand for truck drivers aligns with the 2024 Occupation Shortage List (OSL) findings ALC reported on in November 2024, which ranks truck drivers as the fourth most critically undersupplied role nationwide. This stark statistic underscores the deepening talent crisis facing this essential sector. The OSL's upcoming replacement of the current Skilled Migration Occupation List – a transition the ALC strongly supported and actively advocated for during the recent ABS ANZSCO review – marks a crucial step toward addressing this challenge.

We remain resolute in our advocacy for robust policies that tackle these workforce challenges head-on and build a sustainable talent pipeline, as the severe shortage of skilled truck drivers continues to pose a significant threat to the efficiency and resilience of Australia's logistics sector.

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# Member Spotlight



## Phillip Parsons – Coca-Cola Europacific Partners Australia

Phillip Parsons is a key figure in the Australian logistics sector, serving as the Director of Logistics at Coca-Cola Europacific Partners. As an active member of the Australian Logistics Council (ALC) board, Phillip contributes to shaping industry policies and advancing best practices within the logistics sector.

With a robust background in logistics and management, Phillip has brought his expertise to various ASX 100 companies across industries such as fast-moving consumer goods (FMCG), media, retail, construction, and third-party logistics (3PL).

In his current role, Phillip oversees a fleet of 700 trucks, managing one of Australia's largest delivery networks. His strategic leadership ensures the efficient nationwide distribution of Coca-Cola products, adapting to evolving market demands and supply chain complexities.

Beyond his professional achievements, Phillip has played and been involved in Rugby Union for over 55 years, as a player and in other capacities. He played far too many games but has noticed that the older he gets, the better he was. Rugby has so many similarities to logistics; we all need to push together, and sometimes, just like a good scrum, logistics can get a little spicy with problems to solve while getting your ear chewed.

Throughout his career, Phillip has demonstrated a commitment to innovation, efficiency, and collaboration. His ability to navigate industry challenges while maintaining operational excellence makes him a valuable leader within both Coca-Cola Europacific Partners and the broader logistics community.

# New Members



## Intermodal Terminal Company (ITC) CORE MEMBER

Intermodal Terminal Company (ITC) is driving innovation in Australia's freight and logistics sector with its expertise in intermodal terminal operations. By seamlessly integrating rail and road freight, ITC enhances supply chain efficiency, reduces costs, and supports more sustainable freight solutions. Its strategically located terminals connect key metropolitan and regional areas, strengthening Australia's freight connectivity and improving reliability across the network.

With a strong focus on innovation and sustainability, ITC promotes the use of rail for long-haul freight, minimizing carbon emissions and road congestion. Their commitment to creating a safer, more efficient, and environmentally friendly logistics industry aligns with broader efforts to shape the future of Australia's supply chain. ITC is a vital player in advancing these goals and enabling meaningful progress across the sector.



## Svitzer Associate Member

# SVITZER

Svitzer is a world-leading towage and maritime solutions provider operating in 141 ports and 40 terminals in 37 countries worldwide – in the Australian region, we service customers at 27 ports and 7 terminal operations right across Australia and Papua New Guinea. We are Australia's largest private employer of Australian seafarers. Our vessels in Australia are Australian crewed, maintained and operated. Our footprint and exposure to supply chain, port and maritime trends and issues both internationally and regionally provide us with a unique perspective on the challenges and opportunities to the Australian freight and logistics sector, especially as it relates to maritime and port decarbonisation, workforce and productivity concerns.



**CHEP**

A Brambles Company

### **Chep Associate Member**

As part of Brambles, CHEP is recognized as a global leader in sustainability. In 2024, Brambles was ranked as the second most sustainable company in the world by Corporate Knights and was also included in TIME Magazine's Top 5 Most Sustainable Companies list. These accolades highlight the organization's dedication to its circular business model and its efforts to reduce waste, emissions, and resource usage.

CHEP's pooling system exemplifies this commitment by providing reusable pallets and containers that reduce the demand for single-use packaging, minimizing environmental footprints for its customers.

## **Policy Updates & Recent Submissions**



### **2025-26 Federal Budget**

#### **Strategic Investments for a Resilient Supply Chain**

The ALC has made a submission for the 2025-26 Federal Budget, prioritising strategic investments to enhance Australia's supply chain resilience, sustainability, and productivity. Central to this submission is the establishment of a National Freight Corridors Fund to alleviate bottlenecks on key freight routes, strengthen intermodal connectivity, and upgrade critical infrastructure such as bridges, tunnels, and rail assets to support the efficient movement of freight, including zero-emission heavy vehicles.

The submission also advocates for modal shift strategies and rail infrastructure resilience, highlighting the need for increased investment in rail capacity, improved last-mile rail connections, and streamlined planning processes to unlock rail freight efficiencies. Enhanced rail network reliability will complement broader efforts to ensure balanced growth across all freight modes.

On fuel security, ALC proposes boosting refining capacity, expanding strategic stockpiles, and reinforcing freight prioritisation frameworks to maintain essential supply flows during disruptions.

In addressing workforce development, ALC recommends expanding the Wayfinder: Supply Chain for Women initiative to attract diverse talent and funding for freight-specific micro-credentials to upskill workers in emerging technologies and sustainable logistics practices.

The submission also calls for targeted measures to accelerate the transition to zero-emission vehicles, including infrastructure upgrades, financial incentives, and equitable road user pricing reforms. It emphasises the importance of pricing mechanisms that are mode-neutral, transparent, and designed to avoid distorting market competition or penalising one transport mode disproportionately.

Read the full Submission here in our [Knowledge Centre](#).

**Want to provide thoughts or insights to our current work in progress?**

**Contact us at [policy@austlogistics.com.au](mailto:policy@austlogistics.com.au)**

## Expert Network



Members of ALC's Expert Networks at NTR0's iPave.

The ALC and the National Transport Research Organisation (NTR0) hosted the Transport Resilience Network Forum in Port Melbourne. The event brought together key stakeholders from the freight and logistics sector, researchers, and government leaders to discuss innovative strategies for building resilient transport systems in the face of disruptions and natural events. Highlights included a tour of NTR0's advanced material testing facilities, a showcase of cutting-edge infrastructure vehicles, and presentations on data-driven approaches to network vulnerability assessments and climate-resilient planning.

Key moments of the forum was the presentation by William Tieppo, Victoria's Deputy Secretary at the Department of Transport & Planning, who outlined Victoria's major network maintenance priorities. He emphasized the importance of targeted investments in infrastructure resilience to support the state's transport and logistics capabilities.



Doug Fryer APM GAICD from Linfox also gave an engaging presentation on the threats to safety that drivers face on a day-to-day basis.

The forum concluded with collaborative discussions on actionable strategies for enhancing infrastructure sustainability and resilience, reinforcing the collective goal of fostering a safer, more reliable transport network for Australia.



Good discussion at the NTRO Lab Tour



William Tieppo, Deputy Secretary at Victoria's Department of Transport & Planning

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## Our Members in the News...



Coca-Cola is upgrading its canning line - More cans, more efficiently.

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Here Technologies will deliver advanced driver assistance to BMW

[....READ MORE](#)

# SVITZER

Hoegh and *Svitzer* set a new standard for sustainable sea shipping in Australia

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Origin secures \$4.2M ARENA funding to make apartments buildings EV-ready

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## Upcoming Events



*[Join the conversation!](#)*

*[Express your interest in the 2025 ALC Supply Chain Summit now!](#)*

Alternatively, you can contact our Membership & Engagement Coordinator, Sara Ferguson.

Phone: 0458 162 196

Email: [sara.ferguson@austlogistics.com.au](mailto:sara.ferguson@austlogistics.com.au)

**Want to maximise your industry influence?**

Ask about ALC membership opportunities when you register your interest for Supply Chain Summit 2025.

**If you're not a member, you're missing out!**

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