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VTA LAUNCHES NEW TECHNOLOGY GROUP

Philip Lovel, CEO Victorian Transport Association (VTA) today announced the formation of a Technology Group, sponsored by the Department of Innovation, Industry and Regional Development and hosted by the VTA.

Philip Lovel stated, "This group is really critical to the success of the Freight & Logistics Industry. Change is occurring so fast, opportunities are arising from excellent efficiency gains and customers are now demanding that we get more productivity."

"We are very fortunate to have Mr. Peter Bentley, CEO ConnectEast and past Chairman of ITS Australia as our Chairman. The secretariat role will be done by Mr Damien Hense, a Senior Executive from the Australian Road Research Board." Mr. Lovel said.

The Technology Group conducted its launch meeting on Monday 22nd June and was well attended by industry and technology experts. The three speakers at the launch were: Damien Hense, who announced the results of the VTA/Industry Survey on Technology trends in the Freight & Logistics industry. This attracted positive feedback and comments from attendees and provided much information on Industry/Operator trends.

Dr. Charles Karl presented an excellent paper on how all the current technology should be built around interoperability – this approach must be demanded by the industry or we could face a future of conflicting technologies. He also presented some discussion on electronic work diaries and what considerations are being discussed within Government.

The final speaker was Mr Matt Elischer, Senior Researcher in ARRB. This presentation covered technologies being used in ARRB to assist with truck & trailer design, truck roll over assessments using simulators and issues with measuring road wear.

"In general discussion it was commented that Australia is about 10 years behind the rest of the world in adopting and using technology." Mr. Lovel said.

victorian transport association inc.

The group agreed that they should:

- Become ambassadors for recruiting and assisting technology implementation
- Work towards adopting low cost solutions
- Work with all Governments to ensure standardization, interoperability and education
- The group clearly recognized the many different sectors of technology – on truck, off truck, in truck plus in the office.

The work produced and ideas discussed by the Technology Group will also inform content and discussion on Technology Day at Freight Week, on Tuesday 8th September 2009. This day will provide information on the technological improvements that companies can make to improve their bottom line. Revolving panel sessions will cover truck navigation systems, on board telematics, electronic work diaries and other tools that can save companies time and money and allow for a more direct management of the business. Mr. Lovel stated, “It is not just the large companies that need to keep up to date with technology, it is the smaller companies that can really achieve positive outcomes”.

“We have set ourselves a big agenda but we have to do it – it is our problem and our opportunity.”
Mr. Lovel concluded.

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