



ROAD FREIGHT NSW

2024 CONFERENCE & AWARDS



THURSDAY JULY 25TH 2024
DOCKSIDE, COCKLE BAY WHARF

Your invitation to engage with the trucking industry at the premier gathering of freight & transport professionals and leaders in NSW.



YOUR INVITATION

BOARD INVITE

The board of Road Freight NSW invites you to partner with the organisation in our fifth annual conference as an independent body.

The annual conference is our flagship event and is a great opportunity to align your organisation with the peak body for NSW operators.

THE RFNSW BOARD DIRECTORS IS MADE UP FROM MEMBERS INCLUDING:



RFNSW CEO Simon O'Hara meeting with current & former NSW Premiers, Chris Minns & Dominic Perrottet

FROM THE CEO

“ My role at Road Freight NSW is to continue to build our reputation as a respected advocate for trucking operators and be a conduit to government, regulators and enforcement agencies.

I want RFNSW to be an organisation that members can be proud of and one that others will want to join. Together we can all improve the culture within the road freight industry.

Simon O'Hara
CEO, Road Freight NSW

”





ABOUT US

ABOUT ROAD FREIGHT NSW

Originating in 1893, Road Freight NSW (RFNSW) is the peak industry organisation for the road and freight industry in NSW and engages in advocacy, government and media relations on behalf of members.

Road Freight NSW partners with industry leaders to ensure our members get the best deals. The heavy vehicle industry in NSW needs a professional voice for the operators - Road Freight NSW is that voice.



THE NSW TRUCKING INDUSTRY'S OWN WEEKLY NEWSLETTER - *FREIGHT NEWS*

Freight News is the weekly e-newsletter of Road Freight NSW. Road Freight started representing the industry in 1893.

The organisation has developed to become a respected advocate for trucking operators, as a conduit to government, regulators and enforcement agencies.

Road Freight NSW articulates our independent and authoritative viewpoint thanks to our respected executive leadership and the passion and expertise of members contributing to the Policy Council.

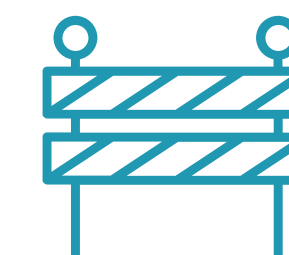
OUR FOCUS THIS YEAR COVERS ISSUES INCLUDING:



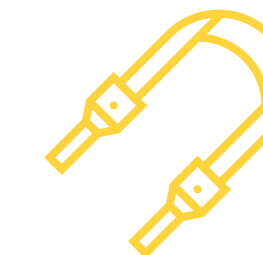
PORTS



OVER-SIZE &
OVER-MASS ACCESS



ROAD SAFETY



LOAD RESTRAINT



ACCESS



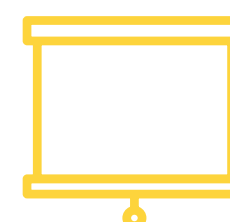
WORKPLACE
RELATIONS



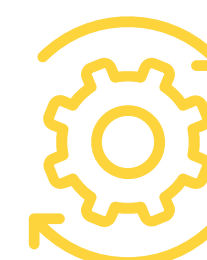
SPEED
MANAGEMENT



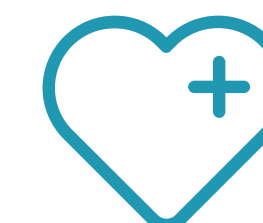
MAINTENANCE
& COMPLIANCE



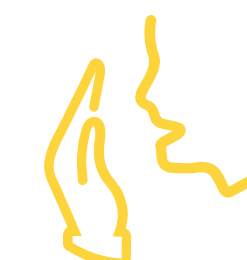
TRAINING



PRODUCTIVITY
& SAFETY GAINS



DRIVER HEALTH
AND WELL-BEING



FATIGUE
MANAGEMENT



ABOUT THE CONFERENCE

HISTORY OF THE RFNSW CONFERENCE

- The inaugural RFNSW Forum was held in September 2016 at the Rooty Hill RSL with 80 delegates in attendance.
- Our first conference as an independent organisation in 2018 attracted 160 delegates.
- The 2019 conference at the Waterview in Homebush attracted over 200 delegates and received overwhelmingly positive feedback from delegates who attended.
- After two years of lockdown, the 2022 conference was an opportunity to engage with operators, government and industry stakeholders once again.
- With a focus on the upcoming NSW State election, we focused the conference last year on the influence of government policy in the freight industry, bringing together politicians, regulators and industry stakeholders to speak directly to our members about their plans going forward.
- In 2024, Road Freight is coming to a crossroads on regulation. With a focus on net zero, higher costs, cyber security and industrial relations, we invite you to join in the conversation on these topics, with much much more planned on the day.



2023 CONFERENCE HIGHLIGHTS

With the NSW State Election only weeks away, we brought together politicians from all sides to engage on a discussion about the future of the freight industry. With over 230 guests in attendance, the event saw Regional Roads Minister, Sam Farraway, speak on behalf of the Liberal Government. We also heard from Opposition members John Graham and Jenny Aitchison. Additionally, we announced a special keynote speaker on the day in federal Labor Senator for WA, Glenn Sterle.

Members were treated to a round table discussion hosted by Ann Lopez on the unique challenges operators face in the current climate. We also heard from some of our partners with Alex Davis from BP discussing the future of fuel and Tony Pimpinella from iCare discussing injury prevention controls.

Finally, 2023 Local Australian of the Year, Amar Singh, spoke about how freight issues influenced his own charity, Turbans 4 Australia.



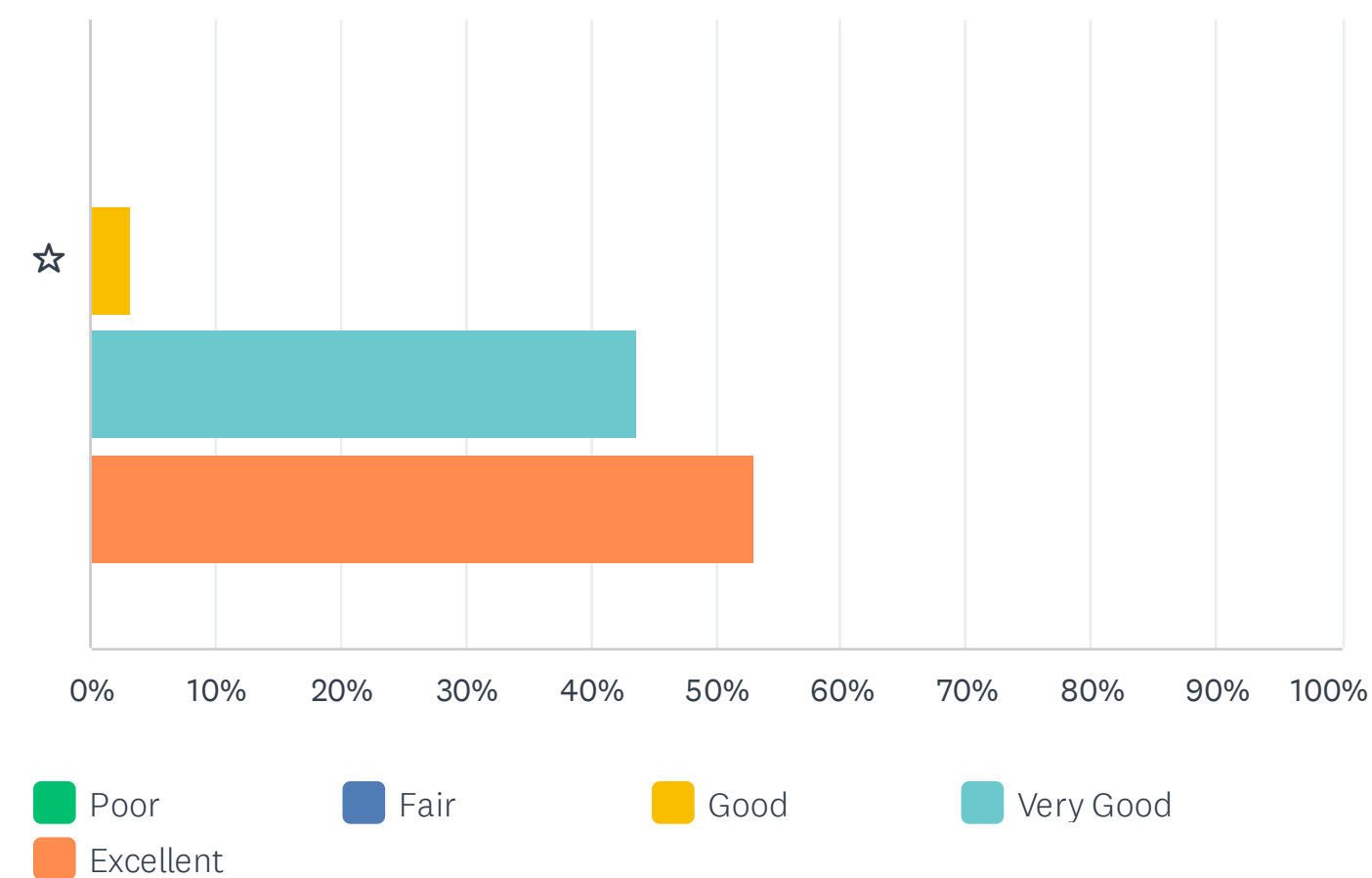
230 GUESTS | **12 SPEAKERS** | **18 PARTNERS** | **6 AWARD WINNERS**

2023 FEEDBACK

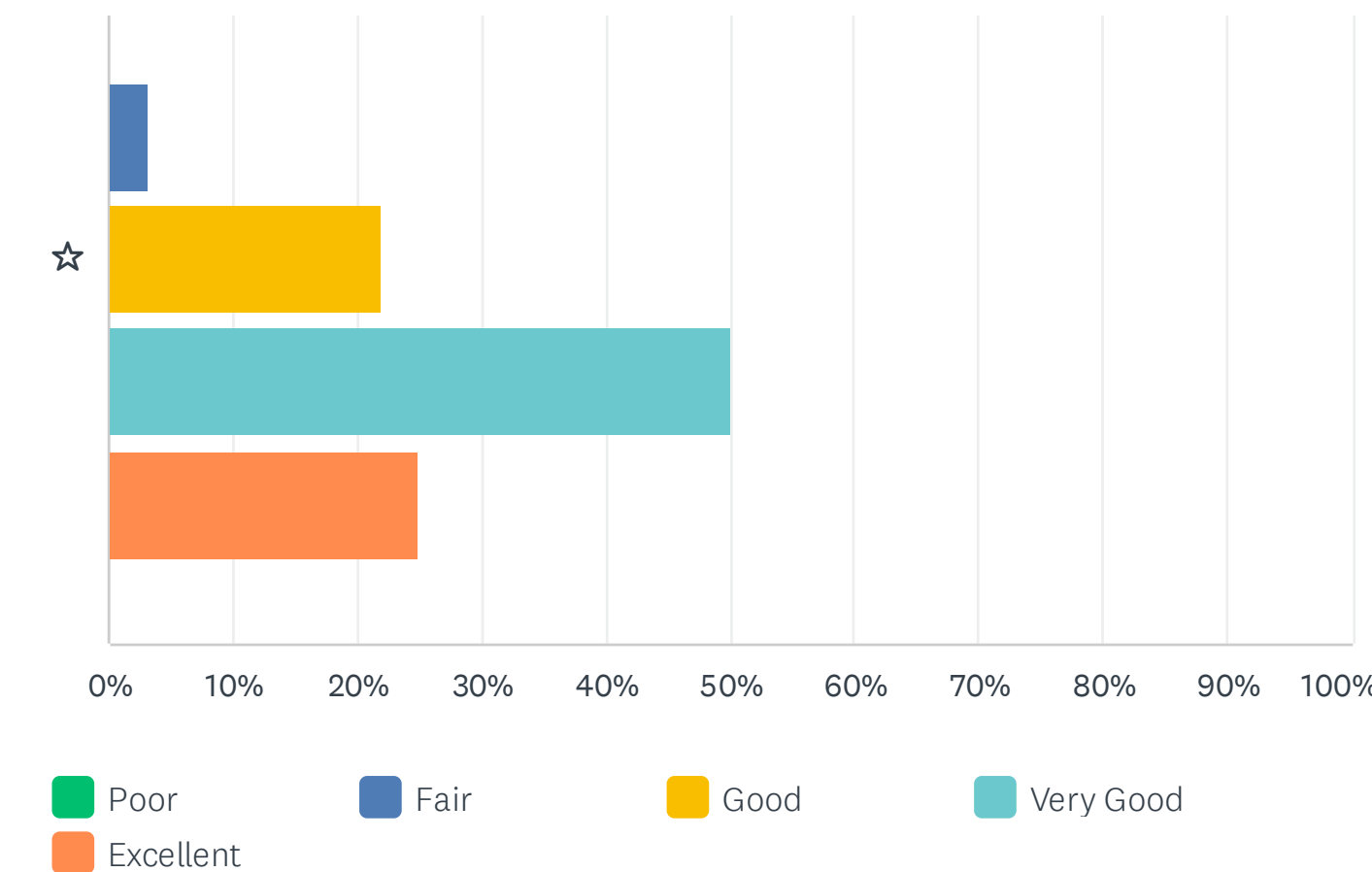
After surveying guests from the 2023 Conference, we are happy to announce over 96% of attendees rated it Very Good/Excellent.

Also pleasing was positive feedback on the new venue, Dockside at Cockle Bay Wharf, making it an easy decision to return again this year.

OVERALL, HOW WOULD YOU RATE THE ROAD FREIGHT NSW 2023 CONFERENCE?



HOW WOULD YOU RATE THE VENUE LOCATION IN DARLING HARBOUR?



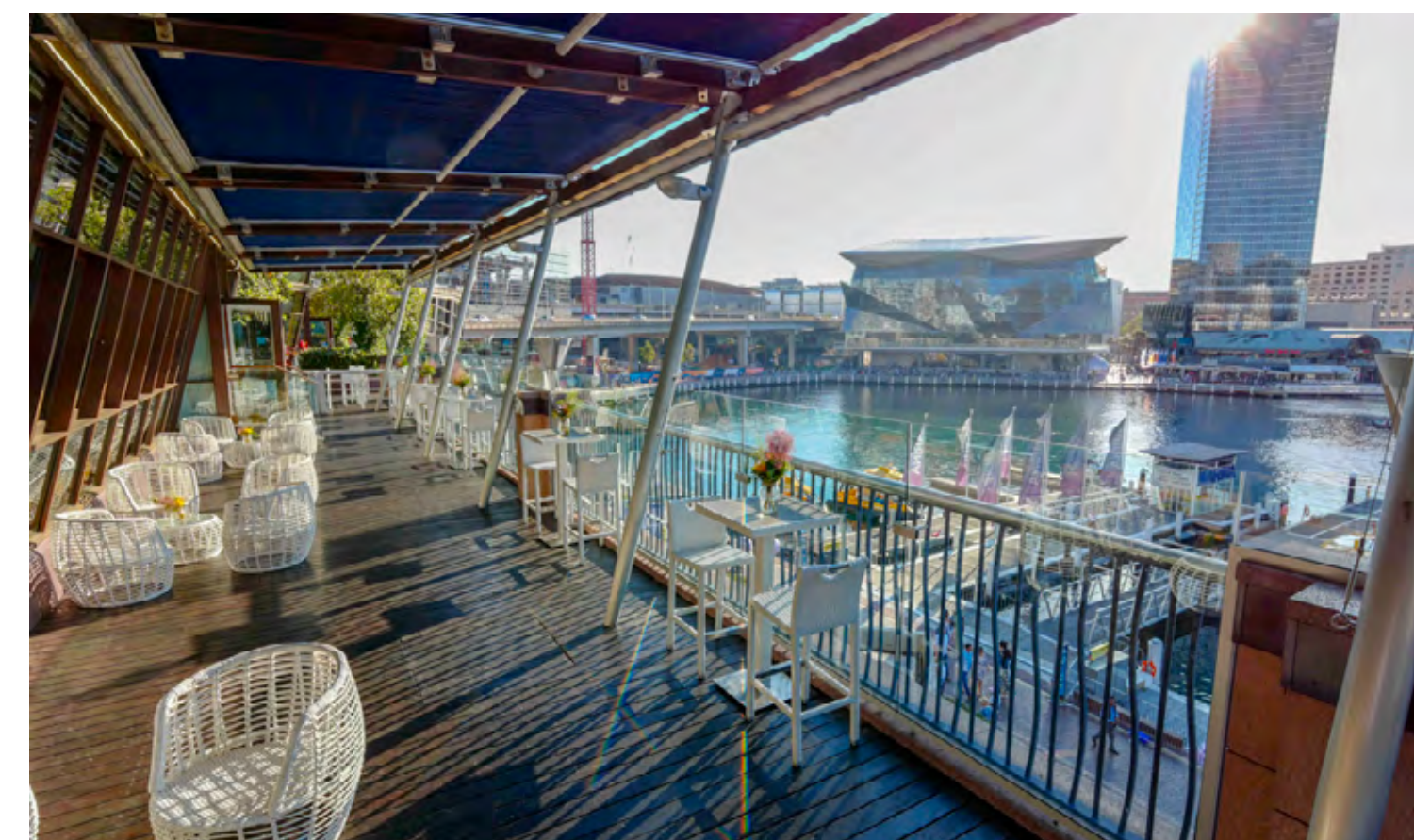
ABOUT THE 2024 CONFERENCE

As attendance grows year on year, we are hosting the 2024 conference in the heart of Sydney. We are delighted to host you at the stunning Dockside venue on Cockle Bay Wharf.

We have booked the entire venue for the conference so there is ample space and opportunity for interaction with delegates and activations.

Our theme for this year is 'Trucking at the crossroads of change'. Join us for a day of insightful discussions and invaluable networking opportunities as we delve into the pivotal transformations reshaping the road freight industry in NSW. With a focus on topics like the recent PBLIS amendments, new compliance measures and advancements in automation and cybersecurity, our conference offers a comprehensive exploration of the industry's most pressing challenges and promising innovations.

For those travelling or looking to stay nearby overnight, attendees can also access discounted rates for the Adina Hotel Darling Harbour. [Click here](#) to book using the code *ROADFREIGHT2024*.



PROMOTING THE 2024 CONFERENCE

Our 2024 conference will be promoted
across all our key channels, including:



RFNSW
WEBSITE



E-NEWSLETTER
SUBSCRIBERS



INDUSTRY
PUBLICATIONS



LINKEDIN



FACEBOOK



YOUTUBE



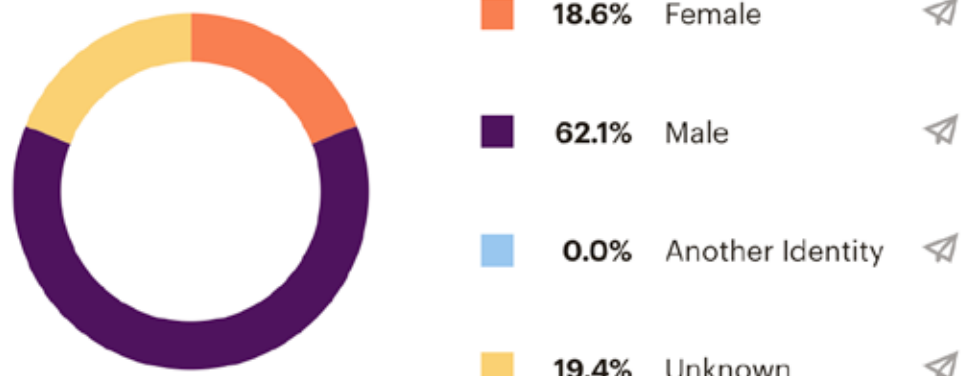


UTILISING FREIGHT NEWS

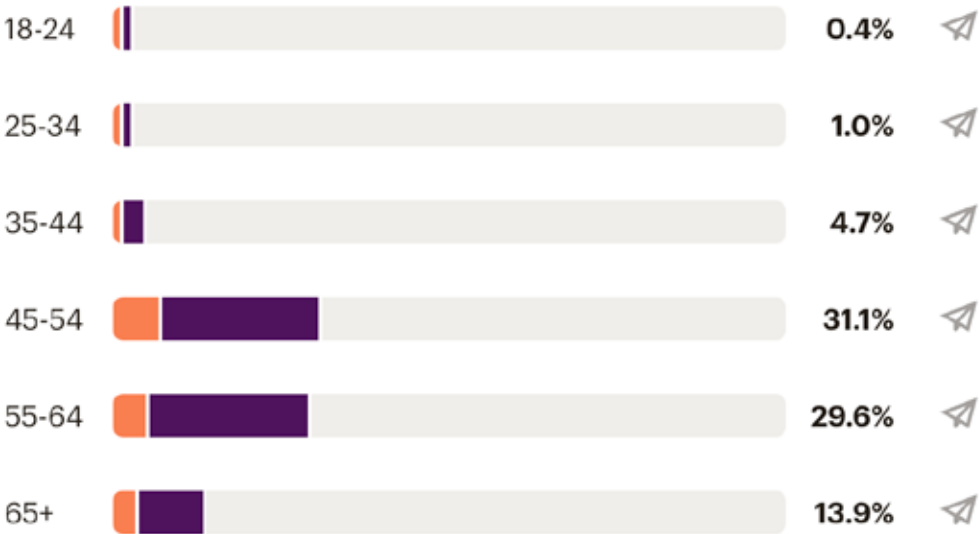
OUR AUDIENCE BREAKDOWN

We currently have over 1,500 active subscribers on our mailing list, with more than half regularly opening and engaging with our content.

Gender

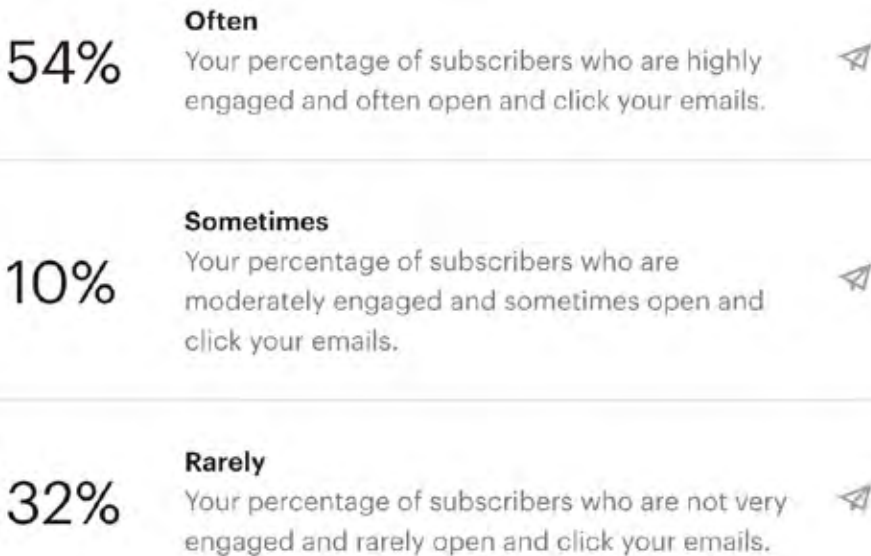


Age Range



Email marketing engagement

Your subscribers, broken down by how often they open and click your emails.

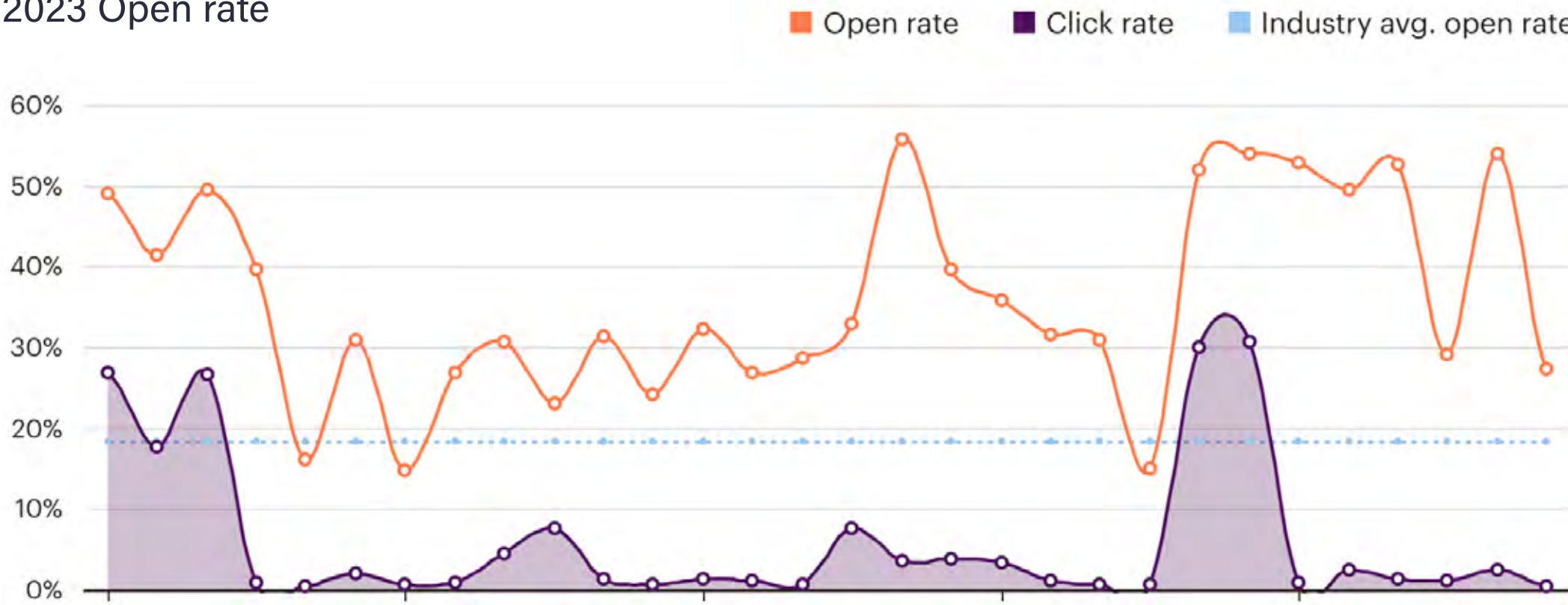


Top locations

Based on your contact's IP address when they interact with your emails and signup forms.



2023 Open rate



A win for RFNSW members: PBLIS to stay in public hands



A message from our CEO

Media Release: 30 January, 2024.

A win for RFNSW members: PBLIS to stay in public hands

Peak body Road Freight NSW (RFNSW) has welcomed the release of the Final Report ('Report') into the Port Botany Landside Improvement Strategy ('PBLIS') – with a key recommendation that it remains in public hands.

The decision was a 'big win' for RFNSW and its members, who had lobbied the NSW Government against any moves to privatise PBLIS.

"RFNSW has long-maintained that PBLIS has delivered the most productive port in Australia and that any sale or administration of PBLIS by a third party, such as the private port operator, would undermine the solid productivity gains delivered by PBLIS across the supply chain," RFNSW CEO, Simon O'Hara, said today.

"We fully-support the finding that current arrangements, where Transport for NSW ('TfNSW') administers the Regulation is

Merry Christmas from Road Freight NSW

As we edge closer to the end of 2023, we wish you and your families a very Merry Christmas from all of us at RFNSW and thank our members for their support over a challenging year for the industry. We appreciate that our industry often has to continue working over Xmas and New Year while everyone else has a break.



Message from the CEO

As many operators continue to work up to 7 days a week to ensure freight keeps moving during this peak season delivering excitement and a hassle free experience for many customers, I am reminded that many of our members will be working hard over the weekend of 23 and 24 December and many operators will be back behind the wheel or in their office on their next work day - Boxing Day. Port landside operators will be booking container slots and line haul operators will be patiently and safely navigating holiday makers and many many Sunday and city drivers making their annual Xmas trip to beaches and catch up's with families and friends.

It is with this in mind, our chairman, Austin Vella, our RFNSW board of Jon Luff, Habib Francis and Ann Lopez and I together with our Road Freight NSW Policy Council and Partners wish all of our members a relaxing and enjoyable Xmas day and New Year with families and friends. Be safe on the roads during this stressful peak season!

PS: What a spectacular picture at Boonie Doon of Hannah's Haulage! You can check out the [TikTok video here](#).

Simon O'Hara
RoadFreight NSW

Freight News October 2023

NSW Weather Warnings, Meeting with NSW Transport Minister, World Road Congress and much more

The new Fire Danger Ratings will give you clear actions to take.



A message from our CEO

Prepare now for Fire Season and Erratic Weather

PREPARE NOW WITH WARNINGS OF AN 'EXTREME' BUSHFIRE SEASON



Australia's largest transport, shipping and logistics insurance specialist, NTI, is urging business owners and operators to heed warnings of a potentially catastrophic fire season and prepare now.

For the first time in eight years, the Bureau of Meteorology has declared Australia will feel the effects of both El Nino and a positive Indian Ocean Dipole (IOD), meaning increased risk of extreme temperatures and less rainfall.



PARTNERSHIP OPPORTUNITIES

WHY PARTNER WITH RFNSW?



Align your brand with the peak
body for NSW operators



Connect with your target market in NSW
to create new business opportunities



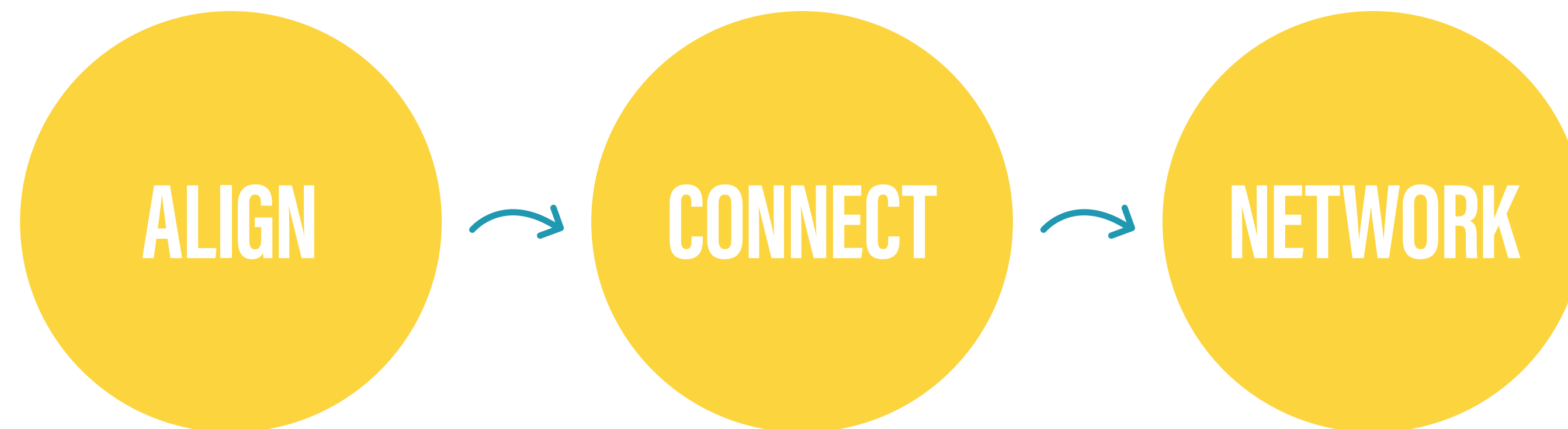
Network with some of the leading
operators in NSW freight and transport



Enhance relationships with
existing clients



Develop potential strategic
partnerships





PARTNERSHIP BENEFITS

We are always happy to tailor a partnership program that works for you. Let us know your objectives so that we can work together to create a partnership option that meets your business needs.

POSSIBLE OPTIONS INCLUDE:

- Logo on the RFNSW 2024 conference Partners Page with content and links to their website
- Acknowledgment in all RFNSW 2024 conference marketing including digital and printed collateral
- Acknowledgment in all pre and post conference and award promotion across RFNSW's website, emails and social media platforms
- Exclusive feature in one issue of RFNSW Freight News circulated to more than 1500 subscribers and posted on RFNSW website and social media platforms
- Acknowledgement by MC
- Opportunity for a 15 minute address to the conference delegates
- Opportunities for photos and trucking industry media coverage
- Opportunity to circulate marketing collateral to delegates
- Opportunity to provide a promotional incentive or gift for RFNSW conference delegates
- Option to purchase ad space in Freight News for ongoing brand recognition
- Any partnership package over \$5,000 automatically entitles you to a complimentary booth at the conference.

PARTNERSHIP PACKAGES



Media Partner

Ensure your news organisation is the first to hear about new developments and breaking stories at the 2024 Road Freight NSW Conference.

Cost: Register your interest

PARTNERSHIP PACKAGES



Auction Partner

Expression of interest sought for conference auction of donated goods or services. 50% of the proceeds will go to the NSW Food Bank.

Cost: Register your interest to provide auctionable goods or services

Auctioneer: Scott Hannah

PARTNERSHIP PACKAGES



RFNSW Conference Partner

Dominant brand exposure and acknowledgement, opportunity to provide a gift or merchandise to be on the delegates tables, branded activation opportunity with speaking slot, booth and 10 tickets to the conference

Cost: \$30,000 + GST

PARTNERSHIP PACKAGES



Awards Partner

The Awards lunch partner will be acknowledged by the MC and welcomed to the stage to address the audience. A co-branded media board will be provided for the Awards lunch partner for photo opportunities with the winners and the Road Freight NSW Executive.

The Award categories are:

- 1 Outstanding Contribution to the NSW Trucking Industry Award
- 2 NSW Professional Driver of the Year Award
- 3 NSW Transport Woman of the Year Award
- 4 NSW Best Safety Culture Award
- 5 Best Industry Newcomer Award
- 6 Emerging Leader Award

Cost: \$22,000 + GST

PARTNERSHIP PACKAGES



Registration Partner

The Registration Partner has the opportunity to display a pull up banner in the registration area, meet and greet delegates as they arrive and provide a co-branded delegate gift bag.

Display table in exhibitor's area included.

Cost: \$13,000 + GST

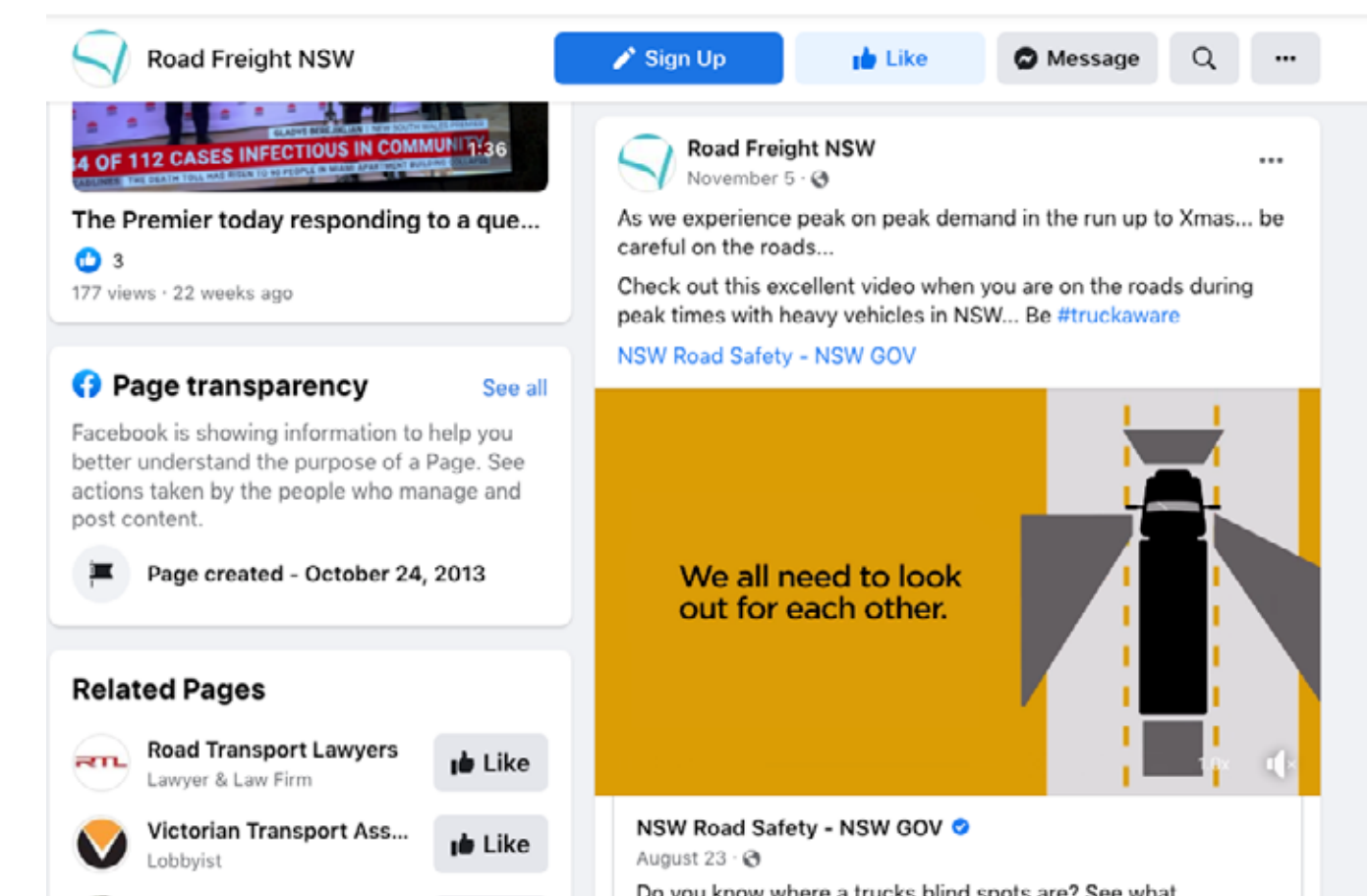


Conference Notebook & Pen Partner

Your company logo on the conference notebook and a brochure placed inside the front cover (maximum size A4). Your company logo on the conference pen.

Display table in exhibitor's area included.

Cost: \$11,000 + GST



Social Media Partner

The partner will be able to promote their brand via a weekly post on the RFNSW Facebook page. Content to be provided by the partner. This is a great way for partners to stand out from the crowd and extend their social media reach with customers in their target market.

Cost: \$10,000 + GST

PARTNERSHIP PACKAGES



Post Conference Networking Drinks Partner

The post conference networking drinks partner will be invited to address delegates for 10 minutes and display 2 x standard pull up banners in the drinks area.

Post-conference drinks include canapes and premium drinks, with the venue a separate location nearby.

Cost: \$13,000 + GST



Networking Lunch

Have a brand presence at the conference networking lunch. Always a vibrant and interactive component of the conference where delegates have the opportunity to network and catch up. The partner's pull up banner will be on display at the food buffet and they will be acknowledged by the MC prior to the break with logo on screen.

Display table in exhibitor's area included.

Cost: \$8,500 + GST



Sponsored Photography Wall

Whether its for LinkedIn, WhatsApp or for your mum! We all need a good portrait of ourselves in the digital world to put our best foot forward. A co-branded media board will be provided for the photo opportunities.

Display table in exhibitor's area included.

Cost: \$8,000 + GST

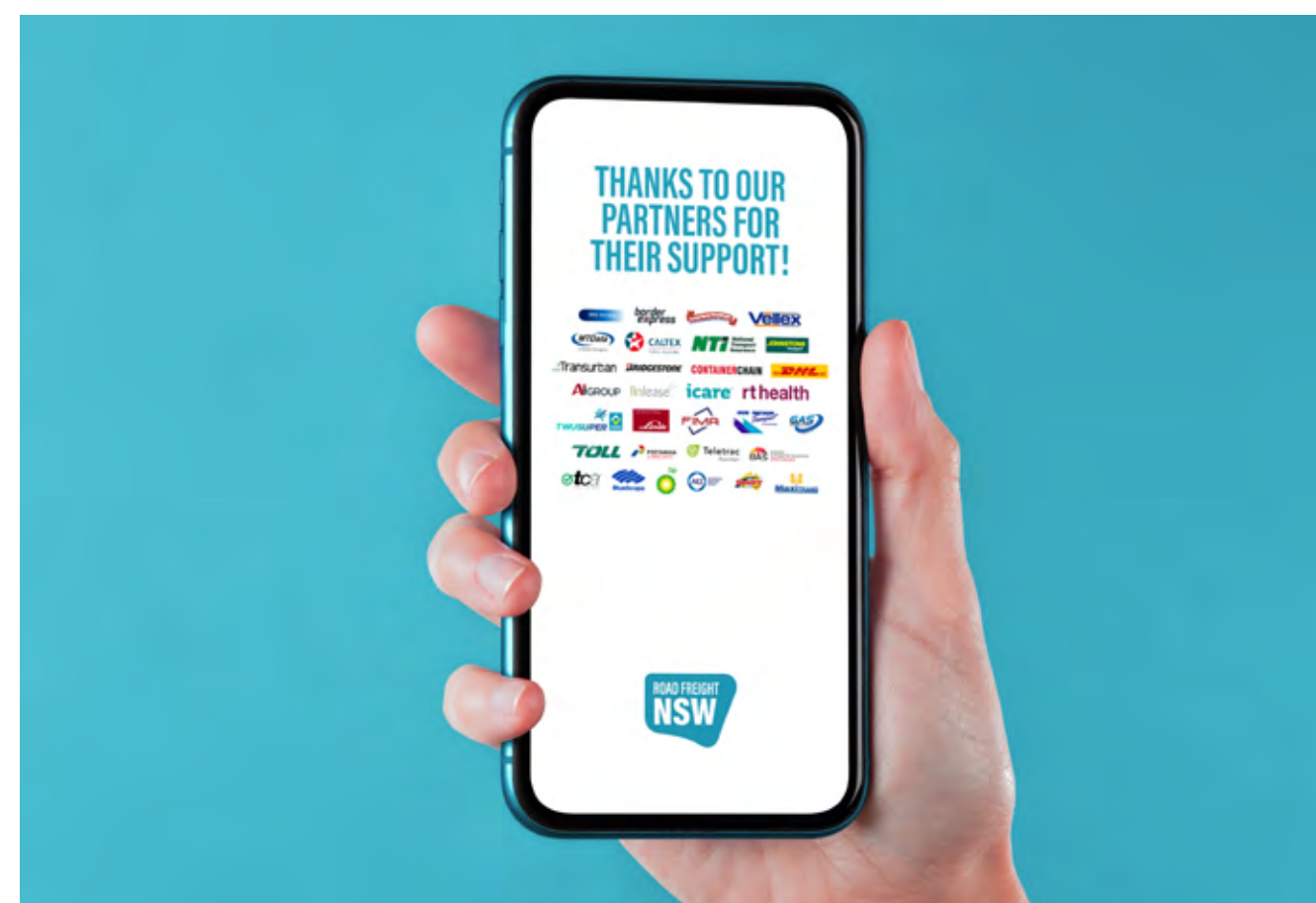
PARTNERSHIP PACKAGES



Speaker Session

Create brand association and align yourself with a particular speaker by sponsoring their session. This partner will have their logo displayed at the beginning of the session and thanked by the speaker.

Cost: \$8,000 + GST



Event App Partner

Promote your brand, products and team in one seamless application. Upload partner profiles, product brochures, videos or even run a poll – the possibilities are endless. Take advantage of this fantastic networking tool that helps delegates interact and gain valuable business contacts at the conference.

Display table in exhibitor's area included.

Cost: \$7,500 + GST



Photography & Video

This partner will receive naming rights to the conference videos, vox pops and photo gallery.

Display table in exhibitor's area included.

Cost: \$7,500 + GST

PARTNERSHIP PACKAGES



Coffee Cart Partner

The coffee cart partner will be invited to display their logo on the coffee cart available through the day.

Display table in exhibitor's area included.

Cost: \$7,500 + GST



Morning Business Break

The Morning Business Break Partner will be acknowledged by the MC with their logo on screen and have the opportunity to address the audience for five minutes prior to the break. Banners can also be displayed in business break area and brochures placed at each table setting.

Display table in exhibitor's area included.

Cost: \$7,500 + GST



Activation Partner

The Activation Partner will be able to showcase or demonstrate a product to enhance engagement with the conference delegates.

Display table in exhibitor's area included. 15 minutes speaking opportunity.

Cost: \$7,000 + GST

TICKETS

To purchase tickets, click [here](https://www.events.humanitix.com/the-2024-road-freight-nsw-conference-and-awards)

We would be thrilled to engage with you and your business at the 2024 RFNSW Conference & Awards. To purchase tickets, please go to www.events.humanitix.com/the-2024-road-freight-nsw-conference-and-awards

For the first time, this year we will also be offering the opportunity to join us for the official post-conference drinks, held at a nearby venue. This is a fantastic opportunity to continue to network and converse with fellow industry members in a more relaxed setting. Entry is free for early-bird tickets and includes canapés and premium drinks options.

This year we are partnering with Humantix for our ticketing services. Humantix is a hassle-free event platform that puts humanity first, dedicating 100% of profits from booking fees to charity. To learn more about the impact our booking fees will make, click [here](#).





THANK YOU

**TO FIND OUT MORE,
PLEASE GET IN TOUCH:**

Simon O'Hara

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