



FOR IMMEDIATE RELEASE

Tuesday, 14 June 2011

**MAJOR INITIATIVE LAUNCHED TO COMBAT NATION'S LOOMING
TRANSPORT AND LOGISTICS (T&L) INDUSTRY JOBS CRISIS**

Efforts to reduce the impact of the looming jobs shortage crisis on the Australian transport and logistics (T&L) sector received a major boost today with the official launch of a national, industry-specific careers/occupation website.

South Australia's Minister for Transport, Pat Conlon, today unveiled the revamped national LINC (Logistics Information and Navigation Centre) website - www.the-linc.com.au – at its launch in Adelaide.

The innovative website has been designed specifically to attract and retain skilled workers to the T&L industry, which is projected to triple in size by 2050 due to increased demand.

In Tasmania, the T&L industry is a significant employer in its own right and makes a large contribution to Gross State Product both directly and indirectly (by supporting other industry sectors such as agriculture and forestry).

LINC is proudly supported by the Tasmanian Freight and Logistics Council (TFLC) and will provide the state with a chance to showcase its T&L skills and workforce initiatives on the national stage into the future

"This pending workforce crisis is one of the most significant issues affecting the Australian T&L industry," South Australian Freight Council Chairman, Mr John McArdle, said today at the launch.

"If we don't start attracting and retaining people to our industry now, and in the future, Australia might as well shut its doors and turn out the lights," he said.

"The T&L industry is one of the most vital sectors to the national economy – without an efficient and productive T&L industry, the rest of the country cannot operate properly.....it's as simple as that.

"Our sector is vital to general industry by delivering crucial inputs to the production process and goods produced for domestic and international markets.

"The T&L industry is also crucial to the everyday lives of all Australians as it delivers goods such as food, clothing, fuel and other products to businesses and homes around the country.

"We need more truck and train drivers, warehouse staff and people to work in the shipping and aviation sectors, as well as freight forwarders, customs brokers and other people providing services to industry.

"Just think for a moment about where we would be as a nation without the T&L industry."

The original website has undergone a major overhaul with a host of national and state-specific industry resources now contained on the site, and with all states now actively participating and supporting the initiative.

This includes an interactive careers pathways tool which is designed to engage the individual and demonstrate the vast array of career opportunities available in our industry.

The main aim of the redevelopment has been to improve the site's useability and overall appeal to all generations.

Highlights of the revamped website include:

- Completely redeveloped and "new look" website with enhanced useability, functionality and visual appeal;
- Overhauled and updated industry-specific national information that will be continually monitored and updated;
- Careers within the industry being the main focus of the new site with multiple enhancements, and;
- All States now joining LINC, giving the site national significance.

"The national T&L industry now has a genuine 'one stop shop' for people looking to get into our sector, or for people wanting to attract people into our industry," Mr McArdle said.

"In a fiercely competitive jobs market and the national unemployment rate at approximately five per cent, significant efforts must be put into attracting new employees and retaining those already skilled, if the Australian T&L industry is to remain globally competitive.

"Our current industry age profile is heavily skewed towards people nearing retirement, and we suffer somewhat of an identity crisis with the general community viewing careers within the industry in a negative light," he said.

"If we as an industry are serious about tackling this jobs crisis, we need to change that perception, and change it fast.

"We believe LINC will go a long way towards achieving that."

More information is available at www.the-linc.com.au

About SAFC

The SA Freight Council is the State's peak, multi-modal industry group that advises both the Federal and State governments on industry related issues, and is funded by both governments.

It represents road, rail, sea and air freight modes and operations, and assists the industry on issues relating to freight logistics across all modes.

MEDIA CONTACT:

Neil Murphy
Chief Executive Officer
SA Freight Council
(08) 8447 0688
(0427) 089 240

Sean Whittington
Field Public Relations
(08) 8234 9555
(0412) 591 520