

# Sponsorship Prospectus

WA's Road Transport Industry  
Safety Forum



**Patience Bulk Haulage are a Gold Sponsor of Transafe WA.  
This from their former OHS Manager, a regular Transafe WA event participant...**

*“Has been well worth the trip each time. I have learnt something from each event and as a safety professional I’m starting to view the seminars as healthy assistance to improving the safety of our organisation. It’s the technical aspects and new industry innovations that I take from the events and I’m an ex-trucker myself, no price on keeping up in a busy world.”*

**... and this from Gold Sponsor, Alcolizer, following our first regional forum in Geraldton...**

*“The quality of the speakers and the layout of the event was a credit to Transafe WA and I have relayed this back to our management team.”*

**...and our 12<sup>th</sup> event in Perth...**

*“Thanks for such a great informative day yesterday – great to see the team, great to see and hear some new speakers.”*

## Message from the Chair – Steve Post



### About Steve

Steve has held senior management positions in risk surveying, general freight, livestock, grain, fuel haulage and mining. He has been an owner-driver in long distance heavy haulage, and currently works for WA's Centrewest Insurance Brokers as a transport and earthmoving insurance specialist.

Steve's absolute commitment to safety was recognised in 2011 with the Western Australian Road Transport Association award for the most outstanding contribution to the road transport industry. In the same year he was awarded an inaugural life membership to Transport Women Australia Ltd for support given to the organisation, and for outstanding industry contributions.

Steve holds a Diploma in Occupational Health and Safety and a Diploma in Business Management (Quality Auditing). He has been an executive member of the Chartered Institute of Logistics and Transport (CILTA), and an elected member of the City of Mandurah for seven years serving as a local government councillor.

*Over the years, I've seen many incidences on our roads involving heavy vehicles. I have had exasperated operators share their stories with me, and I have felt the heartache of those affected by accidents and incidents, many of which could have been prevented.*

*It became obvious to me that there was a lot of talk and plenty of good ideas for improvement in road transport industry safety, but no easily accessible industry-wide method for this to generate into practical progress and improvements.*

*I felt that a grassroots forum where operators could have a voice was needed in our industry.*

*So with the best intentions of turning talk to positive action Transafe WA was formed.*

*I now see Transafe WA's role as three-fold; firstly, in highlighting best practice in safety and professionalism to our industry, secondly progressing change via the decision makers, and thirdly in educating the general public of the critical role of heavy vehicle transport and the safest way to interact with trucks on our roads.*

*The Transafe WA concept was based on the highly successful DrillSafe Forums held for the Oil and Gas Industry in Australia. Our model delivers metropolitan and regional forums in WA that have quickly developed a strong following.*

***Transafe WA also gives industry providers – with an emphasis on our sponsors – opportunities to promote their products and services via case studies to the end consumer. Technology must be embraced for compliance and enforcement.***

Transafe WA has also been instrumental in establishing the Heavy Vehicle Industry Safety and Training Alliance in WA. This group of broadly experienced heavy vehicle industry stakeholders has been meeting regularly since 2015 to look at ways to improve the uptake of heavy vehicle operator training in WA and adding a compulsory training element to a heavy vehicle licence.

During August and September 2016 Transafe WA hosted the highly successful inaugural tour to WA of the Australian Trucking Association (ATA's) Safety Truck.

We are now working with government and industry stakeholders on delivering WA its own Safety Truck resource.

So I hope you will recognise the Transafe WA agenda as a timely and important one. As a not-for-profit association, the commitment of likeminded organisations is essential to us meeting and exceeding our objectives.

And so I invite you to become one of Transafe WA's valued sponsors and be recognised as a road transport industry safety leader in WA.

Please review this prospectus and get in touch with us for any further detail.

We look forward to welcoming your organisation to the Transafe WA team.



**Steve Post, Chair  
Transafe WA**



Lara Churton-Hughes from Transafe WA Gold Sponsor Mix Telematics delivers a presentation to over 100 participants at the 12<sup>th</sup> Transafe WA Road Transport Industry Safety Forum.



Rick Post (left) from Transafe WA Gold Sponsor Centrewest Insurance Brokers with Stephen Lane, Senior Dangerous Goods Officer with the Department of Mines and Petroleum (DMP). DMP have sponsored Transafe WA events in the Goldfields and Pilbara.



Geoffrey Massey, Regional, HSE Manager at Toll Mining Services (at left) sits on a panel at the Goldfields Forum. Toll Mining Services co-sponsored this event with DMP.

# About Transafe WA

*"Transafe WA is committed to a safe, professional and sustainable road transport industry that protects its employees and the broader community."*  
**Strategic Plan 2016-2017**

Formed in 2012 by a passionate volunteer committee, Transafe WA moved from concept to reality during 2013 due to the support of seed funding received from the Western Australian State Government via Main Roads WA.



In the three and a half years since operations began, Transafe WA has delivered twelve successful road transport industry safety forums, built a strong membership and subscriber base, delivered the inaugural tour to WA of the ATA Safety Truck, and developed cooperative working relationships with key transport industry organisations, associations and regulators.

## Transafe WA Timeline

30 August 2012	Executive Committee formed
23 November 2012	Transafe.com Inc incorporated under the <i>Associations Incorporation Act</i>
March 2013	Business Plan submitted to State Government
April 2013	Seed funding from the State Government via Main Roads WA confirmed
October 2013	Transafe.com Inc begins trading as Transafe WA. Executive Officer appointed and office established
March 2014	Inaugural Transafe WA Forum and Launch held in <b>Perth</b> with over <b>80 participants</b> present. Opening address by Hon Jim Chown MLC
September 2014	2 <sup>nd</sup> Transafe WA Forum held in <b>Perth</b> with over <b>130 participants</b> present. Opening address by Senator Linda Reynolds CSC
November 2014	3 <sup>rd</sup> Transafe WA Forum held in <b>Geraldton</b> with over <b>70 participants</b> present. Opening address by Ian Blayney MLC
March 2015	4 <sup>th</sup> Transafe WA forum held in <b>Perth</b> with over <b>170 participants</b> present. Opening address by Hon Alyssa Hayden MLC
May 2015	5 <sup>th</sup> Transafe WA forum held in <b>Port Hedland</b> in association with Main Roads Pilbara Heavy Haulage Forum with over <b>30 participants</b> present
May 2015	Stage One of Transafe WA's tail-lift signage program rolls out on the BFS fleet
May 2015	Heavy Vehicle Industry Safety and Training Alliance formed
July 2015	6 <sup>th</sup> Transafe WA forum held in <b>Bunbury</b> with over <b>70 participants</b> present. Opening address by Nola Marino MP
September 2015	7 <sup>th</sup> Transafe WA forum held in <b>Perth</b> with over <b>150 participants</b> present. Opening address by Christopher Melham, CEO of the Australian Trucking Association
November 2015	8 <sup>th</sup> Transafe WA forum held in <b>Geraldton</b> with over <b>60 participants</b> .
April 2016	9 <sup>th</sup> Transafe WA forum held in the <b>Goldfields</b> with over <b>60 participants</b> . Opening address by Mark Lewis MLC
June 2016	10 <sup>th</sup> Transafe WA forum held in <b>Perth</b> with <b>150 participants</b> . Opening address by Hon Dean Nalder MLA, Minister for Transport
August & September 2016	Transafe WA hosts 8-week WA tour of the ATA's <b>Safety Truck</b> through WA
November 2016	11 <sup>th</sup> Transafe WA forum held in <b>Karratha</b> with <b>50 participants</b>
April 2017	12 <sup>th</sup> Transafe WA forum held in <b>Perth</b> with over <b>100 participants</b>

# Who are our members?

Membership of Transafe WA is open to any person or organisation that has a connection with the road transport industry...

*In adherence with Transafe WA's Rules of Association, prospective members must apply and their application be accepted at a Committee of Management meeting.*

Transafe WA have developed a current combined member and subscriber list of over **800** contacts including heavy vehicle owner/drivers, transport and logistic companies, end users (eg mining, construction, waste management, agriculture and food), heavy vehicle manufacturers and service providers, training providers, government, regulators, and allied agencies.

**Transafe WA sponsors are given access to our member database.**

*"I didn't hesitate in becoming an early member of Transafe WA, I was immediately impressed with the calibre of the committee and aligned closely with their objectives. As safety is a paramount concern of mine, I understand the opportunities to be associated with other industry members of the same outlook, which will drive positive outcomes on all fronts."*

**Adam Gosling, Principal Consultant,  
TyreSafe Australia**



# Meet our Committee of Management

***Our committee is made up of broadly experienced road transport operators and safety focussed service providers who in their day-to-day operations have also identified a need for a place where industry can come together to share their experiences, showcase and support positive initiatives, and work together towards delivering continuous improvements to WA's increasingly busy road freight network.***

Current and former Transafe WA Committee of Management members: Kris Clarkson (Clarkson Freightlines, Allan Price (Busselton Freight Services) and Shannon Dawson (Dalwallinu Haulage)



## **Kris Clarkson, Vice-Chair**

Raised in a regional family transport business, Kris has been actively involved in the transport game for the majority of his life providing him with a very hands-on practicality to business and transport alike.

Family based values and a commitment to professionalism were ingrained into Kris by his parents from a young age. Coupled with Kris's passion for rural and regional WA, these traits have provided the platform for Clarkson Freightlines commitment to raising the standards of the WA transport industry for a safer and more efficient future.

## **Denis Price, Treasurer**

Denis' early career at the grassroots level of the transport industry in 1988 gave him hands-on experience of every facet of the transport arena. Now a company director, Denis has a particular focus on transport IT including Excel, least cost routing, data parsing from customers, reporting and dashboards and rate card modelling.

## **Jan Cooper, Secretary**

Jan has over 30 years' experience in management and policy development. She has been a member of the WA Senior Executive Service providing advice to ministers, cabinet and small business, appeared as an advocate in industrial tribunals and given evidence to parliamentary committees. Jan was CEO of a large agribusiness company and is currently a director of business consulting firm CHC Taurus. In this role Jan has consulted to the Livestock and Rural Transport Association of WA for over nine years, representing their interests in a broad range of forums. Jan is a member of the Beef Council of WA and the WA Architects Board.

## **Committee of Management Members –**

Allan Price, Busselton Freight Services  
Adam Gosling, TyreSafe Australia Pty Ltd  
Ken Post, Formerly WA Police  
Alan Tait, Industry Consultant  
Stephen Lane, Department of Mines and Petroleum  
Dean Hewitt, Driver Hire Australia  
Ray Pratt, Owner/Driver  
Rob Hennessey, Coogee Chemicals

# Good things happen when you get involved with Transafe WA



## Develop new business markets and networks and reinforce relationships with existing clients:

- Have your brand showcased to 100+ participants at our Road Transport Industry Safety Forums
- Have your brand regularly showcased to our 800+ subscriber list including key government and industry decision makers via our regular subscriber emails
- Launch a new product or service and generate industry interest
- Be introduced to key government and industry decision makers at Transafe WA forums and events
- Discover the current issues and challenges for industry and stimulate management thinking
- Network with forum participants and industry VIPs
- Access the Transafe WA member d'base



## Raise your profile in the industry:

- Exclusivity among sponsors at a given level
- Be recognised for enabling a process for progressing higher standards of industry safety
- Add value to your brand by showing your support of an industry led, safety-focussed initiative
- Have the opportunity to join the Transafe WA Committee of Management
- Have your logo included on media releases and other media collateral
- Receive grateful recognition at every opportunity



## Have your logo/brand carried on Transafe WA collateral:

- **Foundation Sponsors** receive: priority position on the Transafe WA website home page and sponsor page, the opportunity to display promotional material at Transafe WA forums, delegate satchel inserts, logo prominence on Transafe WA newsletters, messages in newsletters, logo prominence on all other relevant Transafe WA collateral, priority speaking opportunities at events
- **Gold Sponsors** receive: listing on the Transafe WA website sponsor page, delegate satchel inserts, logo on Transafe WA newsletters, logo on all other relevant Transafe WA collateral
- **Forum Sponsors** receive (some or all of the following depending on the negotiated package): a speaking option if scheduling allows, exposure in the months building up to the event via event promotional material; the opportunity to display promotional material at the event; introductions to key industry decision makers; brochure insert into delegate packs; feature on big screen at forum during event breaks; logo acknowledgement on event page of Transafe WA website; company feature in Transafe WA's *Safety News*, MC acknowledgement at beginning and end of day's program

# Transafe WA Sponsorship Levels

Join the organisations who are investing along with us in driving cooperation and professionalism in order to deliver a safer road transport industry and safer roads for all Western Australians.

**Transafe WA recognises our Platinum Sponsor, The Government of Western Australian via Main Roads WA**



## Be one of three Foundation Sponsors

(\$20,000 annual sponsorship commitment)

## Join us as a valued Gold Sponsor

(\$10,000 annual sponsorship commitment)



## Forum Sponsorship

Opportunities can be discussed to sponsor forums, and forum components such as refreshment breaks. Pricing varies. Contact us for more information.



# Your sponsorship commitment



Thank you for your generous commitment.

We look forward to building a partnership that adds value to your organisation and to Transafe WA.

## SPONSOR INFORMATION

Last Name		First		Date	
Company Name			Title		
Street Address					
Suburb		State		Post Code	
Phone		E-mail Address			

## PLEASE CHOOSE THE APPROPRIATE SPONSORSHIP CATEGORY (TICK BOX)

Foundation Sponsor	\$20,000 (+ GST)				
Gold Sponsor	\$10,000 (+ GST)				
Other agreed amount	\$				
<b>TOTAL ANNUAL FEE</b>	<b>\$</b>	<input type="checkbox"/> Please forward an invoice			
	<b>Please charge my</b>	 <input type="checkbox"/>	 <input type="checkbox"/>	 <input type="checkbox"/>	
	<b>Card Number</b>				<b>CVV</b>
	<b>Name on Card</b>				<b>EXPIRY DATE</b>

## SPONSORSHIP ENTITLES YOUR STAFF MEMBERS TO ALSO PARTICIPATE IN TRANSAFE WA FORUMS

Please list other key contacts at your organisation who we should also correspond with (newsletters, forum invites):

Full Name		Title	
Email		Phone	
Full Name		Title	
Email		Phone	

## SIGNATURE