

Sponsorship Prospectus

WA's Road Transport Industry
Safety Forum



**Patience Bulk Haulage are a Gold Sponsor of Transafe WA.
This from their 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 12th 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 initial 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 sponsors have the opportunity to participate at these events and to showcase their products and services.

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 quality of operator training and the heavy vehicle licencing process.

During August and September 2016 Transafe WA hosted an eight week tour to WA of the Australian Trucking Association (ATA's) Safety Truck.

Since the highly successful tour, we have been working with potential State, Federal and private bodies to fund a Safety Truck resource for WA.

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.

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

Your contribution will benefit your business, and enable the continuation of important industry safety dialogue and projects that will directly benefit our freight task in WA and the broader community.

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

**Steve Post, Chair
Transafe WA**



Students at Northam Senior High School interact with the ATA Safety Truck on its WA tour hosted by Transafe WA.



Lara Churton-Hughes from Transafe WA Gold Sponsor Mix Telematics delivers a presentation to over 100 participants at the 12th 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 (DMIRS). DMIRS 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 DMIRS.

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 four years since operations began, Transafe WA has delivered 15 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 Perth with over 80 participants present. Opening address by Hon Jim Chown MLC
September 2014	2 nd Transafe WA Forum held in Perth with over 130 participants present. Opening address by Senator Linda Reynolds CSC
November 2014	3 rd Transafe WA Forum held in Geraldton with over 70 participants present. Opening address by Ian Blayney MLC
March 2015	4 th Transafe WA forum held in Perth with over 170 participants present. Opening address by Hon Alyssa Hayden MLC
May 2015	5 th Transafe WA forum held in Port Hedland in association with Main Roads Pilbara Heavy Haulage Forum with over 30 participants 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 th Transafe WA forum held in Bunbury with over 70 participants present. Opening address by Nola Marino MP
September 2015	7 th Transafe WA forum held in Perth with over 150 participants present. Opening address by Christopher Melham, CEO of the Australian Trucking Association
November 2015	8 th Transafe WA forum held in Geraldton with over 60 participants .
April 2016	9 th Transafe WA forum held in the Goldfields with over 60 participants . Opening address by Mark Lewis MLC
June 2016	10 th Transafe WA forum held in Perth with 150 participants . Opening address by Hon Dean Nalder MLA, Minister for Transport
August & September 2016	Transafe WA hosts 8-week WA tour of the ATA's Safety Truck through WA
November 2016	11 th Transafe WA forum held in Karratha with 50 participants
April 2017	12 th Transafe WA forum held in Perth with over 100 participants
June 2017	13 th Transafe WA Forum held in Esperance with over 70 participants
August 2017	14 th Transafe WA forum held in Kalgoorlie with over 50 participants
April 2018	15 th Transafe WA forum to be held in Albany with over 70 participants

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 **1200+** 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.

“For us, contributing to Transafe WA on an annual basis gives us an opportunity to build networks and access relevant industry information. It's a platform to raise issues and obtain a snapshot of the industry landscape.

Transafe WA's program of 'roving' safety forums is especially useful to understand and communicate the safety issues specific to our individual regions. This is valuable knowledge for any business and allows us to preview new technologies through industry sponsors.”

**Robyn Zadow, Director,
Windy Creek Contractors**



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.

Alan Tait, Treasurer

Alan's career in HSEQ, logistics and planning has involved roles with Rio Tinto and Centurion. Establishing Tait's Consulting in 2017, Alan now works with clients to transform safety from a cost to a competitive advantage.

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
Denis Price, Busselton Freight Services
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
Ben Fagan

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 1000+ subscriber list including key government and industry decision makers via our regular subscriber emails and quarterly newsletter
- Launch a new product or service and generate industry interest
- Be introduced to key government and industry decision makers
- 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
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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, poster display or stall at Transafe WA events, delegate satchel inserts, logo prominence in Transafe WA's *Safety News*, (circ 1000+), editorial in *Safety News*, logo prominence on all other relevant Transafe WA collateral, priority speaking opportunities at all Transafe WA events, access to the event delegate list

▪ **Gold Sponsors receive:**

Listing on the Transafe WA website sponsor page, poster display or stall at Transafe WA events, delegate satchel inserts, logo in Transafe WA's *Safety News*, logo on all other relevant Transafe WA collateral, speaking opportunity at minimum of one Transafe WA event each year, access to the event delegate list

• **Corporate Sponsors receive:**

Opportunity for poster displays/stall at all Transafe WA events, delegate satchel inserts, PPT slide at events, Transafe WA website link, opportunities in Transafe WA publications (eg *Safety News* circ 1000+)

▪ **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; opportunity for poster display/stall at 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, access to event delegate list.

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.

Platinum Sponsor



Be one of three Foundation Sponsors

(\$20,000 annual sponsorship commitment)

Join us as a valued Gold Sponsor

(\$10,000 annual sponsorship commitment)



Become a Corporate Sponsor

(new \$2,000 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 KEY CONTACT

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)				
Corporate Sponsor	\$2,000 (+GST)				
Other agreed amount	\$				
TOTAL ANNUAL FEE	\$	<input type="checkbox"/> Please forward an invoice			
	Please charge my	 <input type="checkbox"/>	 <input type="checkbox"/>	 <input type="checkbox"/>	
	Card Number				CVV
	Name on Card				Expiry Date

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