

Sponsorship Prospectus

WA's Road Transport Industry
Safety Forum



“Transafe WA is committed to a safe, professional and sustainable road transport industry that protects its employees and the broader community.”



Transafe WA Chairperson Steve Post with Kevin Kelly, Brand Manager Volvo Sales, Truck Centre WA (Transafe WA Foundation Sponsors)

“I was privileged to deliver the opening address to 180 industry representatives at the second Transafe WA Forum. Transafe WA is a great example of what can be achieved when passionate industry representatives set out to achieve positive outcomes for their industry.”

Senator the Hon Linda Reynolds CSC

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 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 within industry for improvement in road transport industry safety, but practical conduit for discussion and change.

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 safest way to interact with trucks on our roads.

The initial Transafe WA concept was inspired by the DrillSafe model of forums held for the Oil and Gas Industry in Australia. Our road transport 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 showcase the application of their products and services for positive safety outcomes.

Additionally, during 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 corporate partners to fund a Safety Truck resource for WA.

Significantly, during 2018 Transafe WA established a cooperative group with the

Livestock and Rural Transport of WA, Western Roads Federation and the Transport Workers Union WA to formulate 'Road Transport Safety in WA 2020-2030: A Report for Government'. The report will be delivered to the Premier during 2019.

As a not-for-profit association, the commitment of likeminded organisations is essential to us meeting and exceeding our objectives.

I hope in reading this prospectus, viewing our website and social media content, you will recognise the Transafe WA agenda as a timely and important one, and become one of Transafe WA's valued sponsors.

In doing so you will be recognised as a road transport industry safety leader in WA.

Your contribution will benefit your business, and enable the continuation of an important industry safety initiative that will directly benefit the WA freight task and the broader community.

Kind regards



**Steve Post, Chairperson
Transafe WA**



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



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 a not-for-profit industry initiative with the vision of providing safer transport industry workplaces and roads by fostering and promoting safer practices.

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.

Transafe WA is committed to a safe, professional and sustainable road transport industry that protects its employees and the broader community.

Transafe WA Timeline

In the five years since operations began, Transafe WA has delivered 19 successful road transport industry safety forums, built a strong membership and subscriber base, hosted the inaugural ATA Safety Truck tour of WA, and developed cooperative working relationships with key transport industry stakeholders.

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 held in Albany with over 55 participants
June 2018	16 th Transafe WA forum held in Perth with over 120 participants . Opening address by John Carey MLA.
August 2018	17 th and 18 th forums held in Port Hedland and Karratha with over 100 participants.
November 2018	19 th Transafe WA forum held in Geraldton with over 50 participants .
March 2019	20 th Transafe WA forum to be held in Perth
April 2019	21 st Transafe WA forum to be held in Esperance

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 by 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.

Depending on the level of sponsorship, Transafe WA sponsors can access our member and events databases.

“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.

Committee members all prioritise safety in their own businesses, and are committed to encouraging the highest possible industry safety standards.

Sponsorship of Transafe WA includes membership.

Transafe WA members have the opportunity to nominate for committee each year at the AGM.



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

Chairperson
Steve Post

Vice-Chair
Geoffrey Taylor, Rivet Mining Services,

Geoff has been involved in HSE and training roles since leaving the army in 2012. He is currently the Regional HSET Manager for Rivet Mining Services WA responsible for operations in the Pilbara, Goldfields and Midwest.

Geoff holds a Diploma in Work, Health and Safety; a Diploma in Management; a Cert IV in Training and Assessment and is currently studying a Masters in Occupational Health and Safety. He is a passionate advocate for mandating proven safety technologies in heavy vehicles, and is a 2018-19 Daimler Industry Future Leader.

Treasurer
Michael Wishart, Connect Source

Secretary
Jan Cooper, CHC Taurus

Committee of Management Members –

Allan Price, Busselton Freight Services
Denis Price, Busselton Freight Services
Stephen Lane, Department of Mines and Petroleum
Dean Hewitt, Driver Hire Australia
Ray Pratt, Owner/Driver
Robyn Zadow, Windy Creek Contractors

What's in it for me?

Good things happen when you get involved with Transafe WA

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

Understand current industry issues, challenges and initiatives and stimulate management thinking

Raise your profile in the industry

Align your brand to industry safety

Meet key government and industry decision makers

Access Transafe WA member and subscriber lists

Showcase your products and services via Transafe WA events and publications

Foundation Sponsors receive:

- Priority position on the Transafe WA website home and sponsor pages
- Priority speaking opportunities at all Transafe WA events
- Poster display or stall at Transafe WA events
- Delegate satchel insert at all events
- Logo prominence and editorial options in Transafe WA's quarterly newsletter (circ 1000+)
- Logo prominence on all other relevant Transafe WA collateral
- Access to event delegate contact lists
- Company promotion via Transafe WA social media
- Membership status including free staff participation at events

Gold Sponsors receive:

- Logo and link on Transafe WA website sponsor page
- Speaking opportunity at a minimum of one Transafe WA event each year
- Poster display or stall at Transafe WA events
- Delegate satchel insert at all events
- Logo in Transafe WA's quarterly newsletter (circ 1000+)
- Logo on all other relevant Transafe WA collateral
- Access to event delegate contact lists
- Company promotion via Transafe WA social media
- Membership status including free staff participation at events

Corporate Sponsors receive:

- Logo and link on Transafe WA website sponsor page
- Poster display or stall at Transafe WA events
- Delegate satchel insert at all events
- Selected opportunities in Transafe WA's quarterly newsletter (circ 1000+)
- Company promotion via Transafe WA social media
- Membership status

Forum Sponsors receive (some or all of the following dependent on negotiated package):

- Event speaking option if scheduling allows
- Poster display or stall at event
- Exposure in the months building up to the event via promotional material
- Introductions to key industry decision makers
- Delegate satchel insert
- Feature on big screen & MC acknowledgement
- Company feature in Transafe WA's quarterly newsletter (circ 1000+)
- Company promotion via Transafe WA social media
- Access to event delegate contact list

Transafe WA Sponsorship Levels

You're invited to join the organisations that are investing with us in a safe, professional and sustainable road transport industry that protects its employees and the broader West Australian community.

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. Pricing varies. Contact us for more information. The following organisations have provided event sponsorship to Transafe WA



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