

BIC COLUMN – OCTOBER

Bus Industry Confederation National Conference Preview Hotel Grand Chancellor, Hobart, October 25

This month's edition of ABC contains a full BIC National Conference Program.

This year's program is based on feedback we have had from previous year's Conferences about what the National Conference should bring to delegates be they bus operators, bus manufacturers or parts and service suppliers to the industry.

If you have not registered for the Conference there is still time with registrations also available during the Conference.

Numbers for the Conference are looking good, which is all the more reason for you to register and attend and be part of an industry experience.

There are three reasons why you should attend this year's Conference.

- Your business
- Our industry
- Your friends and family

YOUR BUSINESS

The sessions at this year's Conference combine an analysis of where the industry is heading; the global financial crisis, increased public transport patronage, national regulation and trends in public transport marketing.

Some of the key issues that will affect your business in 2010 include:

- The Federal Government and public transport
- The new industrial relations system
- New staff training requirements for transport
- The future bus market and information on what to buy

All of these issues are covered at some length in our plenary sessions at the Conference.

THE MODERN AWARD

The new National Transport Award which will come into play in 2010 poses some curly questions for operators in transitioning to new award structure. On the Monday your questions about the new Industrial Relations system will be answered in our session "The IR World is Changing – Is your Business at Risk?"

Our speaker from Fisher Cartwright Berriman Lawyers will explain the new system and what it means to your business in simple terms. This session is not to be missed if you are uncertain about your requirements under the new laws.

The post financial crisis job market means there are more workers available than this time last year, but the same challenge of how to find good people and keep them in your business still exists for the industry.

TRAINING

In “The New Training Agenda – What you Need to Know” on the Tuesday of the Conference, John Gilbert OAM– Training Package Project specialist at the Transport and Logistics Industry Skills Council will run you through new training and qualification requirements for the industry and what it means to your operation. The TLISC is Australia’s leading training organization in transport and John has extensive experience in the training field. He will give you some real insight in how you need to prepare your workforce for the future.

MARKETING

The post financial crisis economy means every business, including your business, is competing for a share of a smaller pie and in “The Gruen ‘Bus’ Transfer: Advertising – What works and what doesn’t” our marketing gurus will take a look at works in marketing public transport and how you can use marketing to get new customers and keep them coming back.

NATIONAL AND STATE REGULATION

The difference between State Governments in the regulation and enforcement of laws affecting the industry and your business is a recurring issue and one that isn’t set to disappear any time soon.

In two key Conference sessions we will look at a “School Bus System that delivers a Best Practice Model for the Nation” and on the Monday morning Director Generals of Transport from across Australia will look at how many buses we need for the future, what we can expect our industry and our market to look like in the years ahead.

The Chairman of the NTC, Nick Dimopolous will also take a look at policies and planning for future transport needs in one of the early sessions on the Monday morning and later in the Conference the General Manager of the Major Cities Unit, Infrastructure Australia, Dorte Eklund, Professor Rob Adams from University of Melbourne and the CEO of the Australian Local Government Association, Adrian Beresford Wylie, will take a look at “Land Use Planning – Transport, Cities, Towns and your business”.

These sessions will take a national approach to regulation and planning and investigate the positive impacts these can have for the industry and for Government.

This future planning approach will feature in some of our plenary sessions which are geared to give you an idea of where YOUR INDUSTRY is headed and what this means for you.

OUR INDUSTRY

With the Melbourne Cup only days after the Conference I know some of you would prefer our speakers in “Australia’s Public Transport Future – A hypothetical look at what could be”, to use their crystal ball for the big race.

This session will feature the newly appointed Chair of Public Transport at the University of Sydney, Corinne Mulley and Brian Bothwell from Brisbane Transport as they take us on a tour of what Australia’s future public transport might look like.

Along similar lines in “The Future Bus Market – What can Operators and Suppliers Expect” will look at the TYPE of buses we will be using in a ‘Climate Change enlightened’ world and what this means for the industry and through it your operation. Mark Gjerek, will take a look at what works and what doesn’t in the world of alternative fuel technologies and how this will shape the Australian bus market in the decade ahead and Marc Vanhoutte, Manager of Global Procurement at Veolia Transport will give us an insight into international vehicle trends.

YOUR FRIENDS AND FAMILY

This year’s Conference, in Hobart, is an excellent opportunity to bring your family for a unique and memorable holiday experience and catch up with your friends in the bigger bus industry “family”.

The plenary sessions are, of course, only half of the Conference. In between the crystal ball gazing and discussions about where your business is headed we have a full events program and some guest speakers to inspire you.

If success is 10 per cent inspiration and 90 per cent hard work, the inspiration needs to come from somewhere. At this year’s Conference we have three exceptional guest speakers to inspire you to reach higher and look at the bigger picture.

On Monday morning our special guest speaker Dr Scott Brennan inspire you with his story of how a 25 year old aiming for his third Olympics in 2012 and already having completed his medical degree can still achieve a lot more.

Our Guest Speaker for Monday lunch, Ash Rosshandler will look at how to execute big ideas in your business. Ash will follow this up by convening the Marketing session in the afternoon.

In “The Best I can Be”, Alanna Corbin will relate her moving story about rebuilding her life after a catastrophic plane crash and where determination can take a person.

The Conference social program features the Volvo Cocktails, Mercedes Monday Night Dinner, Scania Tuesday night dinner and the Iveco Big Arvo out; each event boasts a unique theme which will add to the excitement of the evenings. These will follow the MAN Happy Hour where you can catch up with industry friends over a few pre-dinner drinks.

The Partner's Program is probably the best excuse for bringing your family to Hobart with exciting cruises to Peppermint Bay, a day tour to the Coal Valley Vineyard and Richmond as well as the evening events and morning guest speakers all part of the experience.

This year's National Conference is about your business, our industry, your friends and the bus industry family; it looks like it will be our best yet so if you haven't registered yet I encourage you to get on board.

I look forward to seeing you at this year's Conference.