



Container Transport
Alliance Australia
Dedicated. Connected. Better.



Container Transport Alliance Australia Pty Ltd

Statement of Capabilities 2015



Differentiators

Container Transport Alliance Australia (CTAA) is a consulting company that provides business support and project consulting to private and public organisations involved in global and domestic Supply Chains and Transport Logistics Projects.

The Directors of CTAA, with over 50 years of local and international experience, have a deep understanding of the commercial, operational and regulatory aspects of “end-to-end” Supply Chains and associated Transport Logistics. They are very much aware of the business and legal environment in which the industry operates - politically challenging, industrially difficult and culturally diverse.

Subject to the strategic needs of the customer, CTAA focuses on how positive financial outcomes and stakeholder benefits can be enhanced through the reduction of waste and inefficiencies, improved structures and accountabilities and strategic competitive placement.

This will generally involve a review of the current strategy, organizational structure (with recommendations on numbers and skills of staff across the business), optimum use of physical assets and, identification of the optimum timing of investments.

The negotiation and advocacy skills within CTAA provides the platform for “change” within the customer’s business and its relationship with both stakeholders and government (as may be appropriate).

CTAA has a strong focus on collaborative stakeholder engagement, and is renowned for bringing often disparate parties together to achieve positive outcomes. CTAA bring a unique set of skills and experience to the provision of public policy support. Having worked in and for Government, the representation industry and in commercial enterprise gives the Directors of CTAA a capacity to take a holistic approach to designing, implementing and evaluating projects.

While primarily focused on business and economic growth, CTAA appreciates the importance of community amenity in investment decisions. CTAA is skilled in engaging and working closely with all stakeholders to achieve positive results.

The Directors of CTAA have a substantial network of contacts in the Australian transport industry and with State and Federal governments. They are well respected for their views, knowledge and work ethics.

Backed by extensive research and analytical skills, CTAA brings clear communications and strategic thinking to every task and project. We report succinctly.

Drawing on the specialist work of engineers, modelers, financial analysts and alike, CTAA presents strategic yet easily digestible analysis and recommendations to Boards and executive decision makers.



Core Competencies

CTAA applies a holistic but sharp business focus on the prime drivers that effect the profitability, sustainability and growth of international supply chains and transport logistics projects

CTAA specialises in:

- **Strategic development and review:**
 - Freight and Logistics Strategy project development and management
 - Investment case preparation:
 - Maximising performance opportunities:
 - Using technology smarter
 - Better utilisation of assets
 - Refocusing managerial accountabilities
 - Identifying business waste:
 - Duplicated processes
 - Revenue leakage
 - Staffing structures
 - Maximising competitive advantage:
 - Reviewing contracts and commercial arrangements against service delivery
 - Identifying increased revenue potentials
 - Addressing risk
 - Business, environmental, safety and insurance
 - Strategic modelling & environmental impacts
 - Stakeholder engagement and community consultation
 - Leadership provision
- **Business to public agency and government liaison:**
 - Government relations
 - Submission writing
 - Public enquiry representation
 - Stakeholder engagement and benefit awareness building
 - Public Relations and industry advocacy
 - Industry consultation management

We pride ourselves on being able to respond to enquiries in a timely manner, with practical and pertinent advice.



Past Performance

CTAA Directors, through a variety of roles, have delivered significant results:

- **Strategic development and review:**
 - Business Activity Harmonisation Project (BAHS) for the Container Freight Industry
 - Container Origin / Destination Studies associated with the Port of Melbourne
 - National Industry Training Plans for Transport and Logistics Industry
 - P&O Maritime 5 year Strategic Plan
 - Investment case development and project delivery of new ship plant and equipment build (China), transport and commissioning (Paraguay)
 - Freight Technology Use Surveys
 - Empty container management technology (Containerchain) development, rollout and industry acceptance in Australia, New Zealand and SE Asia
 - Strategic plan developments, including the Victorian Freight and Logistics Plan and Freight Network Strategy
- **Business to public agency and government advocacy:**
 - International shipowner representation to the International Maritime Organisation (IMO), London and to the International Labor Organisation (ILO), Geneva
 - Industry advocacy for the implementation of High Productivity Freight Vehicles (HPFVs) on the Australian road network
 - Industry advocacy on taxes & charges, transport infrastructure, and regulatory outcomes impacting safety, productivity & environmental sustainability
 - Establishment of Victorian Sea Freight Industry Council (VSFIC)
 - Intermodal Freight Terminal Toolkit
- **Business improvement and recovery:**

Led projects which;

 - **Drove performance improvement:**
 - Identifying and supporting a range of EBITDA improvement initiatives.
 - Introduced new technology to double projected EBITDA by taking advantage of economy of scale.
 - **Reduced business waste:**
 - Re-engineered management structures in the South America, Europe and Middle East.
 - **Maximised competitive advantage:**
 - Renegotiated unprofitable contracts to provide top line increases in revenue



Directors



Neil Chambers

Neil is a leading advocate for the transport industry. He has passionately dedicated the vast majority of his working life to making a difference for businesses whose survival rely on operational efficiency, safety, and a competent and stable workforce. Neil is highly respected by both large and small business, governments of all persuasions, and other stakeholders in the transport chain.

Whether deciphering complex proposed changes in legislation into language easily digestible for industry, representing business needs to the highest levels of government, negotiating on issues, or bringing common sense to media coverage, transport companies know Neil has their strategic interest at heart. Neil has a reputation throughout Australia as an honest broker and a strong advocate for a better industry.

Neil has a diverse employment history ranging across many logistics & transport disciplines, including road, rail, port interface, maritime and international freight forwarding. His experience in international shipping based in London brings a high level of global trade understanding to the Australian environment.

Neil has a strong focus on collaborative stakeholder engagement, and is renowned for bringing parties together to achieve positive outcomes. He is a clear communicator, strategic thinker, and possesses strong research and analytical skills.



Gerard Langes

As an ex P&O Maritime and DP World Executive, Gerard has a practical grounding in the maritime, stevedore and landside transport industries in Australia and overseas. He has a unique skill set, having been involved nationally and globally with business improvement, business transformation and management development. In addition, Gerard has managed complex operational environments.

Prior to joining CTAA, Gerard was Managing Director of P&O Maritime's South American Region, involved in managing bulk exports and containerised freight and car imports between Argentina and landlocked Paraguay.

In the 1990's as CEO of Transport, Distribution Training (TDT) Australia, Gerard led a collaborative approach to the establishment of the first truly national training system for the transport and logistics industry. Advocating on behalf of industry, Gerard worked through the myriad of State and Commonwealth requirements to establish traineeships and national qualifications that met the needs of transport business. He became recognised as a leading voice for training and workforce development across the industry.

Gerard has deep knowledge and skills in the fundamental drivers of business performance. He is commercially astute with a focus on "squeezing the lemon" and getting more from less.



Testimonials

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Gerard has a unique mix of skills whereby with minimum background information he can quickly link strategic vision with organisational, business and operational needs.

His commitment and drive to improving business, commercial and operational skills of container terminal executives saw a range of business improvements across the globe.

Gerard is a good communicator at all levels of government and industry. His “Reports and Recommendations” are focused. He is mean with words but generous with structured thought and presentation.

Eric Bubeer – Director P&O Ports (retired)

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In establishing Containerchain in Australia, New Zealand and Singapore, Neil’s stakeholder management skills were paramount to our business launching strategy.

Neil was able to ensure stakeholders understood the strategic benefits that Containerchain would bring to the whole container supply chain and to individual businesses. His capacity to keep discussion and debate focused and outcome orientated was exceptional.

Neil is a clear and strategic thinker and leader, able to bring disparate individuals and groups along with him.

Luke Duffy – CEO Containerchain

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