



Creative Job Matching

A Study of Labour Supply and Demand for the Transport, Distribution and Logistics Industry in Gippsland

Prepared for TDT Victoria by

Associate Professor Rowena Barrett

Director, Family and Small Business Research Unit

Ms Tina D'Urbano

Manager, Gippsland Research and Information Service University

Ms Sharon Fowler

Research Assistant, Family and Small Business Research Unit

Professor Valerie Clulow

Head, School of Business and Economics

June 2006

EXECUTIVE SUMMARY

The transport, distribution and logistics industry is vital for the Victorian economy (Invest Victoria, 2006). In Victoria the industry accounts for nearly a third of the national freight task, contributing some \$16.7 million to the Australian economy (DOI, 2002). Total freight movements between Melbourne and other states are predicted to grow by around 40% this decade to 2010 while growth in commodities will see truck volumes on key freight corridors increased by 100 percent to 2030 (DOI, 2002).

There is a growing demand for workers in all parts of the TDL industry while the industry is already experiencing shortages of key workers such as drivers in the Gippsland area (Latrobe City Transport Network Report, 2005). A shortage of skilled workers holds back business and economic growth.

The TDL Industry Roundtables in the Mallee, Wodonga and Gippsland acknowledge this issue and are being proactive about acquiring information that can be used for the development of strategies to attract potential workers to this industry.

The purpose of this project is to explore the demand for work and in collaboration with the local industry develop a Job Matching Model that will identify the work needs of the under and unemployed in the region to TDL positions.

Participants

- **TDL Employers:** Fifteen employers across the TDL industry in Gippsland were contacted to ask about the demand for workers in their business, recruitment issues they face and general skill shortages in the TDL industry.
- **Individuals over 18 years of age:** A total of 201 individuals were randomly sampled from households across Gippsland and contacted by telephone for an interview. One hundred were located in the Latrobe Valley area including Morwell, Moe, Traralgon, Churchill and surrounding townships, while the other 101 were drawn from the East Gippsland area including Bairnsdale, Lakes Entrance, Orbost and surrounding townships.

Main project outcomes

1. The majority of under and unemployed workers in the two Gippsland regions we surveyed were mainly female, older and had completed some or all of their secondary schooling. Preferences were for full-time work, predominantly in the services sector.
2. The impression of the TDL industry is of road and rail freight and passenger services. The key employment opportunity is seen as truck driving and there is a very negative impression of the work and employment conditions for truck drivers.
3. The image conveyed is not conducive to attracting new entrants to the industry. This is despite some of the unemployed having appropriate licenses that would enable them to start work in the industry. Comments from those who had considered employment in the industry gave the impression of it being closed to outsiders.
4. The survey data suggests some issues on which employers and industry representatives could concentrate resources and promote in order to change the public's impression of this industry. For example, the public clearly

identifies road and rail freight with this industry yet they know little about the logistics and distribution side of the industry. In terms of careers, people automatically think of trucking as the career possibility and they are not aware of the highly technical or sophisticated nature of contemporary trucking or freight and logistics more generally.

Recommendations

1. The array of jobs within the industry needs to be promoted to the public, potential workers through schools and other training providers, and to employment agencies. It is imperative that agencies working with the under- and un-employed are aware of the array of possible jobs in the industry and the training and skill requirements.
2. The industry needs to acknowledge the negatives (issues around employment, infrastructure and safety) but promote to the public what is being done to improve these in terms of the codes of conduct, type of employment, safety and the modality of freight movements.
3. To make itself attractive to new entrants the industry needs to highlight the public good value of the work within it, in terms of the contribution freight and passenger services make to the efficient and effective functioning of society, business and communities.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	2
Participants	2
Main project outcomes	2
Recommendations	3
PROJECT BACKGROUND.....	5
METHODOLOGY	5
RESULTS: PROJECT PARTICIPANTS.....	6
TDL Employers	6
Workers, Un- and Under- Employed Individuals over 18 years of Age	6
Table 1: Gender of Survey Participant by Region	6
Table 2: Age of Survey Participant by Region.....	6
Table 3: Education Level of Survey Participant by Region	7
Table 4: Employment Status of Survey Participants by Region	7
Table 5: Industry of Employment by Region	7
RESULTS: DEMAND AND SUPPLY	8
Demand for Workers	8
Supply of Workers.....	8
Table 6: Gender of Unemployed by Region	9
Table 7: Age of Unemployed by Region.....	9
Table 8: Education Level of Unemployed by Region	9
Table 9: Reason for Unemployment by Region	9
Table 10: Reason for Lack of Success in Searching for More Work by Region	10
Table 11: Examples of Those Wanting to Work in the Transport Industry	10
Table 12: Identification of the Components of the TDL Industry by Region	11
Table 13: Licences Held by Region.....	11
Table 14: Selected Comments about Impression of the TDL Industry Generally	12
Table 15: Selected Comments about Impression of the TDL Industry: Freight Mode	12
Table 16: Selected Comments about Impression of the TDL Industry: Employment	13
Table 17: Selected Comments about Impression of the TDL Industry: Public Transport.....	14
APPLYING THE MODEL TO THE TDL INDUSTRY	15
1. Improved Outcomes.....	16
2. Consultation and Partnership.....	16
3. Raise awareness.....	16
4. Promote careers.....	17
KEY OUTCOMES	17
Outcome 1.....	17
Outcome 2.....	17
Outcome 3.....	17
Outcome 4.....	17
RECOMMENDATIONS.....	18
Recommendation 1	18
Recommendation 2	18
Recommendation 3	18
APPENDIX 1: Questionnaire used for telephone survey to assess demand for work.....	19
APPENDIX 2: Interview schedule used to assess supply of work	22
APPENDIX 3: Project Timeline	23

PROJECT BACKGROUND

The transport, distribution and logistics (TDL) industry is vital to the Victorian economy (Invest Victoria, 2006). Moreover the Victorian TDL industry accounts for nearly a third of the national freight task, contributing some \$16.7 million to the Australian economy (DOI, 2002). The purpose of this study is to explore the supply and demand for work in the TDL industry in Gippsland. There is a growing demand for workers in all parts of the TDL industry while the industry is already experiencing shortages of key workers such as drivers in the Gippsland area (Latrobe City Transport Network Report, 2005). A shortage of skilled workers holds back business and economic growth. This is problematic as total freight movements between Melbourne and other states are predicted to grow by around 40% this decade to 2010 while growth in commodities will see truck volumes on key freight corridors increased by 100 percent to 2030 (DOI, 2002).

A range of studies have examined the issues faced by TDL industry brought on by the projected growth in the national freight task. Some of these reports include, *“Twice the Task”: A review of Australia’s Freight Transport Task* (2006); *Driving Australia’s Future: A Report and Action Plan Addressing the Skill Needs of the Road Freight Transport Industry* (2003); *Industry Skills Report: Transport & Logistics* (2005); *Final Report of the Road Transport Industry Training Network* (2003); *Australian Trucking Families in Crisis* (2006). While these reports highlight a range of factors to be addressed in order to secure the future of the TDL industry, this project has only been concerned with the TDL industry’s demand for labour and its potential supply.

The focus for this project has only been on the Gippsland region in Victoria, Australia. Gippsland is a large and demographically diverse rural and regional area. For example, employers in the Latrobe Valley have expressed the view that the region faces a shortage of skilled workers (Barrett and Khan, 2005). This was supported by their inability to find the ‘right person’ or in some cases even the ‘right applicants’ for particular jobs that had been recently advertised. In a mail survey asking about the staffing issues, 48.8% respondents mentioned they were ‘very concerned’ about finding the ‘right’ staff and 42.4% mentioned they were ‘very concerned’ about finding the skilled staff (Barrett and Khan, 2005).

The purpose of this project has been to gather data which will enable us to explore the supply of and demand for work in this region. By more efficiently matching supply with demand (and vice versa) employers and training organisations can make the best possible use of the limited available resources.

METHODOLOGY

There were two key elements to this project.

The first was to explore the supply of workers generally in two Gippsland regions and to the TDL industry in particular.

Steps necessary to complete this element included:

- Development of a questionnaire (**Appendix 1**)
- Gaining Monash University Standing Committee on Ethics in Research on Humans (SCERH) clearance for the survey
- Testing the questionnaire
- Developing a random sample of potential participants from the two Gippsland regions using the White Pages

- Setting up the SPSS file
- Survey conducted by researchers at the Gippsland Research and Information Service (GRIS)
- Data entry into SPSS file
- Data analysis using SPSS

The second element was to explore the demand for work with 15 TDL employers in Gippsland to understand gaps in their workforce skill requirements.

Steps necessary to complete this element included:

- Development of an interview schedule (**Appendix 2**)
- Establishing a database of employers to contact
- Conduct of telephone conversations
- Data analysis – content analysis

RESULTS: PROJECT PARTICIPANTS

TDL Employers

Fifteen employers across the TDL industry in Gippsland were contacted to ask about the demand for workers in their business, recruitment issues they face and general skill shortages in the TDL industry.

Workers, Un- and Under- Employed Individuals over 18 years of Age

A total of 201 individuals were randomly sampled from households across Gippsland. One hundred were located in the Latrobe Valley area including Morwell, Moe, Traralgon, Churchill and surrounding townships, while the other 101 were drawn from the East Gippsland area including Bairnsdale, Lakes Entrance, Orbost and surrounding townships.

These two areas provide good contrasts as the Latrobe Valley has a manufacturing industry base, cheap housing stock, and high levels of unemployment, while the East Gippsland is dominated by the timber industry, retail, tourism and service industries with a large number of people who are retired, semi-retired or seeking a 'sea change'.

A telephone survey was used to gather the data required. Survey participants had to be 18 years of age or older. Tables 1, 2 and 3 show the gender, age and level of education of the survey participants by region.

Table 1: Gender of Survey Participant by Region

	<i>Latrobe Valley</i>	<i>East Gippsland</i>
Male	47	38
Female	53	63

N=201

Table 2: Age of Survey Participant by Region

	<i>Latrobe Valley</i>	<i>East Gippsland</i>
18-24	7	1
25-34	8	11
35-44	19	18
45-54	27	23
55-64	15	14

65+	24	34
-----	----	----

N=201

Table 3: Education Level of Survey Participant by Region

	<i>Latrobe Valley</i>	<i>East Gippsland</i>
Primary School	3	3
Some Secondary School	46	54
Year 12	9	18
Trade Certificate	7	10
Diploma	12	9
Degree	22	5

N=198

To examine supply of workers we surveyed 201 individuals who were employed or unemployed (see Table 4). Twenty six of those who were employed worked in their own business. Of the 87 people who were unemployed, 63 were retired.

Table 4: Employment Status of Survey Participants by Region

	<i>Latrobe Valley</i>	<i>East Gippsland</i>
Employed (including in own business)	61 (6)	53 (20)
Unemployed (including retired)	39 (28)	48 (35)

N = 201

The industries in which those who were employed worked can be seen in Table 5, and workers in both regions were predominately employed in the services sector.

Table 5: Industry of Employment by Region

	<i>Latrobe Valley</i>	<i>East Gippsland</i>
Agriculture, Forestry & Fishing	0	7
Mining	2	0
Manufacturing	4	0
Electricity, Gas & Water Supply	9	0
Construction	5	6
Wholesale Trade	2	0
Retail Trade	5	9
Accommodation, Cafes & Restaurants	2	6
Transport & Storage	6	2
Communication Services	0	0
Finance & Administration	2	3
Property & Business Services	2	2
Govt Admin & Defence	2	1
Education	9	1
Health & Community Services	5	13
Cultural & Recreational Services	1	1
Personal & Other Services	5	2

N=114

In the Latrobe Valley 6 workers were employed in the transport and storage industry, while 2 were employed in this industry in East Gippsland. Of the 8 workers in the Transport and Storage industry six were male, six had completed some high school, one their VCE and one was degree qualified, while six of them were aged between 35-54 years old.

RESULTS: DEMAND AND SUPPLY

The purpose of this project was to gather data to enable us to explore the supply and demand for work in this region.

Demand for Workers

To examine demand for work we spoke to 15 employers operating in the TDL industry. Employers were engaged in road freight transport and storage, passenger road transport services, distribution and industry support (for example, automotive electrics and truck maintenance).

There is a growing demand for workers in all parts of the TDL industry while the industry is already experiencing shortages of key workers such as drivers in the Gippsland area (Latrobe City Transport Network Report, 2005). A shortage of skilled workers holds back business and economic growth.

Freight employers identified the key shortage to be for interstate truck drivers. Two firms had vacancies for six drivers each and one was filling it by up-skilling current employees and recruiting new staff to back fill the less experienced positions. The seasonal nature of the industry was problematic as it meant there wasn't a continuous flow of work, while some employers met this by keeping a standby or at call list of potential drivers.

The reasons employers gave for the lack of potential drivers related to long hours away from home, level of remuneration, difficulties in getting certified trainers into the regions and the inability to employ young people because of the insurance costs.

Two employers in removals and storage cited a lack of workers for jockey positions. They acknowledged this was physically demanding work but it also required interpersonal and team working skills as well as the ability to pack boxes and trucks. However employment was also only initially offered on a casual basis and the employers did not expect people to take it on as a career but instead for a certain time as a 'gap filler' between jobs.

Maintaining the vehicles operating in the industry was identified as a problem. A shortage of diesel mechanics and auto-electricians was identified. The lack of training in the region for auto-electricians was cited as a problem particularly with technological change requiring continuous updating of skills.

Supply of Workers

In terms of the supply of workers, Table 4 above shows that of the 201 people surveyed, 87 were unemployed and a further 16 were under-employed (employed but seeking further work). The demographic profile of the unemployed was as follows in Tables 6, 7 and 8. Incomplete education and age are issues identified by the data.

Table 6: Gender of Unemployed by Region

	<i>Latrobe Valley</i>	<i>East Gippsland</i>
Male	14	18
Female	25	30

N=87

Table 7: Age of Unemployed by Region

	<i>Latrobe Valley</i>	<i>East Gippsland</i>
18-24	1	1
25-34	1	5
35-44	4	2
45-54	2	4
55-64	8	4
65+	23	32

N=87

Table 8: Education Level of Unemployed by Region

	<i>Latrobe Valley</i>	<i>East Gippsland</i>
Primary School	2	3
Some Secondary School	22	33
Year 12	4	7
Trade Certificate	2	1
Diploma	2	1
Degree	6	1

N=84

The reasons why 87 were unemployed are reported in Table 9. Retirement, home and caring duties, and illness, injury or disability account for why the majority were unemployed.

Table 9: Reason for Unemployment by Region

	<i>Latrobe Valley</i>	<i>East Gippsland</i>
Retrenched/dismissed/no work available	2	2
Temporary/seasonal/holiday job	0	3
Unsatisfactory working time arrangements	0	0
To coincide with partner's retirement	0	0
Reached retirement age/eligible for superannuation/pension	28	35
Own sickness, injury or disability	3	3
To care for children/pregnancy	4	4
To care for ill or disabled or elderly person	2	0
Spouse transferred	0	0

N=86

The survey found 16 individuals who would prefer to work more hours than they currently worked. Of these individuals, 11 were female, 10 were aged between 35-54 years and 10 had either completed VCE or some high schooling.

These 16 individuals and the 87 who were unemployed were asked a series of questions about whether they were looking for work and their work preferences. Of a possible 103 respondents only 42 answered these questions. Twenty two people were looking for work or more work and over half preferred that work to be full-time. The main types of jobs people were looking for included

- Administration (6)
- Transport (3)
- Retail (2)
- Hospitality (2)

The 22 who were currently searching for further work gave the reasons in Table 10 for why they thought they had been unsuccessful to date. With 7 people citing no jobs or vacancies in locality/line of work/at all suggests that there is scope for training/retraining activities to encourage people into new industries or types of employment.

Table 10: Reason for Lack of Success in Searching for More Work by Region

	<i>Latrobe Valley</i>	<i>East Gippsland</i>
Too many applicants for available jobs	0	0
Lack of necessary skills/qualifications/experience	2	3
Considered too old by employers	4	1
Believe disability discourages employers	1	0
No jobs with suitable conditions/arrangements	0	1
Problems with access to transport	0	0
No jobs or vacancies in locality/line of work/at all	4	3
Other difficulties	1	2

N=22

The reason why the three who wanted to work in the transport industry thought they had been unsuccessful in getting work, and the region in which they were they were located, is reported in Table 11. The evidence suggests that wider/more public recruitment campaigns may attract people like these to employment in the industry with the possibility of training made apparent by employers.

Table 11: Examples of Those Wanting to Work in the Transport Industry

<i>What type of job would you prefer?</i>	<i>What do you think is the MAIN REASON why you have been unsuccessful in getting work or more work?</i>	<i>Region</i>
Semi driver	Lack of necessary skills/qualifications/experience	Latrobe Valley
Driving, anything as long as it's local	No jobs or vacancies in locality/line of work/at all	East Gippsland
Cement truck driver	No jobs or vacancies in locality/line of work/at all	Latrobe Valley

Of those 20 people who were not currently searching for further employment, 8 of them were not searching because they needed to care for children, 2 because they

cared for an older person and 5 because they had a short or long term illness, injury or disability.

To further gauge the degree of interest in employment the TDL industry we asked people to tell us what they knew about the industry. Specifically we asked if they could name any components of the industry and the results are shown in Table 12. Clearly the public identified road and rail freight and passenger services as activities within the TDL industry. This is reflected in the types of comments people made later in the survey.

Table 12: Identification of the Components of the TDL Industry by Region

	<i>Latrobe Valley</i>	<i>East Gippsland</i>
Road freight	60	62
Road passenger services	52	66
Rail freight	42	33
Rail passenger services	45	53
Maritime	15	12
Stevedoring	1	0
Aviation	27	15
Warehousing	10	9
Logistics	15	9
Don't know	11	6

Note: Multiple responses possible

We also asked about the types of licences individuals currently held that could be put to use in the TDL industry (see Table 13). Only two thirds of respondents held a car licence and this impacts on their view of the importance of road and rail passenger services to the TDL industry.

Table 13: Licences Held by Region

	<i>Latrobe Valley</i>	<i>East Gippsland</i>
Car	70	64
Taxi	2	0
Heavy Vehicle (including Bus)	11	11
Forklift	14	4
Dangerous Goods	4	2
Maritime	3	1
Aviation	0	0
Other (front end loader, crane, various manufacturing related)	4	3

Note: Multiple responses possible.

Of the 22 people with a heavy vehicle licence, 4 were unemployed and another 4 were already employed in the transport and storage industry. One person with a taxi licence was already employed in the transport and storage industry while the other was employed in construction. Of those with forklift licences, 4 were unemployed and only one was already employed in the transport and storage industry.

Finally, we asked participants to give us their impression of the TDL industry. The responses from 160 participants were varied and selected comments have been categorised in tables 14 and 15 in terms of being about the TDL industry generally, freight mode, employment in the industry and public transport.

Table 14: Selected Comments about Impression of the TDL Industry Generally

	<i>Selected Comments</i>
East Gippsland	<ul style="list-style-type: none"> • It's a busy industry but it seems to work well; we get our bricks delivered on time • The transport industry works very well in this region, i.e we ordered a new fridge just before last Christmas and it was freighted down overnight and delivered the next day. • Being further from a major city deliveries take a few days longer to get here, like bricks, glazing etc. for house building and other material requirements • There are plenty of trucking services available in this area • There are sometimes delays in receiving goods I need for my business - depending on which service you use • The industry is "pretty good" because you can load something in Queensland and get it dropped off in "Timbuktu" three days later • Without the transport industry we would be stuck, we need transport for everything • The industry is adequate, although it could be better. Delivery time for goods received is an issue • I think they do a good job overall. I feel sorry for truck drivers who are owner operators with the price of fuel • The transport industry is efficient and supplies the needs of the town adequately
Latrobe Valley	<ul style="list-style-type: none"> • It's absolutely vital for modern nations. In Australia we are not as sophisticated in transport and logistics as other countries. Germany, Scandinavia, Britain, France and US are more sophisticated in various/some aspects • The transport services are pretty good. Delivery people are always friendly and helpful from my experience • It is very important. It's the backbone of the local businesses • Very good outward from my experiences, but sometimes goods coming in don't get forwarded on in reasonable time from the warehouses, especially if they come in overnight and workers change because of shifts • Deliveries are well serviced • From our business experience the services are relatively good • The transport industry is very good; it caters well for the public's need

Table 15: Selected Comments about Impression of the TDL Industry: Freight Mode

East Gippsland	<ul style="list-style-type: none"> • We need to get the trucks off the road and increase the use of rail services. There is a risk factor on roads. We could have major transport hubs and local people could work from regional distribution centres • It appears to be very political, there should be more train freight and less trucks on the road, which will help with the greenhouse effect, and make roads safer • I have a lot of respect for this industry as I have travelled a lot
----------------	--

	<p>and seen little log trucks to the long semi's up North. Rail transport is extremely efficient and should be used more for both passengers and freight as it helps stop road congestion</p> <ul style="list-style-type: none"> • The transport industry is quite good, but it is let down by the very poor roads and rail services.
Latrobe Valley	<ul style="list-style-type: none"> • I preferred the rail transport. We used it to transport paper at the Mill and it worked very well. Now there are too many trucks on the road - leading to overcrowding • More should be done by rail • The rail service is under-utilised as there are too many trucks on the road. There should be more rail freight as trucks do more wear and tear on our roads. • I think there are too many trucks on our roads. I think much of the freight transported by the trucks should go by rail to get the trucks off the roads. Slow and heavy vehicles should always stay in the left lane like they have to do in Europe • I feel there is an excessive use of road transport rather than rail transport. Trains don't get in the way of traffic and aren't as dirty and noisy as trucks • There is more road transport and less rail as there used to be. I don't think this is as efficient in many ways because roads are congested and more dangerous with bigger trucks using them. Roads have not been upgraded to take this extra load

Table 16: Selected Comments about Impression of the TDL Industry: Employment

East Gippsland	<ul style="list-style-type: none"> • I think the road transport industry provides opportunities for employment • My husband worked in the industry for 30 years and found it very stressful • It's pretty good although the pay for truck drivers is very low considering the hours and responsibility they face • I'm a bit concerned with the hours truck drivers do and with what they take in the way of drugs to keep them awake. They put other drivers at risk. I believe that rail freight should be used a lot more • Time is always tight so there is always too much pressure put on the drivers • Fuel prices are a real problem for them. I think truck drivers are hard done by because they always make the newspapers when they are in accidents but there are more car crashes than trucks and they are hardly mentioned • They don't pay very well for the long hours they work
Latrobe Valley	<ul style="list-style-type: none"> • It's not a family friendly industry and jobs go to people in the industry making it hard to get a start as you have to know someone in the industry • The transport industry is pretty good, but there is a problem with trucks due to the long hours and far distances they travel, the drivers take drugs to stay awake. I think truck owners sometimes don't maintain the trucks well, this is dangerous • The pay-rates have not gone up in the last 15-20 yrs. The

	<p>whole transport industry is fragmented into tiny little groups which is orchestrated by the big companies, ie.Linfox. They keep us this way to keep our pay down and the TWU are useless at helping</p> <ul style="list-style-type: none"> • I think they should pay you a bit more. I don't get paid for overtime • Male discrimination in the workplace against females from those who put diesel in the bus to those right at the top of the food chain which makes it difficult for females. Bus drivers do not need to do a defensive driving course, which is stupid • I think the road transport drivers get pretty poor pay and they are pushed by their company (employer) to drive long hours. • It's a very good industry to get into if you work for a company, but it's very difficult if you have your own company. I'd rather drive for someone else • The industry is always very busy and demanding physically and mentally. I drive a bus and need to always remember I have the lives of others in my hands. Truck drivers have a bad name, but if it weren't for them people wouldn't have access to goods • I think the industry can be a good one to get into. There is always work for those with the right licence • The pay is very poor, as a semi-trailer driver is on around \$15 an hour
--	---

Table 17: Selected Comments about Impression of the TDL Industry: Public Transport

East Gippsland	<ul style="list-style-type: none"> • We don't have any public transport on the weekend and this can be an issue at times • I feel that the train is a good service when they run properly, the bus drivers are very careful and helpful people • We need more train or bus services up in this area because if you don't drive a car, taxis can get a bit expensive. • I think the train system in this area has required a lot of money and we've been given a lot of promises, but I still have to get buses to go anywhere • We are very isolated so I don't expect to have great public transport services. I guess it is difficult if you are elderly or you don't drive • Public transport is not good enough in the country, i.e. the train service to Melbourne is not frequent enough • We haven't got enough public transport services in this area • I think that it is good, although the passenger service is not so good in this area i.e. trains and buses • We have a dysfunctional rail service, no air service which we desperately need being so far from Melbourne. There is also limited taxi and public transport in this region • Lack of bus services around Omeo and Swifts Creek, only one bus during the week.
Latrobe Valley	<ul style="list-style-type: none"> • There are not enough buses and the services are inconsistent • Pretty terrible, as I was commuting from Morwell to Melbourne for work, and when the rail service was late I had

	<p>to work that time at the end of the day. It was a contributing factor to my early retirement and it has not got any better</p> <ul style="list-style-type: none"> • I have to drive a car because living out of town there is no public transport here. When I lived in Melbourne I used public transport all the time • More public transport required in the Latrobe Valley • The transport services in Melbourne are pretty good but there aren't enough services here in the country so I have to use taxis which are expensive. I need a car to get around with three kids who are at school • The current bus service is inadequate. Bus timetables need to be advertised and displayed at bus stops • Trains could be better with service and timing schedules • Trains are not on time
--	---

The key messages that can be drawn from these tables of comments about the TDL industry more generally include the following:

- Freight transport underpins the community and exists to serve the daily needs of business and the community.
- The modality of freight movements needs to be considered from an infrastructure perspective as well as amenity and noise perspective.
- Public transport services are important community assets but connectivity problems exist in regional areas.
- Transport safety is a community concern and the industry could provide positive messages about the safety record.

However comments about employment as truck drivers in Table 15, whether they are correct or not, suggests the public holds a very negative image that would discourage new workers to the industry. The participants in this survey are members of the community, they could be parents, teachers, colleagues, friends and family of people who have an interest in working in the TDL industry. The overwhelming negativity of their views would be very influential on potential employees. This is an area the industry needs to combat through marketing and media campaigns.

APPLYING THE MODEL TO THE TDL INDUSTRY

People who want to work in this industry will be influenced by their experience of the industry as well as the views others hold. A marketing and media campaign in which the positives of the industry are highlighted, could affect the numbers of people who consider working in the industry. A key message should address the good value of the work within the industry in terms of the contribution road and rail freight and road and rail passenger services make to the effective functioning of businesses and communities. Concerns that people have about the industry in terms of driver fatigue for example, could be addressed by showing different best practice examples of how employers address the issue and by referring to the extensive regulations that govern transport workers safety (and by implication the safety of the rest of the travelling public).

Employers and the industry more widely needs to ensure that staff in employment agencies are aware of the array of jobs within the industry and that these are promoted to potential employees. Employers need to think creatively about how the work can be segmented and be made acceptable to different groups of potential employees. Many road freight employers already keep 'reserve lists' of drivers who

are at call for perhaps short trips or overnight trips. Matching people to jobs can more readily occur if the wide array of possible options is known to those who are seeking work or more work if they are currently employed.

1. Improved Outcomes

Employers in the TDL industry have difficulty attracting school leavers and young people into employment. The participants in this survey who were unemployed or underemployed were mainly female, older and had completed some or all of their secondary schooling. Yet the public image of employment in this industry is of it being male dominated, stressful, long hours and unsafe. As one female who had worked in the past as a bus driver said “there needs to be a closer eye focussed on gender discrimination”. Conversations with freight employers were about ‘blokes’.

The image conveyed is not conducive to attracting people to the industry. This is despite some of the unemployed having appropriate licenses that would enable them to start work in the industry (although they would need further training). The industry needs to get out the following message, as made clear by one survey participant who worked in the transport and storage industry: “there are some excellent opportunities in the transport industry for those willing to take them”.

2. Consultation and Partnership

There is a lack of public awareness about what makes up industry other than truck driving. Yet some of the comments show that the value of this work is appreciated for its importance to the efficient functioning of business and society. Getting this message across along with the codes of conduct and safety record through the media, chambers of commerce or local councils may help to combat the view of noisy, dangerous, trucks wearing out road infrastructure and putting the travelling public at risk.

Employers need to work with the agencies that deal with the unemployed to ensure there is an awareness of the array of jobs available within the industry. Some of the survey participants had considered working in the industry but made a range of comments that suggested the industry was fairly closed to outsiders. One survey participant said “it was too hard to break into”. Another survey participant said, “I applied for a job in transport industry, but didn't get it. The jobs seem to be advertised 'in-house' and not outside”. One made the comment, “I haven't seen enough opportunities and vacancies that I could apply for”, while another said, “There have been no jobs advertised in my area. The pay would have to be good too!”.

Employers also need to reconsider their attitudes towards and expectations of workers. For example, comments such as “they wont stay long”, or “they don't want to do dirty work” become self fulfilling prophecies.

The introduction of the WorkChoices legislation provides employers with an opportunity to examine their employment and remuneration practices.

3. Raise awareness

One survey participant said, “I've thought about truck driving but I have some mates who do it and all the hours they have to work and the deadlines they have to meet are "over the top". They have short weekends, no days off, and almost no time off between shifts”.

These types of comments about employment as truck drivers, whether they are correct or not, suggests the public holds a very negative image that would serve to discourage new workers from entering the industry. The participants in this survey

are members of the community, they could be parents, teachers, colleagues, friends and family of people who have an interest in working in the TDL industry. The overwhelming negativity of their views would be very influential on potential employees. This is an area the industry needs to combat through marketing and media campaigns.

The key outcome of this project is the regional picture of the how the public perceives the industry. It suggests some areas that a media and marketing campaign could target to make the industry more attractive to job seekers.

4. Promote careers

The survey data suggests some issues on which employers and industry representatives could concentrate resources and promote in order to change the public's impression of this industry. For example, the comments in Table 14 show that the public clearly identifies road and rail freight with this industry yet they know little about the logistics and distribution side. In terms of careers people automatically think of trucking as the career possibility and they are not aware of the highly technical or sophisticated nature of contemporary trucking or freight and logistics.

The TDL industry is very broad and publicising the careers map developed by TDT Victoria would help those who work with job seekers understand the array of possibilities and the training or skills requirements. Employers can then tailor the careers map to their particular segment of the TDL industry to show potential career pathways. For example a Removals firm could show the movement from a jockey to supervisor to licensed driver or a distribution firm could show the movement of forklift driver to supervisor to manager.

KEY OUTCOMES

Outcome 1

The majority of under and unemployed workers in the two Gippsland regions we surveyed were mainly female, older and had completed some or all of their secondary schooling. Preferences were for full-time work, predominantly in the services sector.

Outcome 2

The impression of the TDL industry is of road and rail freight and passenger services. The key employment opportunity is seen as truck driving and there is a very negative impression of the work and employment conditions for truck drivers.

Outcome 3

The image conveyed is not conducive to attracting new entrants to the industry. This is despite some of the unemployed having appropriate licenses that would enable them to start work in the industry. Comments from those who had considered employment in the industry gave the impression of it being closed to outsiders.

Outcome 4

The survey data suggests some issues on which employers and industry representatives could concentrate resources and promote in order to change the public's impression of this industry. For example, the comments in Tables 14 and 15 show that the public clearly identifies road and rail freight with this industry yet they know little about the logistics and distribution side. In terms of careers people automatically think of trucking as the career possibility and they are not aware of the

highly technical or sophisticated nature of contemporary trucking or work in the freight and logistics fields.

RECOMMENDATIONS

Recommendation 1

The array of jobs within the industry needs to be promoted to the public, potential workers through schools and other training providers, and to employment agencies. It is imperative that agencies working with the under- and un-employed are aware of the array of possible jobs in the industry and the training and skill requirements.

Recommendation 2

The industry needs to acknowledge the negatives (issues around employment, infrastructure and safety) but promote to the public what is being done to improve these in terms of the codes of conduct, type of employment, safety and the modality of freight movements.

Recommendation 3

To make itself attractive to new entrants the industry needs to highlight the public good value of the work within it, in terms of the contribution freight and passenger services make to the efficient and effective functioning of society, business and communities.

APPENDIX 1: Questionnaire used for telephone survey to assess demand for work

1. Firstly, can you please confirm your Postcode _____

2a. Do you currently have a job?

Yes (go to Q3)

No

2b. What is the MAIN REASON why you do not currently have a job? (ONLY ONE RESPONSE)

Retrenched/dismissed/no work available

Temporary/seasonal/holiday job

Unsatisfactory working time arrangements

To coincide with partner's retirement

Reached retirement age/eligible for superannuation/pension

Own sickness, injury or disability

To care for children/pregnancy

Spouse transferred

Other (Please specify) _____ (NOW go to Q7a)

3. Do you work for an employer or in your own business?

Employer

Own business

4. What is the nature of the business in which you work? (ONLY ONE RESPONSE)

Agriculture, forestry & fishing

Mining

Manufacturing

Electricity, gas & water supply

Construction

Wholesale trade

Retail trade

Accom, cafes & restaurants

Transport & storage

Communication services

Finance & insurance

Property & business services

Govt admin & defence

Education

Health & community services

Cultural & recreational services

Personal & other services

Other (Please specify) _____

5. What is the MAIN form of payment you receive? (ONLY ONE RESPONSE)

Wage/salary earner

Own business/partnership

Contractor/subcontractor

Commission

Payment in kind

Paid by piece/item produced

Other (Please specify) _____

6. Would you prefer to work more hours than you currently work?

Yes

No (go to Q11a)

7a. In the last 6 months have you looked for work or more work?

Yes (go to Q8)

No

7b. What is the MAIN REASON why you have not looked for work in the last 6 months?

- Welfare payments/pension/allowance may be affected
- Short term sickness or injury
- Long-term sickness or disability
- Studying/returning to studies
- Caring for children/pregnancy/home duties
- Caring for ill/disabled/elderly person
- No need
- Other (Please specify) _____

7c. Do you think that you will look for work in the next 6-12 months?

- Yes
- No
- Don't Know } (go to Q11a)

8. Would you prefer this work to be full-time or part-time?

- Full-time
- Part-time
- Don't know

9. What type of job would you prefer?

10. What do you think is the MAIN REASON why you have been unsuccessful in getting work or more work?

- Too many applicants for available jobs
- Lack necessary skills/qualifications/experience
- Considered too old by employers
- Believe disability discourages employers
- No jobs with suitable conditions/arrangements
- Problems with access to transport
- No jobs or vacancies in locality/line of work/at all
- Other difficulties (Please specify) _____
- No difficulties

11a. Do you have a car licence?

- Yes
- No

11b. Do you hold any of the following transport and logistics related licences? (MULTIPLE RESPONSE)

- Heavy vehicle licence
- Forklift licence
- Dangerous good licence
- Maritime licence (ie. Other than for recreational purposes)
- Aviation licence (ie. Other than for recreational purposes)
- Other (Please specify) _____

12. Can you name some activities that make up the transport, logistics and distribution industry? (MULTIPLE RESPONSE, DO NOT READ OUT)

- Road freight – trucks, vans etc
- Road passenger services – buses, taxis
- Rail freight
- Rail passenger services

- Maritime – fishing boats, passenger ferries, charter boats, shipping, patrol boats
- Stevedoring – loading and unloading freight off ships
- Aviation – general, regional, domestic and international
- Warehousing – picking, packing, receiving and despatch
- Logistics – moving, storing, handling freight
- Other (Please specify) _____
- Don't Know

13. What is your impression of the transport, distribution and logistics industry?

14 Have you ever considered working in the transport, distribution and logistics industry?

- Yes
- No (go to Q16)
- Already work in the Industry (go to Q17)

15 Why did you not pursue this career path further?

_____ (go to Q17)

16. What would make you consider working in the transport, distribution and logistics industry?

17. Would you like to make any further comments regarding employment or the transport, distribution and logistics industry?

DEMOGRAPHICS

And finally, just a couple of questions about yourself.

18. Which of the following age groups do you fall into?

- 18 – 24 years
- 25 – 34 years
- 35 – 44 years
- 45 – 54 years
- 55 – 64 years
- 65+ years
- No Ans

19 What is your highest level of education received? (ONLY ONE RESPONSE)

- Year 10
- Year 11 (Leaving Certificate)
- Year 12 (HSC/VCE)
- Trade certificate
- Diploma
- Degree
- Other (Please specify) _____

20 Gender

- Male
- Female

APPENDIX 2: Interview schedule used to assess supply of work

- Do you currently have any positions that cannot be filled?
- Have you had positions in the past that couldn't be filled?
- What are the skills requirements for these positions?
- Why do you think you have been unsuccessful in filling these positions?
- What do you see as the issue preventing people from acquiring these skills (i.e. Training, Apprenticeships, TAFES, Licensing requirements etc)?

APPENDIX 3: Project Timeline

1. Project plan to TDT Vic. Submitted 17th February 2006
2. Finalise project plan. Meeting with Ian McMillan at TDT Victoria Offices, 12th April 2006
3. Submit SCERH application. Sent 18th April
4. SCERH clearance. Gained 4th May 2006
5. Telephone survey. Completed 12th May 2006
6. Employer conversations. Completed 22nd May 2006
7. Draft Report. Completed 24th May 2006
8. Final Report. Completed 9th June 2006