

MEDIA RELEASE



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CANBERRA INSIDERS TO SHARE THEIR SECRETS AT TRUCKING AUSTRALIA 2013

Two leading Canberra insiders, **Jannette Cotterell** and **Glenn Milne**, will share their ideas at Trucking Australia 2013 about how the industry can get the wheels of government turning to get a better deal.

And they will join Queensland Trucking Association CEO **Peter Garske** in running breakout groups where delegates will plan how to get action on some of the key ideas from the event.

Trucking Australia 2013 is a new event from the Australian Trucking Association. It will be held at Hamilton Island on Friday 21 and Saturday 22 June.

Jannette Cotterell is the managing director of Executive Counsel Australia, a non-politically aligned advocacy firm that is highly regarded by all sides of politics. She has designed and run many sensitive lobbying and communications campaigns, including a campaign on behalf of cancer patients, doctors and community pharmacists to overturn a \$300 million budget cut.

Ms Cotterell said she would brief delegates on how to turn their ideas for the future of the trucking industry into results.

“This has proved to be one of the most unpredictable Parliaments in modern history for industry groups to navigate through and achieve their goals,” Ms Cotterell said.

“Executive Counsel Australia looks forward to providing delegates with the tools to get what they want – and position themselves for this year’s election and beyond.”

Glenn Milne has covered Canberra politics for more than two decades, including as the political editor of *The Australian*, the Seven network and News Ltd’s Sunday newspapers. A Walkley Award, Logie and News Award winner, he is recognised as one of the most informed political commentators in Australia.

Mr Milne said he would talk about how trucking operators and the industry can present their case to the media.

“The media is undergoing profound change at a dizzying pace,” Mr Milne said.

“Any sector that fails to understand these changes will be left behind, along with their goals and their profitability. At this conference I’ll be helping you to stay ahead of the media game – and your competitors.”

As well as delivering their keynote presentation, Ms Cotterell and Mr Milne will join the Chief Executive of the Queensland Trucking Association, **Peter Garske**, in leading breakout groups where delegates will plan how to get action on some of the key ideas from the event.

Mr Garske said his breakout group would discuss how delegates could use the ATA and its member associations to push their vision for the industry’s future.

“Governments access industry views through our association network. Membership participation is a critical link in framing policy and opinion,” Mr Garske said.

A safe, professional and viable trucking industry

Trucking Australia 2013 will feature forums where delegates can contribute to the industry's approach to safety, the carbon tax and road charges, and getting more women and young people into the industry. Delegates will then plan how the industry can get the wheels of government turning to get results from those ideas.

Trucking Australia 2013 will include the presentation of the 2013 National Trucking Industry Awards at the ATA Foundation Sponsors Awards Dinner, the famous Kenworth Legends Luncheon and a poolside barbecue hosted by BPW.

To register for Trucking Australia 2013, visit www.truckingaustralia.com.au

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