

DAIMLER

2018

**DAIMLER TRUCK AND BUS
FUTURE LEADERS' FORUM**



ATA AND DAIMLER TRUCK AND BUS TO DEVELOP THE TRUCKING INDUSTRY'S FUTURE

CANBERRA, 14 December 2017 – The Australian Trucking Association and Daimler Truck and Bus Australia Pacific are proud to announce a new program to identify and develop the trucking industry's future leaders.

The Daimler Truck and Bus Future Leaders' Forum will deliver a career-defining professional development program to a hand-picked group of 18-40 year old trucking business owners and employees.

The Chair of the ATA, Geoff Crouch, said the trucking industry needed to address the challenge of technological disruption, as well as the issues of today.

"To deal with these challenges, the industry needs a new generation of leaders," Mr Crouch said.

"Starting in 2018, the Daimler Truck and Bus Future Leaders' Forum will provide its participants with an opportunity to develop their potential as future leaders of the industry and the ATA's network of member associations," he said.

The 2018 forum program will include intensive workshops in March, take-home leadership projects on key industry issues and presentations at Trucking Australia 2018.

Throughout the forum, participants will be supported by Wisdom Learning, a Canberra based RTO that specialises in leadership training.

"The ATA and Daimler Truck and Bus are determined to look beyond the immediate future to build a stronger, more productive and safer industry," Mr Crouch said.

"It takes real vision to invest in a program like this, and I want to congratulate Daimler Truck and Bus on their generosity and commitment."

Daimler Truck and Bus Australia Pacific President and CEO, Daniel Whitehead, said that focusing on fresh talent was the key to building a stronger industry.

"Daimler Truck and Bus is excited to be part of an initiative that will help nurture the next generation of Australian transport industry leaders," Mr Whitehead said.

"We want the transport industry to be a destination industry for the best and brightest in the country."

Participants must be involved as an owner or employee in a trucking business that is a financial member of an ATA member association. A participant could also be a direct member of an ATA association that offers individual membership.

Contact your ATA member association for more information about how to participate, or visit www.truck.net.au/futureleaders.

Media contacts

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About the Australian Trucking Association: The ATA is the peak body representing the trucking industry. Its members include state and sector trucking associations, major logistics companies and businesses with leading expertise in truck technology. The ATA represents many thousands of trucking businesses, ranging from owner-drivers to large fleets.

About Daimler Truck and Bus Australia Pacific: Daimler Truck and Bus Australia Pacific markets leading commercial vehicles including Freightliner trucks, Fuso trucks and buses and Mercedes-Benz trucks and buses, along with Alliance Truck Parts. It is the only manufacturer that can offer American, European and Japanese trucks from a single source, with a range spanning from city-friendly car-licence trucks through to heavy duty road train prime movers.