



R.W.T.A.

Refrigerated Warehouse & Transport Association of Australia Ltd.

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REFRIGERATED WAREHOUSE & TRANSPORT ASSOCIATION OF AUSTRALIA LTD

cold running

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2007 RWTA National Conference and Exhibition Goes Global

For the first time, our annual Conference and Exhibition will take on a global focus and will be named “**The RWTA/ Global Cold Chain Alliance Conference and Exhibition**”. Consequently, the Program will now run from 19 August, as originally advised, through to Wednesday night 22 August to accommodate a larger and exciting array of local and international presenters. All events will be held at the magnificent Hyatt Regency Resort, Sanctuary Cove, Queensland.

This change is in recognition of our new affiliation with the Global Cold Chain Alliance.



The theme selected for the 2007 Conference is “**Competitive Advantage in the Global Cold Chain**”, reflecting the current strong outlook for our industry and embracing a range of topics, aiming to assist members in successfully managing growth.

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Key Topics on the Agenda, that will have strong appeal to Transport and Warehouse Operators alike and the general membership, include:

- Supply Chain Labour Issues
- Primary Freight/Coles Collect
- Product Traceability
- Temperature Tracking
- Chain of Responsibility
- Safe Work Environments
- Public Relations/Marketing Issues
- Property Valuation/Financing/Insurance
- Risk Assessment
- Intermodal Developments
- Financing Growth-Private Equity/IPO trends
- International developments
- Global Cold Chain Alliance presentations, and
- Government Updates-AQIS/Security/Pandemic crises management

Keynote Speakers that have been secured are John Anderson, Founder and former CEO of Contiki Tours, Jackie Furey, media personality, psycho-therapist, executive coach and work/life balance commentator and Velia Nicholls, entertainer and trainer in staff performance, customer relations and bottom line sales. Also, we have signed up Mike Smith, ex editor of The Melbourne Age, previously Chief Executive of the global PR company IPR Shandwick, media commentator and noted PR professional.

Negotiations continue with a host of industry and general presenters.

The Global presentations will take place on Wednesday 22 August. We are planning to include benchmarking/best practice, presentations on Europe/USA trends/developments, perhaps a critique of Asian opportunities and a run through on the key elements/benefits/services of the Global Cold Chain Alliance. This should have strong appeal to all members and certainly achieve the key objective of launching the Global Cold Chain Alliance in Australia and to accelerate our understanding of the benefits available to all members.

This year, we will be set up in a huge 20M by 40M marquee which will accommodate our Conference area and a very large space alongside for exhibitors. This formula worked very well for delegates and exhibitors at the 2006 Conference/Exhibition at Hyatt Coolum.

This year's event offers a special bonus for Exhibitors who will now have 3 days (Monday morning through to Wednesday night) to display to attendees.

Further details will be announced shortly.

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EXECUTIVE OFFICER REPORT

The activity level continues at a significant level in 2007 as your association integrates into the new affiliation with the Global Cold Chain Alliance (GCCA).

GCCA will be officially launched at the IARW/GCCA Convention in Phoenix Arizona 21-26 April where the 4 previously independent associations (International Association of Refrigerated Warehouses, World Food Logistics Organisation, International Refrigerated Transportation Association and the International Association for Cold Storage Construction) will be merged into 1. You will have seen flyers (emailed to all members) on the Convention and Pre-Convention Tour. I will be attending the launch and I am hoping as many members as possible will avail the opportunity to attend.

The GCCA weekly newsletter "Cold Connection" is now emailed to all members.

A number of members have already utilised the technical support service operated by the GCCA and are most impressed with the speed and quality of response.

There will be a great opportunity for all members to become fully acquainted with the GCCA at the 2007 Conference (refer Article on page 1) as there will be a series of presentations on how to maxi-

mise benefits from our affiliation as well as presentations on global issues.

This years Conference and Exhibition program is truly shaping up as the largest and most exciting to date (refer Article on page 1). I urge all members to note the dates in their diary and plan a few extra days of well deserved annual leave with their partners in the magnificent Hyatt Regency Resort, Sanctuary Cove, alongside the Gold Coast.

The Members' Directory on our website is growing but we still have a number of members who are not listed. Please check www.rwta.com.au. If you are not there, contact me on dcostelloe@rwta.com.au and I will send you a Membership Update Form for easy completion and have you up in lights in a few days.

The call for expressions of interest in Alliance Partnerships resulted in a very healthy response from 30 companies. Negotiations are continuing with these companies and announcements will be made shortly on those who will become Alliance Partners for 2007/2008 and beyond.

I urge all members to attend their state Divisional meetings which are an integral part of our Association and a wonderful opportunity to network. A listing of forward dates for meetings is on page 10.

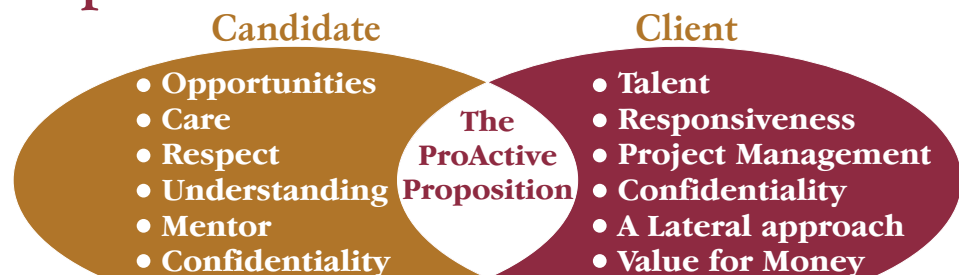
David Costelloe
Executive Officer



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JOHN ANDERSON-KEYNOTE SPEAKER

John Anderson will be a Keynote Speaker at the 2007 RWTA/Global Cold Chain Alliance Conference and Exhibition.

John Anderson at the age of 22 took 25 Pounds, an idea and created a new product, an international brand name which is now a 300 Million Dollar plus business. It is an incredible story.

John built Contiki Holidays through passion, brand and commitment – “we laughed as he spoke, but the passion was strong.....he cried as he delivered parts of the Contiki story, it was moving, empowering and made an impact. He had an idea, a passion, a drive, he made mistakes, he gambled, took risks, but always had a plan. He made something from nothing, built on people, a brand and a passion. An international success story, delivered with sincerity, tears and laughs. John Anderson was Richard Branson before Richard Branson.”

In 1962 with just 25 pounds New Zealander John Anderson found a way to not only see Europe, but to start his own business, Contiki Holidays. At the age of 22 John left New Zealand for England for a one-year trip overseas. He returned

20 years later with his wife Alison, four children and the international tourism business, Contiki Holidays.

When John sold the company it was, and remains, an International “brand name” and one of the worlds major tour operators, (the largest catering specifically for the 18-35 year old market). From a staff of one and a beaten-up minibus, to 700 staff, operating 160 Mercedes coaches and 15 European properties including a Chateau, Hotels, camping grounds and cruise vessels. He had built brand awareness of 92% in target markets, Contiki was operating in Europe, North America and Australasia, carrying 100,000 passengers annually.

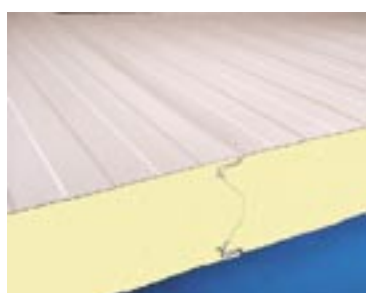
When John eventually returned to New Zealand, from the one-year trip, he continued to run the Contiki Group, and built and operated 2 Resort Hotels one in Queenstown, NZ and the other in Queensland, Australia.

The first Contiki tour was typical of those to come - departing London on 29th April 1962, a group of 11 young strangers from Australia, New Zealand, and South Africa with John Anderson as their tour



leader set out on a 12 week tour of Europe. They travelled in a 12-seater minibus with their camping gear, a road map and a guidebook together with the enthusiasm to have the experience of a lifetime. The trip was a huge success and they returned life long friends. Contiki had changed their lives.

In the years following over 1.7 million others (including over 850,000 Australians) have had their own Contiki experience. It has had a major impact on the lives of many people, both passengers and staff.



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For the majority of passengers it remains one of the highlights of their lives. Many thousands met their lifetime partners, for others it was their first time away from home or travelling overseas and many found life long friends. Contiki reunions are common and continue even from the very first trip.

Contiki developed young Tour Leaders and staff through training, experiences, challenges and a supportive culture. Staff have gone on to become successful in many areas of life as business and community leaders. Staff reunions that recapture the culture and excitement are not uncommon amongst ex-staff.

The Contiki story is an incredible story, which remains virtually untold, yet it's a household name in several countries around the world.

Today John continues as a management consultant and entrepreneur. John is writing a book on the Contiki Story for release in 2007, and recently he has started a new Company offering holidays for the over 45's. As a speaker John has only just began to tell the Contiki story.

After Contiki, as a member of the Auckland Rotary Club, John conceived the idea of a major fundraising event. This became "The Ellerslie Flower Show" which is now firmly established as the largest event of its kind in the Southern Hemisphere. John travelled to London and met the "Chelsea Flower Show" organisation who assisted him with the development of the New Zealand show. He was CEO for the first year. The inaugural show attracted over 100,000 visitors and now is firmly established on the international calendar.

In John's presentations, he tells the incredible story of how he developed a simple idea into one of the worlds major tour operators. This includes tales of his determination to succeed, the belief in himself and his staff, his successes and failures. It is full of extremely funny and sad anecdotes that have a marked effect on the emotions of his audience.

Contiki was built on a huge range of personal and business disciplines. John can speak in detail on any element as he tells the story of Contiki. John has many entertaining stories, which provide hard learnt

lessons about success and failure in business:

- Entrepreneurship
- Team building & Leadership
- Train your people, create leaders and let them take responsibility.
- Dealing with the competition
- Branding is everything – word of mouth and the brand the experience.
- Sales, marketing and distribution
- Quality, Service & Value, not price.
- Building a business
- Risk taking
- Planning for the unexpected
- Believing in your own and staff capabilities
- Small business = big business
- Setting challenges
- Setting goals & achieving them
- International business
- Inspiration / Motivation
- The incredible Contiki Story!

Weigh up the benefits

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“PURE LOGISTICS”

Reflecting its niche focus on food and bulk liquid transport, Scott's McColl's Group has undertaken a significant branding program to rename its growing operations 'Pure Logistics'.

The new brand, which features a distinctive green and blue logo and 'Fresh Thinking' slogan, was officially launched on 1 March at the company depots across Victoria, NSW, Queensland and South Australia.

The launch marks a major step in creating a united identity for the company which formed in late 2005 when buy-out fund ABN AMRO Capital acquired Scott's Refrigerated Freightways and McColl's Transport and later refrigerated carrier I.D. Transport.

The 'Pure Logistics' brand was developed over the past six months in consultation with company employees who collectively chose Pure Logistics for its relevance to perishable fresh foods and bulk liquids, the company's two core businesses.

Pure Logistics now employ over 1,200 staff.

The company's 25 depots and fleet of over 455 prime movers and 1,120 trailers/tankers will be re-branded as part of the comprehensive program.

Paul Graham, Managing Director of Pure Logistics, said the new identity creates a unified image and culture across the company.

With forecasted revenues in excess of \$340 million over the next 12 months, Mr Graham said the new brand also reinforced the company's aim to become the preferred national transport provider of specialist logistics services for the food and bulk liquid industry.

“While we will continue to draw on over a combined 100 years of experience in transport and logistics, today marks a fresh, united beginning under one common company name,” Mr Graham said.

“Our new identity reflects our focus on delivering quality, fresh product and bulk liquids, on time and in the same state in which we received it from our customers.

“Product integrity and consistent delivery are key hallmarks of our service that are never compromised.”

Mr Graham said Pure Logistics is likely to continue benefiting from the generational turnover of trucking businesses and the difficulties faced by smaller entities in meeting rising regulatory and customer standards.

“We have recently invested over \$5 million in technology, including the rollout of GPS systems to track vehicle movement and performance and we are rolling out an industry first in our new cross dock tracking system,” he said.

“Other operations simply do not have the scale to make these critical infrastructure investments.”

“We have an exceptionally experienced management team and the financial leverage to continue growth, both organically and through strategic acquisition.”

Pure Logistics is one of four assets in ABN AMRO Capital's Australia Fund II, a A\$300 million buyout fund that makes investments in mid-market buyouts, expansion capital and public-to-private opportunities.



SWIRE APPOINTS NEW CEO

Swire Cold Storage (SCS) is proud to introduce Rick Woods as its new CEO.

Rick brings to SCS a wealth of experience in commercial sales, marketing and supply chain management. Originally from WA, Rick began his career as a mechanical engineer and after a brief stint in the mining industry joined Shell where he worked in various roles, both within Australia and overseas for over 18 years.

Rick joins SCS at an exciting time as supply chain changes take effect and alter the way the industry operates.



"Even though there are many challenges ahead for 3PLs in the cold chain, there are also many avenues for growth. As CEO of Swire Cold Storage I will explore every opportunity available to deliver value to our customers, staff and shareholders. We have an excellent group of people at Swire Cold Storage and with the right attitude and the right people anything is possible. I look forward to getting to know our customers and industry stakeholders in the coming months," says Rick Woods.

Swire Cold Storage was one of the founding corporate members of the RWTA in 1993 and has remained a very loyal and active corporate member of the RWTA since then.

We wish Rick Woods every success in his new role.

POLAR FRESH COLD CHAIN SERVICES GETS READY

Polar Fresh Cold Chain Services is a joint venture initiative between Swire Cold Storage and Costa Group and has been awarded the preferred operator contracts for Coles Group's new Chilled Distribution Centres (CDC) in Queensland and Victoria.

As the new Laverton CDC, located in Victoria's West, gears up for completion and operation by May this year, we caught up with Polar Fresh CEO, Peter Sheehan for an update of Polar Fresh's current and future activities.

"It is an exciting time for Polar Fresh as the Victorian CDC draws closer and closer to completion. The Polar Fresh board was recently treated to a tour of the facility and we were all very impressed by its sheer size: around 42,000 square metres, with 92 dock doors. Staff will also be impressed by the latest warehouse operating equipment and systems, as well as brand new forklifts, low level trolleys and single level picks – not to mention the restaurant-like meal areas, complete with plasma TVs and free internet café. The new Coles CDC also has safety features built into all aspects of the operation, and it uses the Manhattan Open System, one of the very latest Warehouse Management Systems that are available. In short, the CDC will be a pleasure to work in"

Managing the CDC for Coles Group will certainly have its challenges, not least of all in ensuring that the most productive pick paths, and a disciplined and accepted regimen of inbound timings and store transmissions is followed, but with the backing and wealth of experience of its shareholders (Swire Cold Storage and Costa Group) and staff, the Polar Fresh management team sees the challenges as more of a learning experience than anything that's going to be insurmountable.

As in any business, getting the right people is key, and to do this, Polar Fresh is using a 'Character First!' approach. In its simplest form, this means that Polar Fresh recruits personnel first and foremost for their character, and then trains them to equip them with the skills that they need. 'Character First!' recognises that personal character and professional skills need to be equally developed to achieve the best result in the workplace. By recruiting people with the right character, Polar Fresh is of the view that employees will work together more cohesively and understand each other better.

Polar Fresh is currently very busy recruiting and to better accommodate the recruitment process, it has set up a small Distribution Centre located in Campbellfield, Victoria. The DC is purpose-built for training and is equipped with racking, boxes, Material Handling Equipment and a number of training rooms to enable the new team to learn how to operate the required machinery, the WMS and other systems in a safe environment and in accordance with OH&S regulations. The Polar Fresh team will be at the Campbellfield DC until April 2007 when it will transfer to the new Victorian CDC.



ELECTRICITY COST ARE UP!

By Craig Marschall- Principal Consultant - Trans Tasman Energy Group (TTEG)

Most businesses are paying too much for electricity. After dealing with thousands of businesses, it is clear the in-house skills of most companies fall short of those required to obtain the best commercial deals.

Electricity cost management

There are four key aspects to managing your electricity costs:

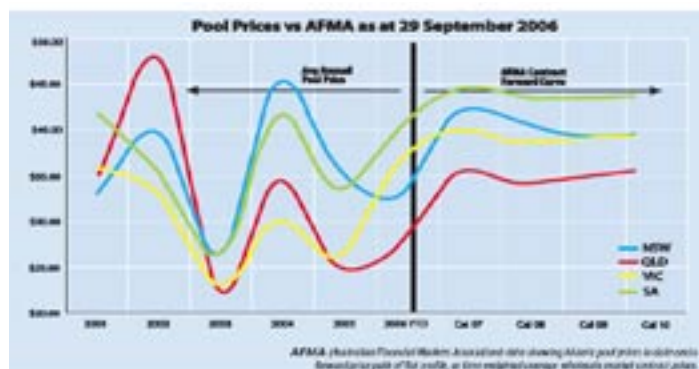
1. Obtain the best energy price, terms and conditions from the market.
2. Pay appropriate network charges.
3. Manage/minimise consumption.
4. Check your invoices

This article considers the first aspect ie ~50% of your electricity bill.

The Market

The electricity market is not a "real" market where supply and demand determines prices.

Prices vary significantly as shown in the following graph, which unfortunately for consumers, the prices have continued to increase since September 2006.



For most businesses, your next electricity contract will be substantially higher than your current charges.

Commercial Issues

Commercial issues facing any contracted electricity user are:

- when do I enter the market,
- how do I best 'package' my request for prices,
- how do I effectively compare offers,

- how long should my electricity contract be for, and
- what am I exposed to in the 'terms and conditions'?

Obtain and Compare Offers

Timing of market entry? Retailers may advise something to suit their commercial interest - not necessarily yours. Independent advice is available. Some historical information is at www.nemmco.com.au.

It is critical to compare pricing offers from retailers on an 'apples to apples' basis as several retailers have 'tricked up' offers which appear great but actually cost you money, sometimes lots of it!

Contract length impacts significantly on the price of the retailer's forward prices versus estimated future market prices. How would you know if your best interests are being considered?

Tips

- Don't accept any electricity offer without doing your homework
- Beware of 'tricked up' offers
- Carefully consider market entry timing and contract length
- Start the process 12 months out

Savings and Value

Independent expertise is at a cost, with value achieved by obtaining better prices, terms and conditions, and peace of mind that you have obtained the best from the market, i.e. like an insurance policy. Your time and effort has also been saved.

What to do?

If you attempt to manage the process yourself - I hope these tips help, but if you spend more than \$10,000 p.a. I recommend considering independent professional advice. If you have any queries please contact :

Barry Watts 03 9418 3911

Trans Tasman Energy Group

bwatts@tteg.com.au

NEW MEMBERS SINCE 1 July 2006

We extend a very warm welcome to the following new members who have joined the RWTA since 1 July 2006.

Corporate

- Pure Logistics Group (formerly Scott's McColl's Group)
- Versacold Logistics
- Swire Cold Storage
- Oxford Cold Storage

Full

- Costa Logistics (NSW)
- Costa Logistics (VIC)
- Costa Logistics (Tas)
- Costa Logistics (WA)
- Polar Fresh (Vic)
- Polar Fresh (QLD)
- Blayney Transport (NSW)

Associate

- Australian Personnel Solutions (VIC)
- Ray Tanner Consulting (VIC)
- SCT Logistics (SA)
- John Howell Consulting (NSW)
- APC Storage Solutions Pty Ltd (WA)
- Cascade Australia Pty Ltd (QLD)
- Ceebron Pty Limited (NSW)
- Southern Cross Vans Pty Ltd (QLD)
- Oomiak Pty Ltd (SA)
- Oomiak Pty Ltd (VIC)
- TranSuper (VIC)
- Raine and Horne Commercial (QLD)
- Exide Technologies (WA)
- Manhattan Associates (NSW)
- Schaefer Systems International Pty Ltd (NSW)
- MHF Imports (VIC)

SAVE WITH FUEL TAX CREDITS

Members would be aware that Fuel Tax Credits could save your business 18 cents in every litre. If your business uses heavy road vehicles over 4.5 tonne, you should register now, if you have not already done so, to claim in a later Business Activity Statement.

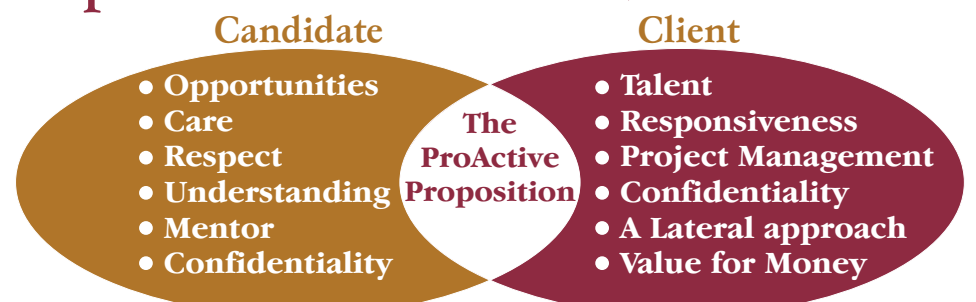
Credits can also be claimed for fuels used in electricity generation, and for fuel that is used as an ingredient in a manufacturing process. Please refer to the brochure that is included with your latest Business Activity Statement or the ATO for more information.



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PROPOSED SCHEDULE OF EVENTS (STATE DIVISIONS)-2007

SOUTH AUSTRALIAN DIVISION

- **MAY 8**
Breakfast Meeting – Caledonian Hotel
- **JULY 3**
Luncheon Meeting
– National Wine Centre
- **AUGUST 27**
Year 17 Brass Monkey Cup
- Kooyonga Golf Club
- **OCTOBER 23**
AGM - Next Generation or Caledonian Hotel
- **NOVEMBER 30**
End of Year Function
- Luncheon (Venue to be advised)

QUEENSLAND DIVISION

- **April 4**
General Meeting – 7:30am
(Postponed)
- **May 2**
Operators Sub-Committee Meeting
- **June 6**
General Meeting– 7:30am
(Venue to be advised)
- **July 11**
Annual General Meeting – 7:30am
(Venue to be advised)

- **August 8**
Operators Sub-Committee Meeting
 - **September 5**
General Meeting– 7:30am
(Venue to be advised)
 - **October 10**
Operators Sub-Committee Meeting
 - **October 19**
RWTA (Q) Annual Charity Golf Day
Oxley Golf Club Inc.
290 Boundary Road, Oxley
 - **November 7**
General Meeting– 7:30am
(Venue to be advised)
 - **November 30**
Christmas Luncheon
(venue to be confirmed)
- TBC Penguin Ball

NEW SOUTH WALES DIVISION

BREAKFAST MEETINGS

(Rydges Parramatta)

- 6 June
- 15 August
- 17 October

GOLF DAY

-16 May at Riverside Oaks

MID-YEAR SOCIAL FUNCTION
(Venue to be announced)

CHRISTMAS CRUISE
-Date to be confirmed

TASMANIAN DIVISION

GOLF DAY

Ulverstone 20 April 2007

MID YEAR XMAS FUNCTION
and mid year meeting 21 July 2007
(venue to be advised)

AGM followed by normal meeting
17 August 2007 (Tasports boardroom Devonport)

END OF YEAR MEETING

14 November 2007
(Statewide Independent Wholesalers training room, Prospect)

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RWTA DIVISIONS

"The RWTA Ltd has a Division in each state of Australia. These State Divisions are run by an elected Committee, appointed by the members at their respective AGM, and each Division nominates a representative to the National Board of Directors.

All Divisions conduct regular business meetings, including breakfasts and luncheons, with guest speakers on a wide variety of topics and site visits, where possible.

The meetings are designed to provide a suitable forum for information exchange, update on issues and activities at the national level and enable participants the opportunity to network, an integral part of today's business environment.

In addition to business meetings, each Division conducts an annual golf day and a variety of mid-year and end-of-year social functions for members, their partners and guests. These sporting and social functions are strongly supported in all states".

CONTACTS

For information on the RWTA or your State Division please contact the following:

National Office

Executive Officer David Costelloe Ph: (03) 8620 2802

Victorian Division

Secretariat Carol Major Ph: (03) 9314 7022

Queensland Division

Secretariat David O'Brien Ph: (07) 3390 6555

South Australian Division

Secretariat Tina Pasvouris Ph: (08) 8304 6000

Western Australian Division

Secretariat Sean Prosser Ph: (08) 9378 0500

Tasmanian Division

Secretariat Jeff Franklin Ph: (03) 6391 8655

New South Wales Division

Secretariat John Howell Ph: (02) 9746 5061

INFORMATION, PUBLICATIONS ETC.

The RWTA publishes and distributes a variety of industry relevant protocols, guidelines etc. For information on any of these publications, please contact your State Division Secretariat. For information on all RWTA publications and industry guidelines, please visit our website at www.rwta.com.au.



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Refrigerated Warehouse & Transport Association of Australia Ltd.

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