



Australia's supply chain at tipping point of data revolution, expert panel finds

- *Location technology is key to helping Australian Transport and Logistics providers become more efficient, safe and sustainable say experts*
- *Integration of data sources, improved data security and ease of use are critical to driving further location technology uptake among Australian Transport and Logistics providers*

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Melbourne – The COVID-19 pandemic created historic challenges for Australian businesses, with ongoing disruptions across international and national supply chains. This is continuing to result in widespread product shortages, delivery delays and the need for greater asset visibility.

However, during a recent panel discussion, hosted by leading location data and technology platform HERE Technologies, experts advised that Australia's transport and logistics market is on the cusp of a 'data revolution' that will help move goods more efficiently, safely and sustainably.

The expert panel examined the significant role location data, services and technology play in the global movement of goods as well as broader business imperatives including sustainability, driver safety and operations resilience.

Panel participants included experts from Coca-Cola Europacific Partners, Isuzu Australia Limited, Amazon Web Services (AWS), Australian Logistics Council and HERE Technologies. It was moderated by Rachel Smith, Head of Government and Policy, Australian Logistics Council (ALC) and took place at the newly opened workspace of HERE Technologies, located at 1 Gordon Street, Cremorne, Melbourne.

Jason Jameson, Senior Vice President and General Manager for Asia Pacific, HERE Technologies commented on the challenges the industry faces stating, "multi-modal supply chains and the complexities that come along with them are now standard practice, so end-to-end visibility is more important than ever. Goods are often shipped, flown, warehoused, and then couriered to their destination through a series of third-party subcontractors."

"Location technology helps with planning, execution and post-trip analysis to reduce idle time at every point in the supply chain, ultimately reducing fuel costs, driver fatigue and carbon emissions," he added.

This level of visibility is crucial to manage and even prevent the unexpected, according to **Simon Humphries, Chief Engineer, Product Strategy, Isuzu Australia Limited**, who said that "repeated incidents of trucks hitting Melbourne's Montague Street Bridge is one real-life example highlighting the need for location technology solutions. In-vehicle



satellite navigation technology driven by truck-specific data can help to prevent these incidents, keeping drivers safe while minimising disruption.”

Location technology – a valuable investment

Panelists also touched on where they are investing and why, with **Phillip Parsons, General Manager of Logistics, Coca-Cola Europacific Partners**, stating, “we’ve invested hundreds of millions of dollars into location technology because we see its value. With sequential supply chains diminishing, you need software and data to optimise at speed.”

Looking at some of those broader business challenges and objectives, **Parsons** also revealed investment into “technologies such as Spatial Mapping to help tackle key challenges like driver shortages and emissions reduction.”

Insights and decisioning also form part of the returns according to **Andrew Littleford, Principal Supply Chain Advisory Consultant, AWS Professional Services**, who stressed the importance of data. “Data, data, data – it’s all about how you use data. If businesses can leverage the tools available to gather good quality data, they can start to make really good decisions about how to run their supply chain” Littleford explained.

Driving further location technology uptake

Looking at the rate of uptake nationally, **Jameson** said that Australian supply chain and logistics businesses are at the tipping point of a data revolution that will bring the full benefits of location technology to bear.

“Telematics technology has been available in vehicles for many years, but we’re beginning to see smarter use of data and better integration, particularly with autonomous and electric vehicles,” said **Jameson**.

So, what barriers do we need to overcome?

Brad Williams, CEO at ALC, said access to real-time data was important, but making it available had been a real challenge because by making real-time data widely available, businesses who own the data might lose the commercial advantage to competitors. “I think the big issue around how we interact with government is what do we do about privacy and security of that data. We must ensure the data is aggregated to be beneficial and used to inform decision making. That is the challenge for us from an industry point of view and government needs to drive that,” said **Williams**.

For **Humphries**, simplicity is a key driver too, “any new technology that’s introduced has to be easy to use. If it’s not presented to drivers in a simple, easily digestible way, you can create distraction that increases accident rates and slows the movement of goods – which is counterproductive to what the technology is trying to achieve,” he concluded.

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About HERE Technologies

HERE, the leading location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely. To learn more about HERE, please visit www.here.com and <https://360.here.com/>.

Notes to the Editor: Panelists' Biographies

Rachel Smith, Head of Government and Policy, Australian Logistics Council

Rachel joined the Australian Logistics Council in 2020 as currently holds responsibility as the Head of Government and Policy.

She has over 11 years of experience in policy, membership, and strategic organisational roles. Her career expands working closely with multiple factions of State and Federal Governments as well as across a wide range of industry categories including engineering, housing, health, pharmacy, and supply chain.

Rachel was recognised for her success in project managing negotiations with the Commonwealth landing a record funding agreement of \$25.303 billion for 5,800 small businesses around Australia whilst with the Pharmacy Guild of Australia.

Described as the 'Master Herder of Cats' and 'Director of Getting Stuff Done', Rachel combines strategic thinking and a knack for stakeholder engagement to make the complex simple to successfully develop and deliver strategies and projects.

She has a Diploma in Engineering and is currently completing MBA studies with UNSW AGSM.

Jason Jameson, Senior Vice President and General Manager for Asia Pacific, HERE Technologies

Jason Jameson is Senior Vice President and General Manager for HERE Technologies in APAC.

As organisations embrace location-based solutions for their digital transformation, Jason and his team are at the forefront of bringing the power of location to customers, partners and developers, across industries and markets, to solve business problems.

Jason started his IT career over 25 years ago and has extensive experience in managing sales and driving customer success of cloud-based solutions to diverse markets and organizations.

He joined HERE from IBM, where he held a variety of executive leadership roles over the past decade. Most recently he led their cloud business in APAC and was responsible for overall business management, including profit, revenue and bookings for Infrastructure-as-a-Service, Platform-as-a-Service and Software-as-a-Service.

Jason holds a Bachelor of Science in Business Information Technology from the University of New South Wales, Australia.



Brad Williams, CEO, Australian Logistics Council

Brad was appointed as the CEO of the Australian Logistics Council (ALC) in August 2021.

With a keen interest in sustainability issues, Brad spent three years as the General Manager of Corporate Affairs at the Australian Renewable Energy Agency (ARENA) immediately prior to his shift into the supply chain sector. In 2020, ARENA received \$1.6 billion in additional funding and its operating time frame was extended until 2032 in line with the Australian Government's focus on technology-based solutions to help industry reduce emissions. From 2015 to 2017, he led the government relations team at the globally diversified mining and metals company, South32.

Brad has held senior corporate affairs and external relations roles across a broad range of industry sectors including oil & gas, resources, energy, government, trade and agriculture. He has spent his career developing and implementing advocacy, reputation and stakeholder engagement strategies in complex operating environments both domestically and internationally.

Brad holds a degree in Business from the University of New England.

Phillip Parsons, General Manager of Logistics, Coca-Cola Europacific Partners

Phillip Parsons is a logistician and GM with 30 years' experience working for a variety of ASX 100 companies within the FMCG, media, retail, construction and 3PL sectors. Currently the GM of logistics for CCEP Australia (Coco Cola) responsible for one of the largest delivery networks in Australia delivering to every postcode every week.

Phillip also holds Board seats on the Australian Logistic Council and the Deakon University Urban Logistics laboratory.

In his spare time, he has a passion for Rugby and holds several board seats including the NSW Waratahs and President of Warringah Rugby Club.

Andrew Littleford, Principal Supply Chain Advisory Consultant, AWS Professional Services

Andrew is a Principal Advisory Consultant at AWS Professional Services based in Melbourne Australia. He helps clients to accelerate their digital transformations to build the Supply Chains of the future.

Over the last 20+ years, he has worked in senior leadership roles in some of the leading Retail and Supply Chain organisations in Asia Pacific including Toll Group, Linfox, Australia Post and Coles Myer.

His core expertise is in Supply Chain operations understanding the importance of the balance between efficiency, service delivery and cost optimisation. He has led major Transformations to support the global business operations of several organisations and how they work with their customers.



Andrew understands the operating rhythm of the Supply Chain industry from firsthand experience. He is now focused on bringing the capability of the AWS Services to the Supply Chain industry in a pragmatic way to make real sustainable differences.

Simon Humphries, Chief Engineer, Product Strategy, Isuzu Australia Limited

Simon Humphries has been associated with Isuzu since 1998, holding numerous roles with Isuzu-General Motors in the late nineties and into the 2000s. Simon's engineering interests have led him through a diverse career in the road transport sector, including a tenure as Chief Technical Officer with the Truck Industry Council (TIC). He landed back at IAL as the Chief Engineer, Product Strategy in 2013, where his passion and expertise continue to shape Isuzu's product range.