



National Freight and Supply Chain Strategy: What does it mean for consumers?

Every time we grab an item off the shelf, make an online purchase, or have a bite to eat, it has been brought to us by our freight system. Each year, our freight system delivers 4 billion tonnes of goods across Australia – 163 tonnes for every Australian. We rely on our freight system every day to bring our food to supermarkets, petrol to service stations and essential pharmaceuticals to hospitals.

Without our freight system, we could not enjoy our current way of life. At the same time, our freight task is changing as consumer demands shift. Changes to our cities, including higher density living and home delivery, are bringing freight movements right to our doorsteps. New technologies are also changing the way we source and purchase our goods. Our transporters and freight and logistics experts are constantly working behind the scenes to meet the needs of Australian consumers. They are fulfilling orders, unloading ships, trucks, trains and planes, and delivering across Australia. As our freight task changes and demands are shifting, let's take a closer look at how our National Freight and Supply Chain Strategy is delivering for consumers.

The COVID-19 crisis shows us now, more than ever, how important our freight supply chains are to ensuring that we always have access to our essential items.

What do consumers want?



**Michael -
Small jewellery
store owner**

Running a small custom jewellery business, I'm constantly ordering different materials online. I need to know when each of my parcels are due to arrive so I can organise my orders. I also want more information about when my suppliers are likely to be experiencing high demand – so I can get my own orders in early!



**Laura -
Working mother
with 2 children**

When I'm running low on groceries or items for the kids, I don't have time to wait around for them to be delivered – I need them right now! I always prefer same- or next-day delivery, but it seems these options aren't always available.



**Charlie -
Café owner**

I always choose suppliers who ethically source meats, fish and coffee. While I'm sure my suppliers are doing their best, I want to see exactly what is happening across the entire supply chain. Having this visibility is the only way I can be 100% sure I'm getting what I'm promised and that my orders will arrive on time.



**Caity -
University student
and online shopper**

I don't want parcels delivered to my work, or to have to run down to the post office if I miss a delivery. I'm not comfortable leaving expensive packages sitting in my apartment block's mail room. I'd like things delivered late when I'm back home – or on the weekend – but I don't want to pay the extra price!

What are we delivering?

- Faster and more reliable deliveries
 - Improved resilience to disruption
 - Improved freight and supply chain data
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- 24-hour access to freight facilities and distribution centres
 - Encouraging safer and quieter deliveries
 - Assurance that new technology is safe and secure
 - Wider use of technology
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- Improved digital tracking
 - Better freight data to help businesses make more informed decisions about their investments and operations in response to consumer demand

How are we delivering it?

- Planning and building major new freight routes and hubs
 - Ensuring existing infrastructure is being used to full capacity
 - Assessing and improving resilience of freight assets and supply chains
 - All levels of Government collaborating with industry to deliver freight
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- Securing access to key freight routes and delivery points
 - Improving management of loading zones and delivery points
 - Working with local government to enable more off-peak deliveries
 - Partnering with industry to use electric vehicles and new technologies
 - Developing a national approach to research and trials
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- Better mobile and GPS coverage of freight routes
 - Improved freight data collection, sharing and analysis
 - Use of emerging transport technologies for data
 - Consistent data available for forecasting freight movements

An even closer look...

Charlie's café is a popular spot on one of the many busy streets in Sydney's CBD. Alongside his ethically sourced products, customers love that Charlie also sells artisan breads and pastries, native flower bouquets and pieces from local artists. There is almost always something new too, as Charlie stocks a wide variety of goods and changes his offerings regularly. Nearby parking is limited, so people often park at the nearby shopping centre and combine their visit to Charlie's café with daily errands. Customers pop into Charlie's café while waiting for their prescriptions from the pharmacy two stores down, treat themselves to the cake-of-the-day special after doing their weekly grocery shopping, or simply retire from the world with a strong coffee and good book that they just bought from the bookstore across the street.

What most people don't see on their visits to Charlie's café is the 35 separate suppliers making 80 freight deliveries a day to that little section of the busy CBD street. The greater the amount of choice Charlie and his fellow store owners offer and customers enjoy, the more freight is needed to ensure their shops are stocked with the goods consumers demand.

Governments and industry need to balance increasing freight movements with other considerations including community amenity, safety and the needs of other urban road users.

