

**MARCH 12 2008 VIC DINNER REPORT
CHALLENGES FACING 3PLs & THE WIDER SUPPLY CHAIN COMMUNITY**

LAA members and guests gathered at the RACV Club in Melbourne to hear speaker, Damian Jones, President of Linfox's FMCG Business Unit, Asia Pacific address the topic "Where insight meets foresight – a close look at challenges facing 3PLs and the wider supply chain community".

Speaking from his own experience and perspective, Damian made the point that professionals within the supply chain industry cannot afford to be myopic but must look at their operations in the wider environmental context.

In his own role with Linfox, Damian is finding increasing involvement within the Asia Pacific region, as are a number of other leading companies. He made the point that different sectors are impacted differently.

For instance, manufacturing off-shore affects port infrastructure, and the Australian dollar impacts on investment. Then, particularly for manufacturing, there are environmental issues, fuel price sensitivity, competition and increases in raw material prices to consider.

In the international context Australia is looking at a compound annual growth rate of 3.4%. This will mean that in 15 years time, twice as many goods will need to be moved around. This will bring into play further OH&S factors and the need for strong managers.

Damian also touched on what is happening in the marketplace in terms of acquisitions and mergers. Merging different cultures requires good levels of communication and interaction.

This all leads to the question of whether, with an aging population, we will have the workforce to handle future supply chain tasks.

Damian believes that finding people with the breadth of vision and willingness to accept and adjust in an increasingly complex environment doesn't just happen.

It needs the foresight to further education and foster young people's interest in logistics and the supply chain as a worthwhile career. Damian commended the education programs that the LAA already has in place but urged that there should be even more promotion of the profession.

"Recruitment is going to be a major challenge," he said. "We need to work out how to get the people we need and how to hold them. There are enormous challenges and scope for young people in our industry. I would also like to see more women in senior roles in our industry. We've been too blokey for too long."

Damian then outlined his IOP theory, which he considers essential if we are not going to accept mediocrity. He says that if people don't work out then invariably they are lacking in one of these areas.

I = intellectual ability, encompassing wider perception and a breadth of vision.
O = ownership, that is, understanding that the responsibility for delivering outcomes resides with you.
P = translates to people skills in motivating and training people in leadership.

Damian believes that if people don't work out professionally then they will be lacking in one of these areas, although a weakness in intellectual ability can be addressed by supplying people with the right tools.

In conclusion, Damian said that maintaining the drive to get strong people into the marketplace is a passion for him.



[L-R]: Damian Jones, Linfox and Brad Harrison, LAA Ltd President.

As President of FMCG Business Unit, Asia Pacific, Damian Jones is responsible for delivering supply chain solutions for the food, personal care, dairy, tobacco, beverage, pharmaceutical and health care products sectors. He is also responsible for strategic development of operations in India, Indonesia and Vietnam. FMCG is the largest sector of Linfox Logistics. Damian joined Linfox from Mayne Logistics where he was Business Development Manager, responsible for identifying and implementing strategic market development opportunities. He has a degree in Mechanical and Electrical Engineering and a Masters in Business Administration.



LAA Ltd President, Brad Harrison with Friend of the LAA, Elisha Singh, Materials Handling Shows & speaker, Damian Jones, Linfox



Brad Harrison with Friends of the LAA, Lloyd Sheather & Steve Cobham, Demand Management Systems Pty Ltd