



Direct Freight Express NEWS

July 2011
Edition



FASTER TRANSIT SERVICES!

Page 1

**Customers Vote
"Book a Pickup"
Great Success!**

Page 2

**2 Year Exemption
from Carbon Tax!**

Page 3

The BIG BLUE Trucks!

Page 3

**CBFCA choose
DFE DVD!**

Page 3

**RELIEF TRUCK
QUEENSLAND FLOODS!**

Page 4

**DFE ALBURY
at COUNTRY v CITY!**

Page 4

QLD NEWS!

Page 5

VIC NEWS!

Page 5

NSW NEWS!

Page 6

WA NEWS!

Page 6 & 7

**NEW DFE DEPOT
FOR ADELAIDE**

Page 8

The most competitive Road Freight service in Australia announces...

FASTER TRANSIT SERVICES

From PERTH

To **BRISBANE** 3/4 days

From MELBOURNE

To **PERTH** 3 days To **DARWIN** 3/4 days
To **BUNBURY** 3/4 days To **TOWNSVILLE** 3rd day
To **SUNSHINE COAST** 2nd day
To **GOSFORD** and **WOLLONGONG** overnight

From BRISBANE

To **GOSFORD** and **WOLLONGONG** overnight
To **TOWNSVILLE** overnight pm

From SYDNEY

To **PERTH** 3 days To **DARWIN** 3/4 days
To **BUNBURY** 3/4 days To **TOWNSVILLE** 2nd day
To **GEELONG, MORNINGTON**
and **WANGARATTA** next day
To **SUNSHINE COAST** next day

From SUNSHINE COAST

To **SYDNEY** next day To **MELBOURNE** 2nd day

Brisbane Depot

26 Platinum St., Crestmead, Qld 4132
PO Box 906 Browns Plains Qld 4132
Phone (07) 3714 5000
Fax (07) 3714 5001

Sunshine Coast Depot

23 Lysaght St., Coolum Beach, Qld 4573
Phone (07) 5471 7011
Fax (07) 5471 7611

Townsville Depot

115-119 Crocodile Cr., Mt St John, Qld 4814
Phone (07) 4774 5438
Fax (07) 4774 5491

www.directfreight.com.au

Sydney Depot

20-26 Scrivener St., Warwick Farm, NSW
2170 PO Box 386 Liverpool NSW 1871
Phone (02) 9721 8100
Fax (02) 9721 8188

Albury Depot

Unit 1, 234-238 North Street. Albury,
NSW 2640
Phone (02) 6041 3233
Fax (02) 6041 3244

Melbourne Depot

53-63 Cooper St., Campbellfield, Vic 3061
PO Box 117 Somerton Vic 3062
Phone (03) 9303 1300
Fax (03) 9303 1355

Adelaide Depot

8-10 George St., Greenfields, SA 5107
Phone (08) 8182 5999
Fax (08) 8182 5900

Perth Depot

881 Abernethy Rd., Forrestfield, WA 6058
Phone (08) 9365 6444
Fax (08) 9365 6422

**Direct
Freight Express**

... when it's Urgent!®

The Direct Freight Express **"Book a Pickup"** System is the easiest and most convenient for customers to use.

Customers vote **Book a Pickup** a great success!

What Customers are saying about Book a Pickup...

1. "This is a wonderful system. I am sure this will be a great advantage for Direct Freight Express over it's competitors".
2. "I have been waiting for this system for some time now. Really glad Direct Freight have developed this easy to use booking system. Thanks."
3. "So much easier and quicker than ringing thru our bookings. I'm sure it's a lot easier for your Pick-ups Department also."
4. "It really is as simple as 1, 2, 3 or 4!"
5. "... please take this as an unsolicited testimonial. I was particularly pleased and impressed with your new Book a Pickup system. It has made things so much easier and more pleasant. It really is appreciated by us and our customers."
6. "Your new Book a Pickup service is very good making an even stronger line of communication between DFE and our company."



The quick and efficient way to control freight!

Queensland FIELD TRIP

By Lesley Perederienko
The Sydney Sales Team recently enjoyed a fun-filled trip to the sunshine state to take part in a marketing drive to stimulate sales and exposure of the DFE brand.

After a leisurely tour of the Brisbane Depot, re-uniting with some familiar faces and meet-and-greet of the young and dynamic team, Sydney and Brisbane Sales Teams together with Joe Catania and script writers discussed ways to enhance sales growth, company branding, emphasizing the 'value for money' concept and why customers (being the keystone to our business) should choose Direct Freight Express as their transport partners!

Stay tuned for further updates and the launch of the NEW DFE marketing DVD...



Contribute!

Why not make my task easier and send in an editorial, amusing joke or short story. How about some pics?

The next issue of DFE News will be published December 2011.

Email to laurences@directfreight.com.au

Trucking wins two-year exemption from carbon tax

The trucking industry will be exempt from the carbon tax until 1 July 2014.

In contrast, many off-road users of fuel, including the mining and rail industries, will be subject to the tax from 1 July 2012.

The announcements are set out in the Government's climate change plan, Securing a Clean Energy Future.

Under the plan, transport fuel will be taxed through changes to the fuel tax credits system.

On 1 July 2014, the diesel fuel tax credits received by trucking operators for on-road use will fall 6.858 cents per litre, matching the planned 2014-15 carbon price of \$25.40. This is expected to cost the industry and its customers \$510 million in 2014-15 alone. The industry's fuel tax credits will then decrease each year as Australia's carbon price rises.

Off-road fuel users, including the mining and rail industries, will be subject to carbon tax from 1 July 2012, when their diesel fuel tax credits will fall 6.21 cents per litre, consistent with the initial carbon price of \$23 per tonne. Trucking businesses that claim fuel tax credits for off-road use, such as the fuel used in excavators or bobcats, will be affected, but only for the fuel they use off-road.

Fuel used off-road in agriculture, forestry and fisheries will not be taxed.

ATA Chairman David Simon said the Government's decision would give small trucking businesses a breathing space to increase their fuel efficiency and renegotiate contracts with their customers.

"In the lead up to today's announcement, the ATA argued strongly that trucking operators should be exempt from the carbon tax altogether," Mr Simon said.

"In a series of meetings, including with Minister Combat's senior staff, we pointed out that 85 per cent of trucking businesses have fewer than five employees, and a limited ability to pass on increases in their costs.

"We pointed out that the industry has reduced its greenhouse gas emissions by 35 per cent per billion tonne kilometres since 1990, as well as massively reducing its other emissions. This has cost the industry hundreds of millions of dollars.

"And we pointed out that business conditions for trucking operators were extremely tough.

"The ATA didn't win outright, but we did secure a two-year exemption from the tax for the industry.

"I would like to thank the Government for listening. The exemption will give trucking operators time to renegotiate long-term contracts with their customers and look at how to improve their fuel efficiency."

David said the Government would need to push ahead with fixing the road transport regulations that prevent trucking operators from using the most efficient equipment.

"The ATA's recent environmental report shows the industry's ability to reduce its fuel consumption is restricted by government regulation, poorly thought out charges and a lack of R&D on energy-saving technology," he said.



www.atatruck.net.au

The Direct freight Express commitment to service excellence is without doubt at the forefront of the company's DNA.

Our customers continue to do business with us on this basis and we are very fortunate that our reputation in the Australian road freight industry is envied by our competitors.

The development of new business and the high retention of existing customers has been the catalyst to financial investment spent in the last 12 months.

Recently our IT Department has engaged the services of a virtual off-site server backup system. This will ensure uninterrupted service should local data cables be destroyed in the Warwick Farm area.

The introduction of an additional sortation system in the Warwick Farm Terminal will allow our company to process freight faster, and more efficiently than our competitors. Our goal has always been to ensure our departure times are on time every time.

The month of June saw the Perth Terminal install 2 carousels, one for country book ins and bulk freight and the second for local Perth metro freight. This move will improve overall services. Direct Freight Express is the only express carrier promoting 3 day turnaround ex Sydney and Melbourne into Perth and Bunbury. Our competitors struggle to maintain a 5 days service and openly admit this on their websites.

Adelaide will move to its new Cavan Terminal early August. This new site, which is only 15km from the centre of Adelaide, was purchased from TNT last December. DFE has spent the last 8 months increasing the size of the buildings, modernising and installing new state of the art conveyor systems and making this Terminal No 1 ahead of its SA competitors.

Melbourne is now running daily services to the Geelong area. The introduction of a 16 lane automatic parcel sortation system during 2010 has contributed greatly to DFE Melbourne's success maintaining a double digit growth this year.

Brisbane, Townsville and Sunshine Coast are also enjoying stable growth after the flooding and are on track for a modest second half year recovery.

Our Newsletter has featured new staff members that have recently joined our dynamic team and I personally welcome them to the Direct Freight Express family.

Finally I take this opportunity to thank all staff for their commitment to achieving constant improved results and helping DFE to evolve as Australia's best road freight carrier.

Trust you all enjoy this edition and look forward to seeing you all during my travels.

Best Regards



Joe Catania
Founder
Managing Director

Biodiesel to become the major truck fuel

Biodiesel will become the dominant fuel used in heavy vehicles by 2030 if a carbon tax is introduced, Treasury modelling predicts.

The modelling examines the impact of the Government's carbon tax plan on the Australian economy.

The modelling report says the carbon tax would drive substantial changes in the fuel mix over time, with a massive increase in the use of alternative fuels.

Even with the carbon tax, the trucking industry's gross output is predicted to increase 38 per cent by 2020 and 225 per cent by 2050.

Fleet Expands with Big Blue Kenworths!

By Jason Elliot

Recently Direct Freight Express purchased six second hand Kenworth k104 trucks. These vehicles have been totally refurbished and put to work on the eastern seaboard operating between Melbourne, Sydney and Brisbane. The trucks are all fitted with new Detroit engines upgraded to 575 horsepower and predominately tow our bulk 4.6m height trailers.

Direct Freight Express is experiencing continual growth requiring additional equipment urgently. The Blue Kenworths are playing a big part in fulfilling that requirement.



CBFCA choose the Direct Freight Express DVD for their Training Programmes!

It was explained to CBFCA that our current DVD is out of date and does not include any of the improvements and additions to the company that have been made in the last few years.

They still think our DVD is the best.

We have promised to send them an up-dated version when it is available.

The Customs Brokers and Forwarders Council of Australia Inc. (CBFCA) is Australia's leading association representing members in trade logistics and supply chain management service provision.



QLD News

By Ian Rutherford

Queensland Supervisors promoted from within

Our Queensland operation just keeps growing and as service demands increase so does our need for people who know what they are doing and also know what needs to be done to ensure customer satisfaction is maintained and if possible exceeded.



Buddie Wilson

Buddie Wilson joined DFE as a casual dock-hand on 11th June 2010. He quickly proved his ability – work ethic and attitude.

Buddie was promoted to Leading Hand AM Shift followed by a transfer to Leading Hand PM Shift where he has subsequently been promoted to PM Shift Supervisor on 11th April 2011.

Working closely with the team he has developed and by listening closely to our linehaul drivers has learned what really happens outside Brisbane.

Buddie has reduced shift costs and improved 'on time' departures ex Brisbane.

Buddie will grow along with the rest of DFE long into the future.



Torsten Von der Geest

Torsten joined Direct Freight Express as a Brisbane Metro Delivery Driver on 17th July 2007. He was always consistent in his attendance, presentation, delivery and pick-up performance and attention to detail.

When the opening for an AM Dock Supervisor came up in late July 2010, Torsten successfully applied for the position and was appointed to it on 9th August 2010.

Torsten continues to grow and with the cooperation of his team of drivers he is setting higher standards for the ever increasing number of PUD runs under his direction.



Pete Northey

On 24th November 2008 Peter Northey joined DFE as a PUD driver.

Peter immediately proved himself as being one of our better operators.

Customers on his Gold Coast run would frequently phone the State Manager with praise for the courteous and efficient manner in which Pete completed his duties.

During April 2011 the position of AM Dock Supervisor became available and Peter was appointed to it on 9th May.

Peters' experience as a PUD Driver has served him well in his new position. He will continue to develop with the ever expanding part of the run fleet he directs.

VIC News

By Rocco Pratico

Melbourne to Mornington Peninsula Overnight Service!

Responding to customer demands we have recently introduced a delivery service to the Mornington Peninsula area so that freight can be delivered on the next business day.

This new service is one of the results of restructure changes that have been made recently in operations and management.

Jason's 14 years of Excellence!

Jason Biocos, Victoria Sales Manager, has achieved 14 years of service to Direct Freight Express.

Craig Hendricks New Operations Manager

Craig has joined the Company as Operations Manager.

He has had extensive experience in the transport industry for more than 25 years.

We are sure he will be a great asset to the Company. Welcome aboard, Craig.



Michelle Tatana

Michelle has joined the Company as Melbourne Payroll Officer;



Rikki Roberts

Rikki has started with the Company as receptionist. She has a flexible personality, able to multitask and has a pleasant phone voice.



Shauni Chamberlain

Shauni has recently joined the Company. She has already proven herself to be a valuable member of our Pick Up's Team.



Guess who's having a baby?

Special congratulations to Michelle McDonald, Michelle and her partner Kenny Tangitutu are expecting their first baby on the 11th of November 2011.

Additional Sortation Facilities in Sydney Depot!



FASTER SERVICES!

A new additional high speed Sortation/Conveyor System has been installed in our Sydney depot.

A Direct Freight Express Terminal has the most modern high speed sortation systems, enabling faster more efficient operations.

Alison Richards Account Manager

We are pleased to welcome Alison to the Sydney office. She has had considerable sales experience including a stint at Startrack.

Best Wishes for Nicole

Nicole Butler who works in the Sydney Operations Department is recuperating after an operation on her wrist. *Get well and come back soon.*



Donna Sonter
Customer Service

Donna is expecting a baby on 5th December. Hoping for a boy because she already has a three year old daughter.



Natalie Singleton
Payroll Administration

Natalie joined the Direct Freight Express Sydney office just a few weeks ago and has already become an asset to the Admin team.

A Big DFE Welcome for Alice and Jess!



Both joined the company early in 2011. They contribute greatly to the smooth running of the WA Customer Service Department.

Congratulations Amber!



Amber is responsible for 'WA Pickups'. On the 8th of July Amber will be thinking about more important things when her baby boy arrives.

If it were possible to find out which depot has the best customer friendly drivers... WA would win hands down!

By Sara Chevin, Sales Representative

Our customers continuously comment on how friendly and well mannered our drivers are.

I have been with DFE for 3 years and have found this is very important for all other DFE staff when dealing with customers.

Perth is a Happy Depot!

Full credit should go to our manager Glen Schoppe and to Annemaree who joined us early this year.

Albury Depot put on a show at Country vs City?

By Rob Beasley

Albury depot displayed a delivery truck at the Lavington (Albury) sports oval recently.

The occasion was the annual City vs Country rugby league clash in May.

Unfortunately, no photos are available, but a crowd of over 8000 attended, and the truck was very visible to those that attended.

You could see the truck on the TV replay, but you had to look hard. Next year we roll in a "b double".

We were assisted by Mike Eden, a former rugby player, and a corporate solicitor, who has had a tree change and headed for the tranquillity of the Albury hills. He is well known to Joe Catania and family.

I spent an hour or so manning the BBQ and cooking some really good country steaks.

A good night was had by all, particularly when country scored a very late try (about a minute to go to full time) and won the match.



Ben Taylor
Sydney Workshop Manager

Ben has been working in the Sydney Depot workshop since last year.

Because of his enthusiasm and hard work he has recently been promoted to Workshop Manager.

By Glenn Schoppe

Expanded and modernised sortation systems

The newly installed automatic sortation system sorts items ensuring items get to the correct destination first time every time.



“There’s been a lot happening out West during the last couple of months!”

Melbourne and Sydney to Bunbury WA in only 3 days!

We have also started regular delivers to country Bunbury 200klm south of the Perth metropolitan area during the last month.

Direct Freight Express can now pickup cartons in Sydney on Friday and have it delivered to country Bunbury in WA in only 3 days.

No other road transport company is currently offering these services.

2 New Tautliner Trucks

We have added two 12 pallet 5 tonne tautliner trucks to our fleet.

One of which has a tail lift so we can now do these deliveries ourselves.

Previously we used outside hire.

A hard working company man with a can do attitude!



Darren Young is an outstanding Employee. He is a very competent and versatile working as a local trailer driver, bulk driver, forklift driver and dockhand.

Darren’s consistant enthusiasm is a much appreciated asset to the Perth depot

New WA Operations Supervisor



Jaed Riggins is responsible for managing the run drivers

Our Man to Bunbury!



Driver Keith Bentley makes regular runs to Bunbury.

New WA Bulk Supervisor



Barry Tonkin

In February this year flooding in WA washed out the rail line.



With help from John Clout, Daryl Young, Gary Lorring and Kenny Tangitutu Direct Freight Express ran additional services for two weeks to ensure our customers freight was on time. This picture is of 4 B triples arriving at the Northam road train yard in Western Australia..

By Nick Nicou

The new terminal is located at Cavan which is a suburb north of Adelaide, only 13 kms from the city.

Our opposition are now moving 30kms from city, which gives us a more central advantage.

Another plus is that we also have efficient road train access made possible because of the added advantage of two access roads.

This site was previously occupied by McPhee Transport and Rightway Express.

We are busy extending and modernising the facilities with plenty of space to spare for future growth.

At this stage preparations are continuing smoothly and all staff members are looking forward to our new home. The walls are up. The steel is ready to go up. Booms and carousel are being installed. The offices are almost finished.

The DFE signs, DFE truck and flag shown in these photographs are courtesy of LS and Photoshop.

Direct Freight Express to open new Depot in Adelaide



Opening Day will be announced soon!



The Thoughts of Glenda Stubbs

Customer Service, Melbourne

What is a Cwourtesy Call?

I was ringing a Customer just to let them know that their freight was misdirected and I said, " Good Afternoon this is just a quick Cwourtesy call."

Every day I am reminded of this fumble because in Melbourne these type of calls are now generally known as "CWOURTESY CALLS"

"No Bouncy Balls here!"

Had an enquiry for missing freight and the description was Bouncy Balls, so I rang the boys asking if they had any bouncing balls in unlabelled in which they replied "Sorry no bouncy balls here."

I then said "So no balls at all down there." They just sniggered - boys will be boys even when they don't have any balls.