

"KEEPING AUSTRALIA'S INTERNATIONAL TRADE MOVING"



Australian Peak Shippers
Association Inc. (APSA)



Container Transport
Alliance Australia

Dedicated. Connected. Better.

Safe Loading and Transport of Shipping Containers – Heavy Vehicle Safety & Safe Container Loading Practices Awareness Campaign



Final Project Report

Grant Funding Reference: HVSI413

Container Transport Alliance Australia (CTAA)

Freight & Trade Alliance (FTA)

Australian Peak Shippers Association (APSA)

29 October 2021

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Background:

In October 2021, Container Transport Alliance Australia (CTAA), in collaboration with Freight & Trade Alliance (FTA) and the Australian Peak Shippers Association (APSA), were awarded funding under Round 4 of the Heavy Vehicle Safety Initiative (HVSII) to develop and deliver a Heavy Vehicle Safety & Safe Container Loading Practices Awareness Campaign, came to be entitled the “**Safe Loads / Safe Roads**” Campaign.

Container Transport Alliance Australia (CTAA) is a strong alliance of leading businesses engaged in the container transport logistics industry across Australia. CTAA Alliance companies account for the majority of the landside movements of containerised freight handled through Australia’s capital city ports.

www.ctaction.com.au

Freight & Trade Alliance (FTA) is Australia’s leading representative body for the international supply chain sector bringing together importers, exporters, customs brokers, freight forwarders, logistics service providers and industry groups. www.ftalliance.com.au

The Australian Peak Shippers’ Association (APSA) is the peak body designated by the Federal Minister of Infrastructure and Transport to protect the interests of Australia’s cargo owners and shippers in respect to shipping and international logistics services. The secretariat for APSA is provided by FTA:

<https://www.ftalliance.com.au/about-apsa>

The Problem:

Cargo inside shipping containers that is inappropriately packed, poorly restrained (or unrestrained) and/or unevenly weight distributed can cause serious heavy vehicle road safety issues. This includes the heightened risk of truck rollovers, load shifts contributing to road accidents, and heavy vehicle axle mass breaches.

For instance, heavy vehicle accident data (*National Transport Insurance, 2018*) shows that significant on-road incidents involving container-laden heavy vehicles are 36% more likely to result in a truck rollover compared to vehicles carrying general freight. A common factor in these incidents is vehicle instability caused by the load inside the container.

From a commercial perspective also, TT Club insurance data shows that transport vehicle incidents account for 27% of all claims, while bad packing accounts for 7% of claims. Of the bad packing claims, 64% were because of poor load restraint.

The container transport logistics sector is an important freight sector that will experience significant growth over the next two decades. In 2017/2018, there were over 8 million Twenty Foot Equivalent Units (TEUs) exchanged through Australia’s capital city container ports of Melbourne, Sydney, Brisbane, Adelaide and Fremantle. By 2032/2033, the task is expected to grow to over 19 million TEUs.

Over 80% of containers through Australia’s capital city ports are transported by road, with a current estimate of over 3 million truck trips per annum carrying full containers to and from ports. With the forecast rise in the container freight task out to 2032/2033, the number of truck trips will more than double to over 7 million trips per annum.

Under Chain of Responsibility (CoR) laws, importers (consignees) and exporters (consignors) have obligations to ensure that their actions (or inactions) do not contribute to a breach of the Heavy Vehicle National Law (HVNL). This includes taking practical steps to ensure that cargo inside shipping containers is packed and restrained so as not to cause a breach of road laws when containers are transported on a public road.



<https://www.smh.com.au/national/nsw/driver-waiting-at-lights-crushed-to-death-by-container-truck-20120628-2145q.html>

A major concern in relation to import containers is that the heavy vehicle driver and transport operator have not ability to sight the load stability / cargo restraint inside the sealed container until the container is opened and inspected. Yet, the driver and transport operator have a primary duty under CoR laws to ensure that they do not commit a breach regarding load restraint and mass loading thresholds when containers are carried on a public road.

<http://ctaction.com.au/wp-content/uploads/2019/02/SEQH-Nathan-Cramer-Unsecured-Load-in-Container.mp4>

Separately, export containers can be found to have been poorly packed, poorly restrained, or unevenly weight distributed, despite their origin within an Australian jurisdiction.

In the view of the project proponents, existing guidance material in Australia and internationally on the correct packing and load restraint of cargo inside containers is not well understood by many within the container logistics chain in Australia and overseas.

The available guidance includes the Australian Load Restraint Guide (pages 81 to 88 on “Contained Loads”), and internationally the IMO/ILO/UNECE Code of Practice for Packing of Cargo Transport Units (CTU Code).

A study completed by the International Labour Organization (ILO) in 2011 (*Safety in the supply chain in relation to packing of containers, ILO, Geneva, 2011*) concluded that “many of the organisations who would benefit most from access to good practice guidelines (on container packing) are small enterprises with little experience of container stresses and forces ...”

Also not well appreciated is the added risks to heavy vehicle safety and road infrastructure protection caused by poorly packed, unrestrained and poorly distributed loads inside shipping containers.

Objectives:

The **Heavy Vehicle Safety & Safe Container Loading Practices Awareness Campaign** set out to:

- Highlight the impacts on heavy vehicle safety of inappropriately loaded, poorly restrained and/or unevenly weight distributed shipping containers, in order to demonstrate to all parties how heavy vehicle safety can be compromised with potential serious consequences; and
- Promote best practice in shipping container packing, cargo load restraint and weight distribution, including the provision of materials to assist importers to engage with their packers overseas, and for exporters to review their packing practices and associated container logistics chain impacts.

By:

- Consolidating existing awareness material and best practice guidelines;
- Developing a checklist for use by importers and exporters, and their container packers on safe container loading practices; and
- Delivering the campaign objectives through an online training resource, coupled with face-to-face engagement within the broader container logistics chain sector to raise awareness of container heavy vehicle safety and best practice container loading practices.

Project Development / Delivery & Milestones:

To guide the development and delivery of the project, a **Safe Container Loading Practices Campaign Reference Group** was established, comprising:

Chair: Neil Chambers, Container Transport Alliance Australia (CTAA)

Members:

- Paul Zalai, Freight & Trade Alliance (FTA) and Aust. Peak Shippers Association (APSA)
- Caroline Zalai, Freight & Trade Alliance (FTA)
- Peter Van Duyn, International Cargo Handling Coordination Association (ICHCA), Australia
- Astrid Groeneveld, Strapping & Lashing Specialist, Cargo Restraint Systems Pty. Ltd.
- Kerryn Woonings, Marine Surveyor, Crawford & Company
- Laurence Jones, Director Global Risk Assessment, Thomas Miller (Australasia) Pty Ltd (TT Club)
- Bill Murphy, Head of Operations & Business Development, WiseTech Academy
- Paul Stephenson, Head of Studies, WiseTech Academy
- Renee Wilson, Customs Broker, Customs Brokers Australia (contracted to develop the learning materials & checklists)

The Reference Group met on six occasions (via video-meeting due to COVID-19 restrictions) and was instrumental in providing expert input to the development and delivery of the campaign materials.

Project Phases:

The project was developed and delivered in the following Phases:

- **Phase 1: Content Development** (researching learning materials and checklist structure)
- **Phase 2: Awareness Campaign Development:**
 - ✓ Developed on-line awareness training tool;
 - ✓ Completed graphic design of checklists;
 - ✓ Developed a supporting web page and social media banner templates
- **Phase 3: Campaign Launch & Delivery:**
 - ✓ Launched awareness campaign with media releases & media event (with NHVR)
 - ✓ Launched webpage content & associated social media platform content (with NHVR)
 - ✓ Launched the on-line awareness learning tool (with NHVR)
 - ✓ Delivered five unique Webinars covering the campaign topics

The Project subcontracted WiseTech Global Academy (a business unit of WiseTech Global) to develop the awareness materials and transpose them into an enduring on-line learning tool.

In accordance with the Grant Funging Agreement provisions, Progress Reports were provided to the NHVR throughout the life of the project:

- Q4 2019: 1 October 2019 to 31 December 2019
- Q1 2020: 1 January 2020 to 31 March 2020
- Q2 2020: 1 April 2020 to 30 June 2020
- Q3 2020: 1 July 2020 to 30 September 2020

Project Deliverables:

The overall Campaign was officially launched virtually on 17 September 2020, with a media statement from the NHVR – see: <http://ctaction.com.au/wp-content/uploads/2020/10/0918-NHVR-Media-Release-Safe-Container-Loading-Practices-and-HV-Safety-Campaign-Launch.pdf>

The media statement was augmented with video messages from the (then) Deputy Prime Minister, and Minister for Infrastructure, Transport and Regional Development, the Hon. Michael McCormack, and by the NHVR CEO, Sal Petrocchio.

Awareness of the campaign was bolstered by advertisements placed in major transport logistics trade publications – Daily Cargo News (DCN), Australasian Transport News (ATN) and Commercial Road Transport (CRT) News:

Container Transport Alliance Australia
Dedicated. Connected. Better.

"KEEPING AUSTRALIA'S INTERNATIONAL TRADE MOVING"
FTA
FREIGHT & TRADE ALLIANCE

Australian Peak Shippers Association Inc. (APSA)

FREE SAFE CONTAINER LOADING PRACTICES & HEAVY VEHICLE SAFETY CAMPAIGN & WEBINAR SERIES

Are you aware of best practice in safe container loading and cargo restraint?
Do you understand the legal, safety and commercial consequences of unrestrained and poorly packed cargo inside shipping containers?

**SAFE LOADS...
SAFE ROADS...**

To register for the **FREE** online course or webinars go to
www.FTAlliance.com.au

Supporting organisation: ICHCA Australia
A Heavy Vehicle Safety Initiative administered by the NHVR on behalf of the Commonwealth Government

ICHCA
AUSTRALIA

NHVR

The penetration statistics from the print advertising were:

- **Prime Creative Media (CRT News)** – online newsletter banner ad throughout October 2020: Impressions: 44,819, Clicks 22, CTR % 0.05
- **Daily Cargo News (DCN)** - Digital Advertising campaign 17/9/2020 to 17/10/2020: Total Unique Impressions: 80,107, Total Unique Clicks: 574, Total Opens: 2,152, Total Clicks: 117, Unique Opens: 772, Unique Clicks: 37
- **Australasian Transport News (ATN)** – Content Clip & Digital Display: Total Sends: 181,405, Total Opens: 35,497, Total Clicks: 625

In addition, an article & advertising appeared in the Spring 2020 edition of FTA's "**Across Borders**" **Magazine**, with hard-copy distribution of 1,000 copies, as well as nine editions of FTA's **Weekly Report** emailed to 3,000+ contacts.

Online Training Course:

WiseTech Academy, under contract to CTAA, developed and launched the online Training / Awareness Course covering the following six subjects:

- Introduction and impact of unsafe container loading practices
- Safe container loading practices;
- Packing and minimising risks for containerised cargo transport
- Heavy Vehicle National Law and Chain of Responsibility
- Practical application of the Heavy Vehicle National Law and Chain of Responsibility
- Truck rollover prevention
- International organisations and conventions for safe container transport

Between the launch and the formal conclusion of the campaign at the end of December 2020, **over 230 people** had registered to complete the self-paced online training / awareness course – free to participants for the duration of the grant funded campaign.

The online learning resource now endures as an industry-specific online training tool, and is being incorporated into the Diploma of Customs Broking (and future Diploma of Freight Forwarding) delivered by WiseTech Academy.

See: <https://wisetechacademy.com/course.asp?id=74>

Webinar Delivery:

Due to COVID-19 stay-at-home and travel restrictions, the project needed to pivot away from physical face-to-face seminars in Melbourne, Sydney, Brisbane, Adelaide and Fremantle, together with some regional seminars, to a series of unique Webinars on aspects of the campaign resources:

A series of five Webinars were hosted throughout October 2020 and early November 2020 on specific topics related to the campaign:

[Implementing Best Practice Container Packing](#)

Tuesday, 13 October 2020 (12.00pm to 1.00pm AEDT) = **305 registrants**

[Overseas Packing Requirements to Facilitate Onshore Biosecurity Treatments](#)

Thursday, 15 October 2020 (12.00pm to 1.00pm AEDT) = **434 registrants**

[Chain of Responsibility and International Transport Obligations](#)

Wednesday, 21 October 2020 (12.00pm to 1.00pm AEDT) = **272 registrants**

[Chain of Responsibility and Container Transport](#)

Wednesday, 28 October 2020 (12.00pm to 1.00pm AEDT) = **243 registrants**

[Insurance & Commercial Considerations](#)

Wednesday 4 November 2020 (12.00pm to 1.00pm AEDT) = **182 registrants**

A total of 1,436 participants were involved across the five Webinar events. This is likely a higher penetration of participation than would have been achieved through face-to-face seminars.

The video recordings of the Webinars are an enduring outcome from the project, with interested people able to view the recordings online.

Campaign Resources:

In addition to the online learning tool and the Webinar recordings, the campaign resources remain current on the unique website landing page for the project.

See: <https://www.ftalliance.com.au/safe-container-loading-practices-heavy-vehicle-safety>

Container Packing Checklist:

An important enduring resource is the Container Packing Checklist.

CTAA / FTA & APSA collaborated with five key international organisations in the development and distribution of the Checklist in Australia – the Global Shippers Forum (GSF), ICHCA International, TT Club, World Shipping Council (WSC) and the Container Operators Association (COA).

A copy of the Checklist can be downloaded at:

https://www.ftalliance.com.au/data/news_attachments/container%20packing%20checklist.pdf

Importers and exporters have been, and will continue to be, encouraged to share the Checklist with their packers overseas and in Australia to assist with implementing best practice in container loading and load restraint of cargo inside the container.

The Checklist has been downloaded frequently from the campaign's website landing page and

<https://www.ftalliance.com.au/news/18982>

The Checklist refers significantly to the *IMO Code of Practice for Packing of Cargo Transport Units* (IMO CTU Code). This is the definitive international guidance on the safe loading and cargo restraint of cargo inside containers (cargo transport units):

https://unece.org/fileadmin/DAM/trans/doc/2014/wp24/CTU_Code_January_2014.pdf

Project Finances – Grant Acquittal:

A summary of the grant revenue received and expenses incurred in accordance with the terms of the Funding Agreement (excluding GST) are:

| Date | Description |
|------------------------|--|
| 1 Oct 2019 | Milestone 1 funding |
| Oct 2019 to March 2020 | Travel expenses – content development phase |
| 13 April 2020 | Milestone 2 funding |
| 12 Aug 2020 | Milestone 3 funding |
| 26 Aug 2020 | 1 st installment – WiseTech Academy – online training course development |
| 31 Aug 2020 | 2 nd installment - WiseTech Academy – online training course development |
| 23 Dec 2020 | Milestone 4 funding |
| 5 Jan 2021 | FTA – external trade media advertising expenses |
| 6 Jan 2021 | FTA – project consulting hours, webpage development, graphic design, FTA magazine advertising, webinar delivery, travel expenses |
| 6 Jan 2021 | CTAA project consulting hours & promotion of the campaign to all landside logistics stakeholders across Australia |
| | |
| TOTAL | |

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Signed for and on behalf of

Container Transport Alliance Australia
(CTAA)

by its duly authorised officer in the
presence of: [Redacted]

[Redacted]

Signature of Authorised Officer

[Redacted]

Name of Authorised Officer

Date: 29 October 2020