

Partner Program

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MEMBERSHIP INFORMATION PACK

Who we are



Freight is critical to the Australian economy and in a decentralised state such as Queensland, road freight transport is critical to ensure the supply of freight to urban, rural and remote communities. The road freight industry also supports the heavy vehicle manufacturing industry in Queensland which currently includes a large number of brands of heavy vehicle and trailer manufacturing businesses. These businesses are global leaders in vehicle innovation and design, promote efficiency, productivity and safety in the road freight industry.

As the peak industry body for the road freight industry in Queensland, the QTA represents operators of all sizes, from all sectors and areas of the Australia, suppliers, manufacturers and stakeholders who make up an industry that is a major contributor to the economy.

The Association advocates for progressive investment in road infrastructure, fosters innovation in safety, road and transport technology, and is heavily invested in the future sustainability of the workforce, and represents members interests in the areas of heavy vehicle policy, safety, workplace law and skilling and training.

We welcome partnerships that align with the Association's purpose, advocacy and engagement style underpinned by our engagement values - Trusted to Deliver. Driven by Service.

Gary Mahon
CEO



Core Values



Integrity

Practice apolitical professional advocacy that represents the interests of members in a strategic, certain, and diplomatic manner.

Innovation

Adapt to changing industry needs and deliver advocacy and services that embrace contemporary thinking.

Service

Build a sustainable Association through excellence in responsive, relevant and personal service.

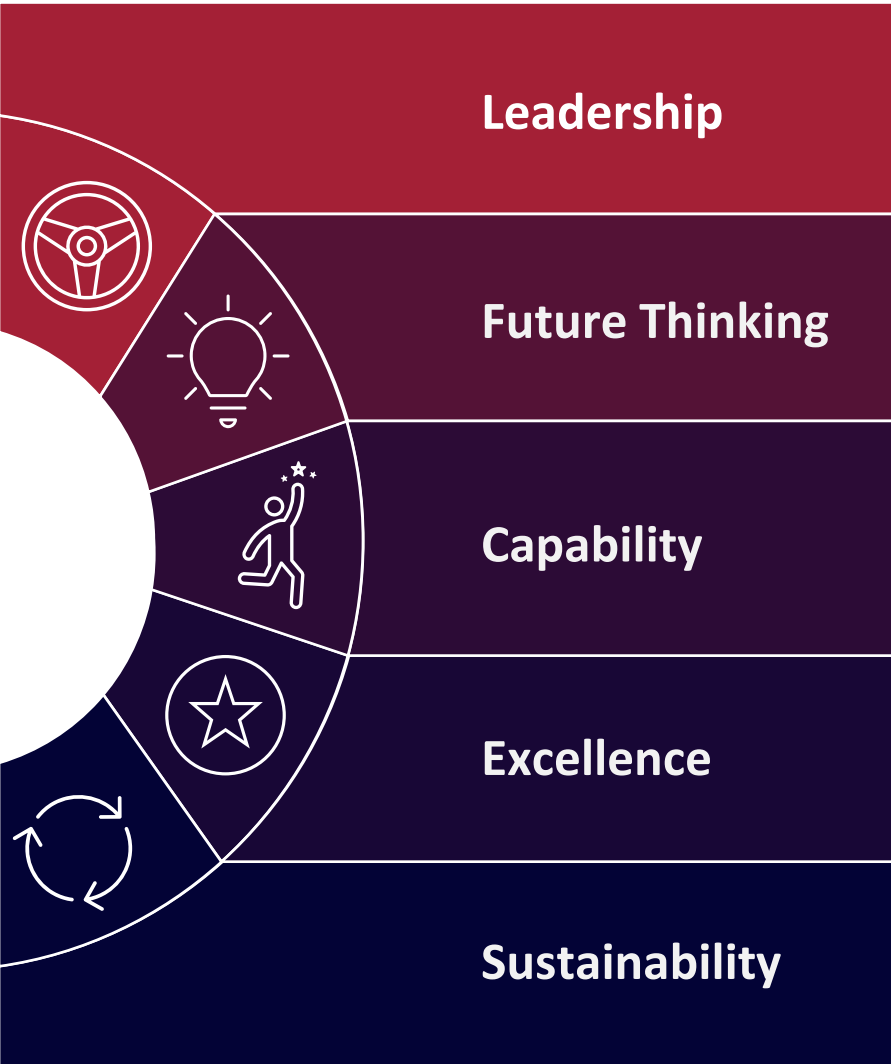
Trust

Maintain and build the reputation of the Association as the voice of the road freight industry in Queensland that delivers tangible and relevant outcomes.

Value

Reinforce the Association's drive to create value for the membership by regularly renewing business practices, purposeful advocacy, tailored services, and personalised support.

Strategic Themes



Picture: QTA's first Safety Trailer Program in partnership with Transurban and Followmont Transport – May 2022

Partner Program



PP

Platinum Partner

- Maximum branding exposure
- High level networking and engagement
- Connectivity to Association Board and membership
- Exclusivity of industry sector
- Two-year commitment (minimum)

GP

Gold Partner

- Mid-level brand exposure
- Regular marketing and engagement opportunities
- Networking with membership through events
- Connectivity on industry issues
- Two-year commitment (minimum)

SP

Silver Partner

- Base level sponsor brand awareness
- Networking opportunities through events
- Content Marketing opportunities
- Connectivity on industry issues

Partnership Inclusions



	Platinum \$11,839 +gst	Gold \$7,534 +gst	Silver \$4,305 +gst
Invitation to attend QTA road freight forums/workshops/events	✓	✓	✓
Brand promotion in QTA Transporter E-News/Website/QTA Events	✓	✓	✓
Content marketing in QTA Transporter E-News	✓	✓	✓
Social media coverage	✓	✓	✓
Access to member services	✓	✓	✓
Inclusion in AGM report	Company Logo	Company Logo	Company Name
Invitation to host webinar/forum/workshop	✓	✓	
Promotion of attendance at Brisbane Truck Show <i>(if exhibiting)</i>	✓	✓	
Industry sector exclusivity in Platinum Partner category	✓		
Priority offer on QTA event sponsorships	✓		
Award category sponsor at QTA Road Freight Industry Awards	✓		
QTA Event tickets:			
QTA IWD Breakfast - Brisbane	4	2	1
QTA Platinum Partner Golf Day	2 + Hole Sponsorship	2	-
NQ Women in T & L Breakfast - Townsville	4	2	1
QTA Road Freight Industry Awards Dinner	Table	2	1
End of Year Christmas Functions (Bris./Tsv.)	2	1	1



Specialist Partners



Bespoke category for programs or project partnerships. These are negotiated partnerships and currently include the Emerging Leaders Partner and Innovation Partner



Emerging Leaders Partner *(available from 2023)*

ELP

Support leadership development opportunities for people in the transport and logistics industry in Queensland, aged 21+ who have a passion for the industry, a drive to lead the future success of their employer/business and keenness to be involved in the future of the industry.

Innovation Partner

IP

For companies that specialise in the service provision or supply of product/s that contributes to one or more of the Innovation themes in the QTA Strategic Plan - areas of Efficiency, Viability, Productivity and Safety.

Workforce Partner *(available from 2023)*

WP

For companies that specialise in the service provision or supply of product/s that contributes to one or more of the Workforce themes in the QTA Strategic Priorities

North Queensland Partner

NQP

For companies that service North Queensland, specialise in the supply of product/s to the road freight industry and align with the Association's purpose, advocacy and engagement values - Trusted to Deliver. Driven by Service

QTA Team

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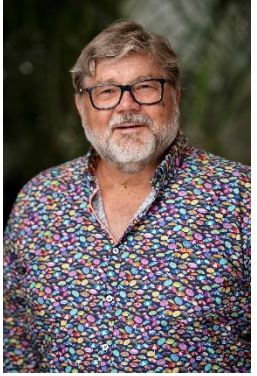
Gary Mahon
CEO



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Service
Manager



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Support
Officer



Frances
Schafer
Membership
Service NQ



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Mottram
Industry
Workforce
Advisor



Justine Parkes
Admin
Manager



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Platinum Partners



Gold Partners



Innovation Partner



NQ Partners



Silver Partners





QTA
Annual
Industry
Awards

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