

**Achieving your Associations’
goals through effective
event management**



About the ATA

Created following the tragic a truck & bus crash – October 1989

National peak body

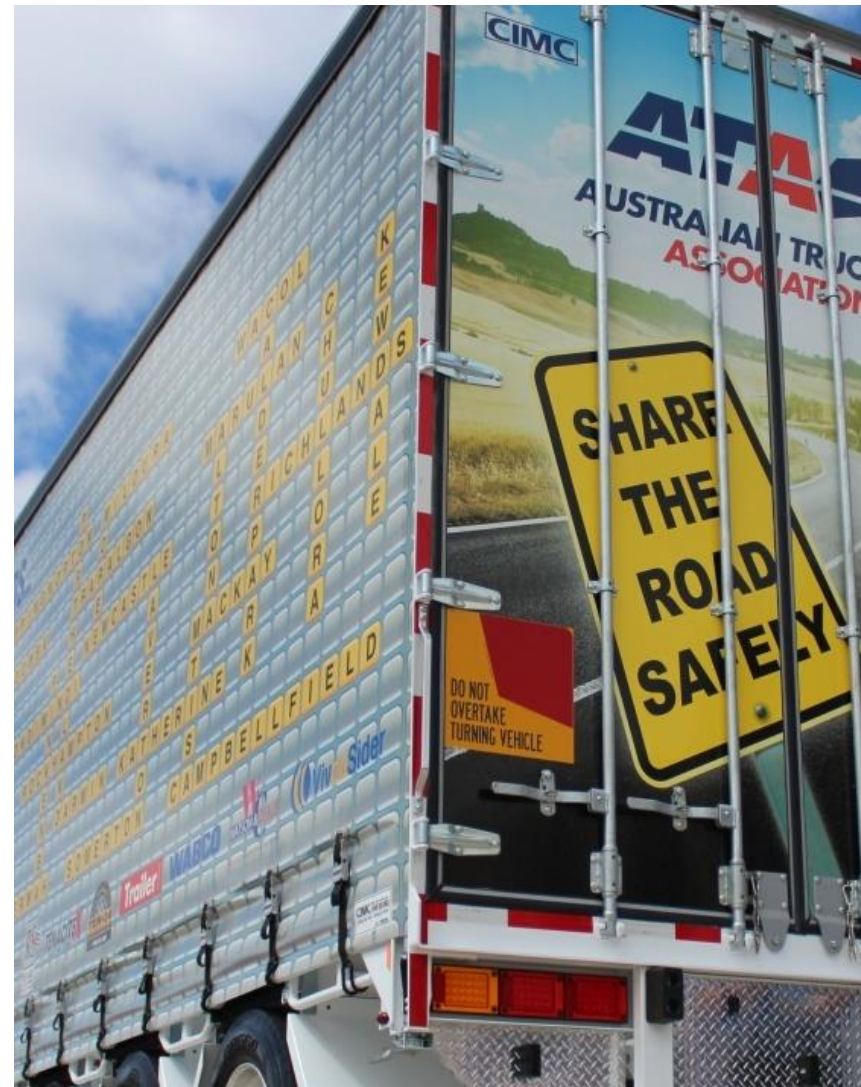
- unites entire trucking industry
- single, authoritative voice
- not funded by government

Members are state and sector trucking associations and national companies.

Aim of the ATA - a safe, professional and viable trucking industry

13 full time staff

1 part time truck driver





ATA Structure

ATA constitution

- The ATA is a public company limited by guarantee. The ATA's constitution sets out its structure and decision-making arrangements in detail.

General council

- The ATA General Council consists of its direct members, previous chairs and elected representatives of owner drivers and small fleet operators. The ATA council guides the association's industry policies.

Board of Management

- The ATA's Board of Management is responsible for the financial oversight of the association and sets its strategic direction.

Industry Technical Council

- The ATA's Industry Technical Council consists of businesses with leading expertise in truck technology. The ITC provides the ATA with advice on technical issues and develops its technical advisory procedures.





Trucking Australia

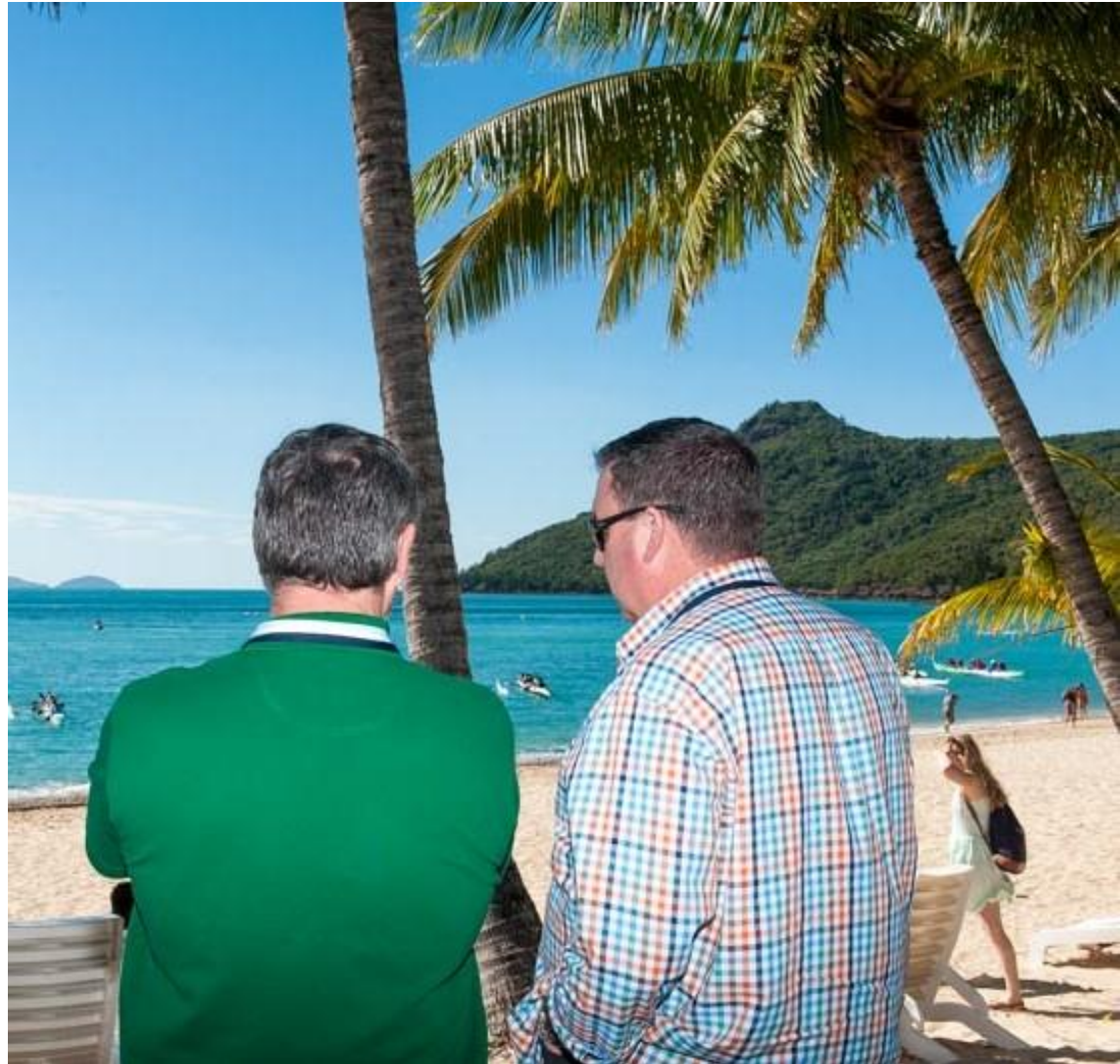
New event launched 2013 –
have your say, get results,
make a difference

Attendees develop actions for
the ATA's strategic plan

Sell out event with 265
delegates, 75 guests in 2013.
Grew to 305 delegates, 90
guests in 2015

No exhibition

Event must run at a profit –
assists the ATA to run and
make an overall profit



Technical & Maintenance



Annual technical and maintenance conference

- 12 hands on workshops
- 12 technical forums
- 24 exhibitors
- 1 major, 5/6 minor sponsors
- 4 media partners

In 2015 delegate numbers grew by 30%. The research tells us this is because of the strong, relevant program

Event must run at a profit



Truck Week

A national celebration of the trucking industry held every two years. TruckWeek 2016 is scheduled to be held 28 August - 3 September



NatRoad President @GeoffCrouch1

22 Aug

Part of Truck Week delegation to Federal parliament in Canberra today.....looking forward to it

Retweeted by TruckWeek 2012

Expand



WorkCover Queensland @WorkCoverQLD

20 Aug

TruckWeek 2012 has started! What events are you attending to show how trucking delivers? bit.ly/MzMcJd

Retweeted by TruckWeek 2012

Expand



Trilby Misso @TrilbyMisso

22 Aug

GM Lisa Rennie applauds Australian Trucking Association for its efforts to improve road safety awareness [#TruckWeek](https://truckerweek.com.au/) ht.ly/d6WCp

Retweeted by TruckWeek 2012

Expand

Safety Truck

Travelling road safety exhibition

The Safety Truck engages members and funds are raised for its operations via sponsorship. This sponsorship involves creating a cartoon of the companies truck to displaying in the messages inside the truck.

Animated road safety videos:

- Not cutting in
- Blind spots
- Don't overtake turning vehicles



<https://youtu.be/rLnkAAcBJcE>



Effective Event Management

What is effective event management?

What key performance indicators do you consider?

How do you determine if your event is being effectively managed?

What do you do if it's not?

The logo for the Australian Trucking Association (ATA) features four stylized human figures in red, blue, yellow, and green, arranged in a circle with their arms raised.

ATA Case Study

Old event – Australian Trucking Convention

Since 1991 the ATA has run the Australian Trucking Convention (Convention) which ran for up to five days. This event suffered serious decline in delegate numbers in recent years and it was time to give the ATA's annual premier event got a revamp.



ATA Case Study

New Event – Trucking Australia 2013 – current

Trucking Australia 2013 delegates were promised that they were not going to be lectured by politicians, bureaucrats or police. They were invited to Hamilton Island to “Have their say” as Australia headed into a general election in September 2013.

To facilitate this, the program was built around delegates being able to participate fully in the discussion during the sessions. It was an innovative format that provided delegates with an opportunity to influence directly their peak associations policies.

Only four sessions were conducted with key note addresses were kept to a minimum of time (15 minutes), key note speakers were then joined by a panel of key industry figures and the MC who then facilitated the discussion between the panel and the delegates.



ATA Case Study

New Event – Trucking Australia 2013 – current

The delegates had been surveyed in advance of the event and the MC had comments and questions raised by them in the survey to keep the conversation flowing. Delegates could also ask questions during the sessions.

A Twitter feed was also utilised and constantly displayed on the bottom of the screen to enable delegates to communicate in real time with the MC, panel and other delegates. This worked exceptionally well with delegates engaging regularly via this platform.

Registrations were just \$450, less than half the price of the 2012 Convention. The event went on to sell out. We have managed to keep the price for 2016 at \$495 again this year.

ATA Case Study

Trucking
Australia



ATA
Council



ATA
Board



ATA Strategic Plan





ATA Case Study

Marketing

Who is your target audience?

How do you reach them?

What is your value proposition?

Why should they attend your event?

Trucking Australia 2013 awarded the Meetings & Events Australia's Government/Association Event of the Year in 2014.

Personally award the Meetings & Events Australia's National Events Manager of the Year in 2014.



Your Association

Why does your Association exist?

- ATA exists to improve the trucking industry's safety, professionalism and viability
- Our Trucking Australia continues next year at Sea World on the Gold Coast – its fourth year. We are incredibly proud of this event but the event works, its profitable, popular and engages our delegates
- Our technical and maintenance conference has 4 pillars that frames the event:
 - Cost
 - Productivity
 - Safety
 - Environment



Your Association

Why does your Association have events?

- Needs an AGM (as was the case for the AMA)
- To engage with members
- To make money
- To set policy

Is this specified in your strategic plan/annual report?



Your Association

What does your Association aim to do?

- For Trucking Australia 2016 some of the goals include:
 - Number of delegates – 320 delegates , 90 guests
 - Number of types of delegates (target audience) – trucking operators – 180
 - Number of sponsors and exhibitors – 10 sponsors – no exhibitors
 - Financial outcomes – profit
 - Strategic outcomes – delegate produced 4 actions plans to take to ATA Council and Board of Management



Your Association

Some of these goals are only achieved through the Association's events.

How can you achieve your Association's goals through effective event management?



Questions??

Thank you

Contact me:

Email tania.goodacre@truck.net.au

Twitter [@taniagoodacre](https://twitter.com/taniagoodacre)

LinkedIn <https://au.linkedin.com/pub/tania-goodacre/7/7bb/345>