

A faint, light gray map of Southeast Asia and Australia is visible in the background. The map shows the outlines of the Indonesian archipelago, the Philippines, and the continent of Australia, including Tasmania.

# **7<sup>th</sup> Intermodal Asia 2016**

25-26 February 2016

## **Contemporary Issues in Australian Ports**

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# AUSTRALIAN PORTS – CHALLENGES AND CONDITIONS

Logistics and  
Integration

Red & Green  
Tape

Growth and Capacity  
Planning

Technology

Community  
Engagement

Productivity &  
Competitiveness

# CURRENT STATUS

- Located in the physical heart of most communities
- Threatened by urban encroachment and conflicting use of adjoining land
- Evolution of operating models – Public vs Private
- Lack of alignment in regulatory frameworks
- Short term agendas for business and government hampers sustainable port development
- Role clarity issue with key stakeholders
- Rise of environmental activism against industry and ports



# HISTORICAL PORT DEVELOPMENT

- Historically located at the heart of a community
- Close day-to-day physical integration between port and 'host community'
- The driving force for local, regional and international industry and economic prosperity
- Historically strong community, regulatory and industry support for growth and expansion to service market needs

# CURRENT REQUIREMENTS

- Maintain and increase quay line infrastructure to manage growth
- Channel deepening to support ship size trends
- Defence of existing port land and improved integration of road and rail capacity
- Policy and regulatory flexibility to quickly meet private sector needs
- Ensure “future-proofing” of access corridors

# WAY FORWARD

## Long Term Goal – Public Confidence

- Inspire pride in our ports
- Understanding of our operations
- Trust in our mission

# PUBLIC CONFIDENCE

A ***Social License*** is ‘ the acceptance and belief by local communities in the value creation of your activities’.

It is:

- Dynamic
- Intangible
- Non permanent

A ***Social License*** must be earned and then maintained through constant vigilance and community involvement.

# ENGAGEMENT PATHWAYS

- 1) Drive Awareness (role clarity and purpose)
- 2) Educate (operations, policies, standards)
- 3) Value Add (broad community support)

## Benefits

- Ability to operate and grow
- Reputational capital / insurance
- Regulator and business confidence



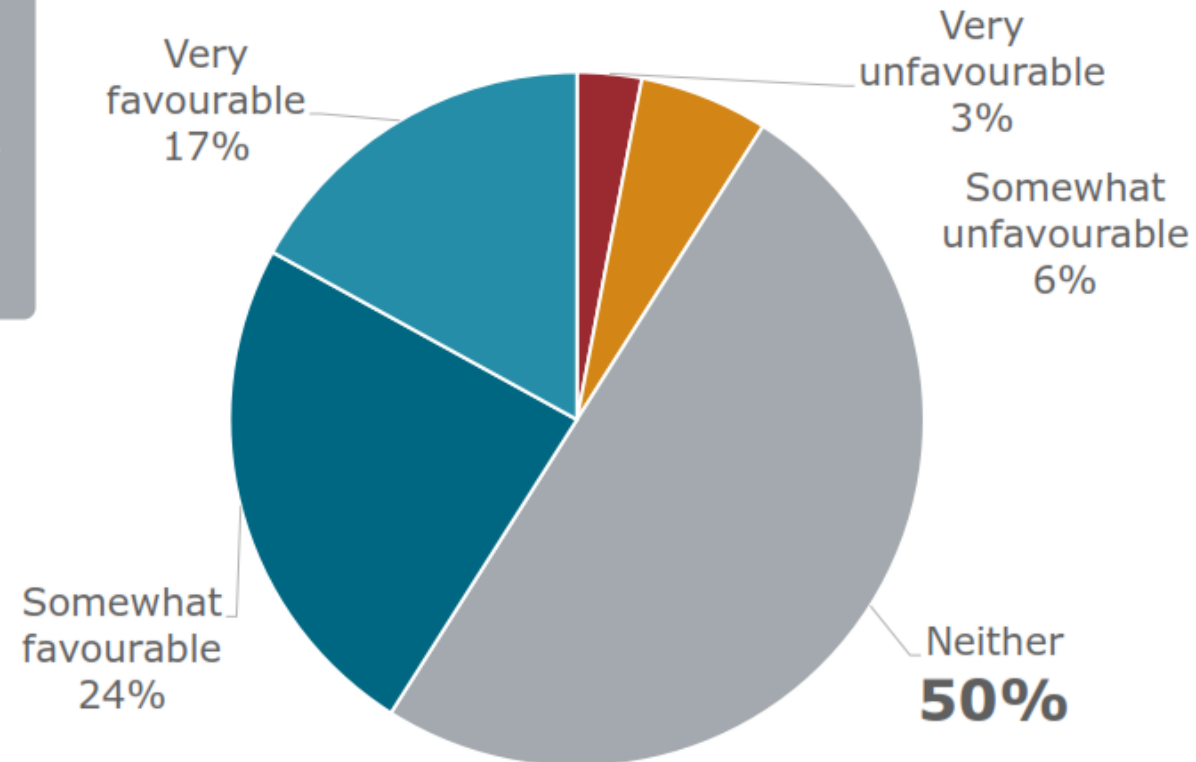
# CASE STUDY: PORT OF VANCOUVER – ROLE CLARITY AND PURPOSE



# CASE STUDY: PORT OF VANCOUVER

## Our audience: the neutrals

- Not actively engaged
- At greatest risk from negative coverage



# ENGAGEMENT STRATEGY

## Community awareness campaign

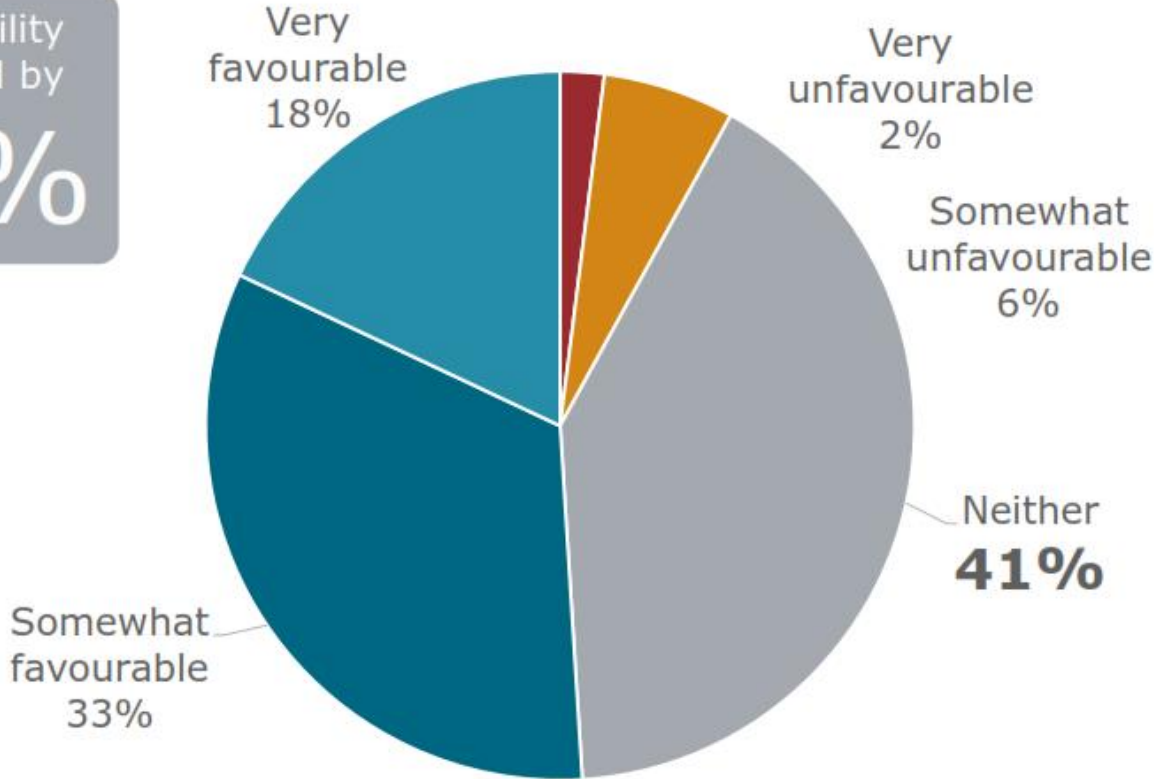
- Advocacy
  - Third Party validator/influencer
  - Executive Profile Building
  - Issues support
- Promotion
  - Social Media
  - Special Initiatives
  - Traditional and Digital Advertising



# IMPROVED PUBLIC PROFILE

## Results (2015)

Favourability increased by  
**10%**



# ACTIVITIES TO IMPROVE ENGAGEMENT

- Port and industry collaboration
- Consistent messages and commitment to stakeholder consultation
- A tiered approach to communications
  - National
  - State
  - Regional
  - Local



Paul Weedon – CEO Tasmanian Ports Corporation