



THE UNIVERSITY OF  
**WAIKATO**  
*Te Whare Wānanga o Waikato*

**UNIVERSITY OF WAIKATO SUPPLY CHAIN LOGISTICS SYMPOSIUM**  
NEW ZEALAND'S GROWING FREIGHT TASK

Thursday 20th to Friday 21st November 2014  
Gallagher Academy of Performing Arts, The University of Waikato, Hamilton

**SPONSORSHIP PROSPECTUS**



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## AN INVITATION TO SPONSOR AT THE 2014 LOGISTICS SYMPOSIUM

We would like to invite you to participate as a sponsor of The University of Waikato Supply Chain Logistics Symposium on New Zealand's Growing Freight Task, being held at the Gallagher Academy of Performing Arts within the University of Waikato campus.

With New Zealand's freight task projected to increase by around 50 percent over the next 30 years and total freight volume in the Upper North Island region projected to grow by around 59 percent, the challenges posed by increasing population congestion, road fuel prices and climate change means that New Zealand's logistics industry can no longer accept an incremental piece-meal approach to planning.

This symposium will be an opportunity to consider the linkages provided by transport to a collaborative and fully integrated freight supply chain that is capable of significantly enhancing New Zealand's international competitiveness. The symposium is intended to stimulate frank discussion and debate that will appraise key decision makers and stakeholders, and will provide knowledge that informs policy and operational decisions around the creation of a strategic freight infrastructure. It will also provide a valuable networking opportunity in a professional yet relaxed atmosphere.

Delegates will be hosted on a site tour to Fonterra's Crawford Street Freight Hub and the recently approved Ruakura Inland Port Site followed by a welcome reception offering the opportunity for discussion and networking.

Sponsorship support of the symposium will provide your company with visibility and promote brand awareness.

We acknowledge that support from sponsors is vital to ensure both the success and enjoyment of the event. There are a variety of investment opportunities available that can be tailored to your own marketing objectives.

You are welcome to contact one of the conference convenors below or the conference organisers to discuss your individual requirements further.

We do hope you can contribute to the success of this symposium and join us in Hamilton from 20 to 21 November 2014.

### Who will attend the conference?

We expect attendance by key decision-making delegates from rail, road, port, import, export, agriculture, resources and other key industries as well as representation from all levels of government.

### Expected number of delegates:

Registration numbers will be limited.

### Programme

Detailed information will be posted to the website [www.waikatologistics.co.nz](http://www.waikatologistics.co.nz) as it becomes available.

### CONFERENCE CO-CONVENORS:



**Dr Eric Deakins:** Associate Professor, Department of Management Systems, Waikato Management School  
T: 07 838 4565



**Dr Surya Pandey:** Senior Research Fellow, Institute for Business Research, Waikato Management School  
T: 07 838 4125

## BENEFITS OF SPONSORSHIP

### BENEFITS OF SPONSORSHIP

Can you afford not to be there? Sponsorship can provide positive results and this symposium offers a unique opportunity to:

- Engage the key contacts in your industry over one and a half days, all in one place!
- Drive awareness and understanding of your organisation
- Enhance relationships with your current and prospective clients
- Develop your staff and increase their awareness of the industry

We are offering a range of partnership options; however the organising committee welcome any suggestions you may have with regard to sponsorship ideas and recognition. Please do not hesitate to contact Sandra to discuss an option to fit within your company's budget and business integrity.

### WE ARE OFFERING A RANGE OF SPONSORSHIP OPTIONS:

**Conference Partner**  
\$10,000 plus GST

**Keynote Speaker Sponsor**  
\$2,000 plus GST

**Supporting Sponsor packages**  
\$2,000 plus GST

*Please see pages 4 and 5 for full package details.*

### Contact:

If you have any questions, or require additional information, you are welcome to contact:

**ForumPoint2**  
PO Box 1008 WMC  
Hamilton 3240  
New Zealand

**Tel:** +64 7 838 1098

**Sandra Jenkin, Project Manager**  
**Email:** [sandra@fp2.co.nz](mailto:sandra@fp2.co.nz)

## SPONSORSHIP PACKAGES

### CONFERENCE PARTNER \$10,000 + GST

#### Inclusions:

- Four complimentary delegate registrations (includes symposium sessions and Welcome Reception)
- 50 word company profile on symposium website
- Company logo on sponsors' page of symposium website with hyperlink
- Company logo on registration brochure (confirmation date dependent)
- Company logo on Sponsors' dedicated AV slide during all sessions
- Company logo on sponsor honour board/banner at symposium
- Access to delegate list pre and post symposium

*Note: Some benefits above are subject to sponsorship confirmation date*

### SPEAKER SPONSOR \$2,000 + GST

#### Option 1: Speaker 1

#### Option 2: Speaker 2

#### Option 3: Speaker 3

#### Option 4: Speaker 4

#### Inclusions:

- One complimentary delegate registration (includes symposium sessions and Welcome Reception)
- Company logo on sponsors' page of symposium website (no hyperlink)
- Company logo on Sponsors' dedicated AV slide during all sessions
- Company logo on sponsor honour board/banner at symposium
- Opportunity to provide own company banner for display during sponsored speaker presentation
- Access to delegate list post symposium

*Note: Some benefits above are subject to sponsorship confirmation date*

## SPONSORSHIP PACKAGES CONT & SECURING SPONSORSHIP

### SUPPORTING SPONSOR \$2,000 + GST

#### Option 1: Welcome Reception (naming rights)

#### Option 2: Refreshments and lunch break (Friday)

#### Option 3: Transport for site tours (Thursday)

#### Inclusions:

- One complimentary delegate registration (includes symposium sessions and Welcome Reception)
- Company logo on sponsors' page of symposium website (no hyperlink)
- Company logo on Sponsors' dedicated AV slide during all sessions
- Company logo on sponsor honour board/banner at symposium
- Opportunity to provide own company banner for display during sponsored event (Welcome Reception and Break sponsors)
- Opportunity to provide branded signage for coach transport (Transport sponsor)
- Access to delegate list post symposium

*Note: Some benefits above are subject to sponsorship confirmation date*

### SECURE YOUR SPONSORSHIP

The preferred final date for receiving a commitment to sponsor at the Logistics Symposium is Friday 3rd October 2014.

If you would like to benefit from a sponsor partnership, please complete the attached sponsorship application form. Please remember to keep a copy for your records and forward the original to ForumPoint2, the symposium organisers.

#### Payment

An enclosed cheque, or notification of payment by direct credit, for full payment is required to confirm your chosen investment option. If payment is not received with the application form, a GST Tax Invoice will be sent and the investment can only be confirmed once payment has been received.

#### Cheque Payments

Please make cheque payments in New Zealand Dollars payable to: Logistics Symposium.

#### Direct Credits

Bank Account Number: 02-0316-0366762-06.  
Please use your company name as the reference and forward an email remittance with deposit details to Claire@fp2.co.nz.



## TERMS AND CONDITIONS & ORGANISER CONTACT DETAILS

All pricing is exclusive of GST

- The Sponsorship Application Form may be emailed, faxed or mailed to the organisers. A sponsorship confirmation letter and GST Tax Invoice will be supplied on receipt of the booking form and once full payment of the amount due has been received
- Full payment is required at the time of applying
- The deadline for submitting the Sponsorship Application Form to ensure your company logo is included on printed material, banners and AV slides is Friday 3rd October 2014
- Sponsorship confirmation will be on a strict "first bookings and payment received" basis. A submitted application form without the full payment will not be deemed as a confirmed sponsorship
- No sponsor shall assign, sublet or apportion the whole or any part of their sponsorship package without the approval of the Convenors or Symposium Organisers
- The organisers reserve the right to decline a sponsorship application or make amendments to sponsorship inclusions without notice or consultation
- By signing the Sponsorship Application form, you authorise the organisers to use the intellectual property supplied by you such as logos, to advertise and promote the symposium
- Cancellation If notification is received prior to the 3rd October 2014, 75% will be refunded. After the 3rd October 2014 no refunds will be made
- By signing the Sponsorship Application Form, you agree to these terms and conditions

### University of Waikato Supply Chain Logistics Symposium organisers:

#### ForumPoint2

PO Box 1008, WMC  
Hamilton 3240, New Zealand  
T: +64 7 838 1098  
F: +64 7 838 1097  
W: [www.waikatologistics.co.nz](http://www.waikatologistics.co.nz)

#### Project Manager

Sandra Jenkin  
Email: [sandra@fp2.co.nz](mailto:sandra@fp2.co.nz)



## SPEAKER INFORMATION

Please note: Additional speakers and speaker information will be updated on the website [www.waikatologistics.co.nz](http://www.waikatologistics.co.nz) as it becomes available.



**Chris Greenough**  
CEO, Kotahi

Chris has led the establishment of Kotahi over the past three years after seeing the need for New Zealand business to lift the performance of the country's supply chain.

Prior to Kotahi, Chris joined Fonterra in 2008 to spearhead a strategic review of the dairy co-operative's ocean and land freight providers. His duties included an acting CEO role for land transport company, Dairy Transport Logistics Ltd (DTL), where he implemented a customer and service portfolio expansion plan and consolidated the company's road and rail services.

Chris previously spent 17 years in mobile and fixed wire communications industries. He started his career at Telecom New Zealand in various marketing and sales roles and then moved to the UK and joined AT&T as Marketing Director for pan-European voice services.



**Nigel Jones**  
Fonterra

Nigel Jones is General Manager Strategy, New Zealand Milk Products. In this role Nigel is charged with defining the strategy for a multi-billion operation stretching from the farm gate through to an international market place that encompasses over 120 countries.

Prior to joining the dairy industry Nigel had 18 years experience in leading international companies within the logistics industry. Between joining the dairy industry and prior to being appointed to his current position Nigel held a number of senior logistics and supply chain related roles, during which time he was responsible for developing then successfully implementing a major strategic change programme. Not only delivering Fonterra significant financial and operational benefits, this program continues to help reshape New Zealand's wider logistics environment.

In addition to a comprehensive operational background involving international logistics and the port sector, Nigel qualified and served as a navigating officer, in the Merchant Navy, is a Fellow of the Chartered Institute of Logistics and Transport, holds Bachelor degrees in Accountancy, Business Finance and a Master of Science in Supply Chain and Logistics from Cranfield University in the UK.

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**Professor Paul Childerhouse**  
Massey University

Paul Childerhouse is the Director of Logistics and Supply Chain Management at Massey University and one of New Zealand's leading supply chain academics. His research into supply chain integration and supply chain auditing is internationally renowned. The latter focuses on the assessment of organisational supply chain competence and has led to the development of a string of collaborative relationships with industry, including; The Warehouse, Westland Milk, HeinzWatties, DHBNZ, Easy Steel, DairyNZ, Fonterra and Carter Holt Harvey.

Over time he has become interested in the behavioural aspects of supply chain management. For example Paul is currently working with scholars from around the world investigating the effects of different national cultures on supply chain management. Together with his current crop of doctoral students he is researching the power and dependency of logistical service providers and the effects of social networks on supply chain relationships. In 2010, together with Dr Deakins he undertook a Chartered Institute of Logistics and Transport sponsored project that identified new forms of academia-industry engagement. Last year he conducted a joint research project with Lincoln University into agribusiness supply chain education.



**Tony Boyle**  
Director, AmZ Ltd

Following a number of years as a senior operations manager within the German owned Hamburg Sud Group Tony Boyle formed AmZ Ltd, a company which specialises in strategy and optimisation management for container terminals, ports, international shipping and transport. AmZ also provides advice on requirements for risk management, environmental and security protocols pertaining to shipping, port operations and landside logistics.

Tony holds the qualifications of Master Mariner with additional studies in transport and is a Fellow of the Chartered Institute of Transport and Logistics.

In 1997 AmZ was contracted by NZX listed Port of Tauranga Limited to develop, from a Greenfield start, the Tauranga Container Terminal including the inland MetroPort operation in Onehunga, Auckland.

Over the last fifteen years Tony has been involved to a greater or lesser extent in the development of a number of the marine and rail serviced container terminals in New Zealand. Since its formation AmZ has completed contracts in Australia, Pacific Islands, PNG, Asia, Middle East, Greece and Croatia. Some of these assignments included feasibility studies, strategic development and launching Inland Ports. Current projects include the development of an Inland Port at Ruakura for Tainui Group Holdings.

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**Professor Anthony Beresford**  
Cardiff University

Prof. Beresford joined Cardiff University in 1982 as a specialist in Port Operations and Multimodal Transport.

In 1986 and 1989 he co-authored Lloyd's Maritime Atlas, 15th and 16th Editions, published by Lloyd's of London Press, covering coastal ports, river ports, and dry ports. New Editions of the Atlas have been published every other year since then.

From 1990 onwards, Prof. Beresford worked with the UN on a variety of projects, including trade facilitation, multimodal transport and Dry Port development.

His Cost Model for multimodal transport has been adopted by the UN as a standard methodology for assessing the effectiveness of international transport corridors world-wide, and his work on Dry Ports has recently focussed on operations-based case-studies in for example Africa, China, Indo-China and Europe.

Professor Beresford has also published around 100 conference papers, 45 journal papers and a number of book chapters as well as a range of Government Advisory reports and other outputs from his research.



**Blair Garcia**  
VP – Parsons Brinckerhoff

Blair Garcia leads the Port & Intermodal Market and the Ports & Marine Practice in Parsons Brinckerhoff (PB) US operations. His technical competency is in multi-modal freight and passenger planning. Blair has led and participated in a very diverse number of projects involving the planning of commercial and industrial facilities and corridors, land development, market analysis, cost modelling, capacity analysis, operation optimization, transportation planning and facility design.

Blair's experience includes projects at major US/North American and international maritime and intermodal project locations including New York, California, Washington, Florida, New Zealand, Australia, Russia, China, Canada, France, Saudi Arabia, Honduras, Madagascar, and Columbia.



## PRELIMINARY PROGRAMME

Please note the programme may be subject to change.

### THURSDAY 20 NOVEMBER

### GALLAGHER ACADEMY OF PERFORMING ARTS

3.00 pm – 3.30 pm	<b>Registration</b> (Tea and coffee in Foyer)
3.30 pm – 3.35 pm	<b>Welcome to Day 1 of the Symposium</b> <i>Dr John Tressler, Acting Dean, Waikato Management School</i>
3.35 pm – 3.40 pm	<b>Opening remarks from the Chair</b> <i>Dr Eric Deakins</i>
3.40 pm – 4.00 pm	<b>Keynote: Importance of effective freight logistics to New Zealand</b> <i>Nigel Jones, Fonterra Co-operative Group</i>
4.00 pm – 4.20 pm	<b>Keynote: Importance of effective freight logistics to New Zealand</b> <i>Chris Greenough, CEO, Kotahi</i>
4.30 pm – 6.20 pm	<b>Tour:</b> Ruakura Inland Port and Fonterra Freight Hub <i>(via coach)</i>
6.30 pm – 8.30 pm	<b>Welcome Reception</b> (Gallagher Academy of Performing Arts)

### FRIDAY 21 NOVEMBER

### GALLAGHER ACADEMY OF PERFORMING ARTS

8.15 am – 8.45 am	<b>Registration</b> (Tea and coffee in Foyer)
8.45 am	<b>Mihi</b>
9.00 am – 9.10 am	<b>Welcome to Day 2 of the Symposium</b> <i>Professor Alister Jones, Deputy Vice Chancellor, The University of Waikato</i>
9.10 am – 9.20 am	<b>Opening remarks from the Chair</b> <i>Dr Eric Deakins</i>

#### Session 1

9.20 am – 10.00 am	<b>Parliamentary Address: Developing a blueprint for New Zealand's freight system</b>
10.00 am – 10.30 am	<b>Discussion</b> (Panel)
10.30 am – 11.00 am	<b>Morning break and refreshments</b>

## PRELIMINARY PROGRAMME

#### Session 2

11.00 am – 11.25 am	<b>Effects of inland port and intermodal urban development</b> <i>Blair Garcia, Parsons Brinckerhoff, USA</i>
11.25 am – 11:45 am	<b>Discussion</b> <i>Blair Garcia with Professor Anthony Beresford (Panel)</i>
11.45 am – 12.10 pm	<b>Inland ports and multimodal transport systems</b> <i>Professor Anthony Beresford, University of Cardiff Business School, UK</i>
12.10 pm – 12.30 pm	<b>Discussion</b> <i>Professor Anthony Beresford and Blair Garcia (Panel)</i>
12.30 pm – 1.30 pm	<b>Lunch Break</b>

#### Session 3

1.30 pm – 2.10 pm	<b>Keynote: The Ruakura Inland Port Project</b> <i>Mike Pohio, CEO, Tainui Group Holdings Ltd</i>
2.10 pm – 2.40 pm	<b>Discussion</b> <i>Mike Pohio / Tony Boyle, Director, AmZ Ltd</i>
2.40 pm – 3.05 pm	<b>A New Zealand Centre for Logistics and Value Chain Innovation</b> <i>Dr Eric Deakins &amp; Dr Surya Pandey, Waikato / Professor Paul Childerhouse, Massey (Panel)</i>
3.05 pm – 3.20 pm	<b>Discussion</b> <i>Dr Eric Deakins, Dr Surya Pandey, Professor Paul Childerhouse</i>
3.20 pm – 3.50 pm	<b>Afternoon Break and Refreshments</b>

#### Session 4

3.50 pm – 4.15 pm	<b>Development of logistics in New Zealand</b>
4.15 pm – 4.40 pm	<b>Discussion Panel</b>
4.40 pm – 4.45 pm	<b>Closing remarks from the Chair</b> <i>Dr Eric Deakins</i>
4.45 pm	<b>Symposium Close</b>



## SPONSORSHIP APPLICATION FORM

### COMPANY DETAILS

COMPANY: \_\_\_\_\_

POSTAL ADDRESS: \_\_\_\_\_

\_\_\_\_\_  
POSTCODE: \_\_\_\_\_

TEL: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

*It is acknowledged that by providing their signature above, the person stated above agrees to be invoiced for the total amount owing, is authorised to make the commitment on behalf of their organisation and agrees to the terms and conditions as detailed on page 6.*

### SPONSORSHIP

**Please circle which option you choose:**

- |                    |  |                          |
|--------------------|--|--------------------------|
| Conference Partner | <input type="checkbox"/> \$10,000.00+GST | Option: 1                |
| Speaker Sponsor    | <input type="checkbox"/> \$2,000.00+GST  | Option: 1    2    3    4 |
| Supporting Sponsor | <input type="checkbox"/> \$2,000.00+GST  | Option: 1    2    3      |

### SECTION B: PAYMENT DETAILS

Please send an invoice

- Cheque, in NZD made payable to: Logistics Symposium
- Direct Credit: Bank Account number: 02-0316-0366762-06, Account name: Logistics Symposium

*Please use your company name as a reference*

Credit Card Authorisation - Please debit my credit card for \$ \_\_\_\_\_

Tick the box next to the card to be charged.  MasterCard  Visa *(Please note other cards not accepted)*

*Please write clearly.*

Card Number: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Security code (3 digits on back of card): \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### **Please return this form to:**

Sandra Jenkin | Project Manager | ForumPoint2 | PO Box 1008 | WMC | Hamilton 3240 | New Zealand |  
F: +64 7 838 1097 | E: Sandra@fp2.co.nz

GST# 38 864 661







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