

FINAL REPORT

# Energy Efficiency Solutions for Australian Transport and Logistics SMEs

SUPPLY CHAIN & LOGISTICS ASSOCIATION OF  
AUSTRALIA



**SUPPLY CHAIN & LOGISTICS  
ASSOCIATION OF AUSTRALIA**

February 2015  
Mark Skipper - Chairman

This activity received funding from the Department of Industry and Science as part of the Energy Efficiency Information Grants Program.



**Australian Government**  

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**Department of Industry and Science**

## Section 1 : Project Details

**Name of Organisation:** Supply Chain and Logistics Association of Australia (SCLAA)

**Project Title:** Energy Efficiency Solutions for Australian Transport and Logistics SME's

EEIG Funding Round 2

The Energy Efficiency Solutions for Australia Transport and Logistics SMEs Project will provide energy efficiency information to SME's in the warehousing and transport sectors to assist them in reducing their energy use and operating costs.

## Section 2: Executive Summary

The SCLAA run 30 workshops in every capital city and 22 regional areas of Australia. On top of this ten webinars were also conducted and recorded. The intended audience were the 409,750 Australian SME's in the Supply Chain & Logistics Industry who manufacturer, warehouse, distribute and / or transport goods in and out of Australia.

The SCLAA engaged ClimateWorks (<http://climateworks.com.au/>) a not for profit based in Melbourne to prepare and deliver all content. ClimateWorks have considerable experience in producing and delivering Energy Efficiency projects in Australia.

Material was targeted to SME's in the warehouse and transport sectors. The SCLAA produced an extensive set of resources, fact sheets and case studies and an online tool. The Online Tool allows SME's to enter their energy costs at facilities and on the road and it calculates the savings and payback.

Tool: <http://energy-efficiency.sclaa.com.au/tool>

Other Resources: <http://energy-efficiency.sclaa.com.au/home>

Please note: All resources will be moved to the SCLAA website in April 2015 at [www.sclaa.com.au](http://www.sclaa.com.au) under the *Energy Efficiency* tab. All material will remain on our website until at least the end of 2021.

The project was a success and we received many accolades from participants and the number of visits to our website to review the resources has been extensive (up 138% on prior year). The project met its EEIG objectives, in terms of reach and clarity, and more so, as the information has been retained on our website ([www.sclaa.com.au](http://www.sclaa.com.au)) and will remain there until at least the end of 2021.

We identified before the project started that SME's are time poor, running their business, so it was not surprising to see that our webinars were well attended and the visitors to our website and in particular the EEIG pages were substantial. In fact, we had around 100,000 page visits in the last three months of 2014 alone, after the final workshops were completed in early September 2014.

As a recommendation, to better reach the audience it would have been good for the Federal and State Governments had they publicised each of the EEIG widely in their existing email communications to SME. We recommended this to the Small Business Commissioner in March 2014 and the Commissioners Blog in April 2014 did this, but we believe regular and sustained communication would have been useful. Also if the Federal Government undertook media releases and focus, this would have been beneficial as well.

If we were starting the project again, with what we know now, we would not change anything. We felt we executed the plan well and gain the best value for money possible.

With regard to examples of the benefits gained by SME, a great example is that of Xtreme Freight [http://energy-efficiency.sclaa.com.au/assets/pdfs/SCLAA\\_case\\_study\\_XtremeFreight\\_20141215.pdf](http://energy-efficiency.sclaa.com.au/assets/pdfs/SCLAA_case_study_XtremeFreight_20141215.pdf)

They achieved annual power savings of \$6,000, reduced fuel consumption of \$87,500, so combined annual savings of over \$95,000. The measured adopted included new systems, new roofing, and driver training. These savings were all obtained quickly and soon after attending an EEIG workshop.

### Section 3: Project Objectives

This project had a number of objectives targeting SME's in the Supply Chain and Logistics industry sector who manufacture, warehouse, distribute, transport, provide service, or repair goods for domestic and export markets. These objectives link directly to the EEIG objectives of empowering small and medium enterprises and community organisations to make informed decisions about energy efficiency:

#### - Short term

- Energy efficiency awareness raising across SMEs in the sector
- Increased understanding of information needs of SMEs in sector related to Energy efficiency
- Development and roll out of tool for use by SMEs in the sector
- Development of tailored Energy efficiency related information for SMEs in the sector

#### - Medium term

- Implementation of energy efficiency behaviours by SMEs in the sector
- Increase in skills of SMEs related to Energy efficiency in the sector
- Increased understanding of energy use and energy efficiency practices by SMEs in the sector

#### - Long term

- Reduced energy use of SMEs in the sector
- Reduced Co2 emissions from SMEs in the sector
- Enhanced networks related to Energy efficiency in the sector

All material will stay on our website for 7 years or longer, so can be accessed at [www.sclaa.com.au](http://www.sclaa.com.au)

## □ Section 4: Project Activities

At the initiation of the project, SCLAA established a steering committee with cross-sector representation to assist with providing input and oversight of the development of deliverables. This included representatives of SCLAA, ClimateWorks, Refrigerated Warehouse and Transport Association of Australia, Toyota Materials Handling, National Road Transport Operators Associations, GS1 Australia and the Australasian Railway Association.

A survey of the target audience was developed by ClimateWorks in consultation with the project's Steering Committee. Input was sought to more clearly define the target audience and to identify previous survey methods that have been successful in the past. The survey was developed using Survey Monkey, an online tool. The survey was open from Monday, September 9<sup>th</sup> 2013 and closed on Friday, November 11<sup>th</sup> 2013.

The survey was distributed through a range of networks across the supply chain and logistics sector, including:

- SCLAA
- Australian Railways Association
- Refrigerated Warehouse and Transport Association of Australia
- GS1 Australia
- Chambers of commerce in various target areas

In order to incentivise participation in the survey, two prizes were provided for those that completed the survey and provided contact details.

A review of best practice existing tools, resources and other energy efficiency solutions relevant to the supply chain and logistics sector was undertaken by ClimateWorks. This review drew on ClimateWorks existing knowledge and resources relevant to this sector, as well as further desktop research and engagement with relevant sector experts.

The desktop research element identified existing domestic and international resources related to energy efficiency in the supply chain and logistics sector. It built off existing publically available material, and a number of resources which are not publically available but which may be able to inform the development of resources for this project.

Following the desktop research, targeted engagement with a range of industry experts was undertaken. This included members of the project Steering Committee, as well as the following experts and industry members:

- Mark Gjerek, Rare Consulting
- David McInnes, formerly Group Manager, Sustainability, Linfox
- Bo Christensen, Energy Manager, Linfox
- Chris Thomas, Differential consulting
- Damian Wigley, Equilibrium (working with Master Grocers Australia on their EEIG project)
- Steve Power, Australian Trucking Association
- Steve Parberry, Toyota Materials Handling Australia
- Daile Kelleher, National Retailers Association
- Grant Johnson, National Road Transport Operators Association
- Andrew Gibson, GibsAustwide (road freight SME owner)

Deliverables were developed by ClimateWorks, with technical input from Rare Consulting, and refined in an iterative manner with the steering committee. These deliverables included:

- Case studies x 3 available at [www.sclaa.com.au](http://www.sclaa.com.au)
- How to guides x 4 available at [www.sclaa.com.au](http://www.sclaa.com.au)
- Fact sheets x 6 available at [www.sclaa.com.au](http://www.sclaa.com.au)
- Online tool available at [www.sclaa.com.au](http://www.sclaa.com.au)

The online tool (**wizard driven for ease of use**) was developed with assistance from a web developer, and user testing was undertaken with a number of SCLAA members in order to ensure the tool was fit for purpose. All of these deliverables were then hosted on a web portal, which incorporated a range of graphic design elements to appeal to the target audience. The Online Tool allows the user to enter their energy costs in their facilities and with all types of vehicles and then it calculates the savings areas and payback.

This was perfect for an SME as we found that without a solid and quick cost justification, energy savings measures were seen as too hard to achieve for small businesses.

Screen Capture of the Tool Below

SCLAA has developed an online tool to help generate **customised energy efficiency opportunities** most suitable for your business based on your data input.

- ▶ User guide  
Start
- Section 1  
Transport
- Section 2  
Warehouse
- Section 3  
Coolroom / Freezers
- Section 4  
Material handling
- Section 5  
Energy efficiency opportunities



### How to use this tool.

This tool has been specifically designed to assist with evaluating energy efficiency opportunities (step 3 of SCLAA's 4 step user guide). It is a guide to help you estimate the potential energy savings available from your current and future operations in transport, warehousing, materials handling, cool rooms and freezers.

When you are ready click the **Next** button at the bottom of the page to evaluate the energy efficiency opportunities for your operations.

Please note this list is not exhaustive and paybacks are indicative only.




← Previous

Next →

## Screen Capture of Online Portal below

Take the  
steps  
to improve  
**your**  
**competitive**  
**advantage**

The Supply Chain and Logistics Association's national energy efficiency information program is designed to help small to medium sized businesses in the Transport and Warehouse sectors better understand and manage their use of energy. This website provides useful resources and tools that will help you better manage energy use in your business and stabilise operational costs.

 Energy Saver  
Calculator

Evaluate energy efficiency opportunities  
for your business

Enter

 I want to



### **WORKSHOPS**

Attend a workshop to  
improve my knowledge



### **4-STEP GUIDE**

Understand the pathway  
to my competitive  
advantage






### **OPPORTUNITIES**

Explore the opportunities  
in my sector



### **RESOURCES**

Find more information  
and resources to help  
improve my business

-  **WAREHOUSE**
-  **TRANSPORT**
-  **TOOL**

The workshops were developed by Green Steps, with input from the steering committee. A set of slides were developed alongside a workshop schedule that included information, facilitated discussion and interactive tasks including the use of the online tool. Early amendments were made to the presentation from the original version, however this did not require any additional amendments from the early stages. Each webinar required additional development based on the topic chosen. Green Steps led in the content development with feedback and input from the steering committee. The workshops were a total of 2.5 hours, which included a breakfast and refreshments. In total 30 workshops were planned.

Online education was delivered in two formats:

**Webinars** – these were interactive presentations delivered at set times online, with participants tuning in to watch the webinar live and ask questions. The webinars were recorded and are available on our website.

The webinar plays using Windows Media Player and you may need to [install this codec](#) to play the format.

Webinar 1	Energy Efficiency Quick Wins	To view this webinar, <a href="#">click here</a>
Webinar 2	Energy Efficiency Assessment Tool	To view this webinar, <a href="#">click here</a>
Webinar 3	Opportunities for Warehouse Operations	To view this webinar, <a href="#">click here</a>
Webinar 4	Opportunities for Transport Operations	To view this webinar, <a href="#">click here</a>
Webinar 5	Eco-Driving - Hear from an Expert	To view this webinar, <a href="#">click here</a>
Webinar 6	Identifying and evaluating opportunities	To view this webinar, <a href="#">click here</a>
Webinar 7	Procurement - Getting the Best Bank for Your Buck	To view this webinar <a href="#">click here</a>
Webinar 8	Energy Efficiency in the Office	To view this webinar <a href="#">click here</a>
Webinar 9	Getting People on Board	To view this webinar <a href="#">click here</a>
Webinar 10	Routing & Scheduling: Hear from an Expert	To view this webinar <a href="#">click here</a>

**Podcast** – these were shorter topic based online presentations that often had guest speakers. Podcasts were uploaded online and promoted through SCLAA networks for viewers to watch at their own leisure.

In total 10 webinars and podcasts were developed. Any amendments to topics were suggested as a result of feedback and questions from participants and agreed by the steering committee before development commenced.

As part of the project, the 2014 Small/Medium Business Energy Efficiency Award was developed and awarded as part of the SCLAA annual awards program. The award is designed for the best implementation and results of an Energy Efficient measure in warehouse or transport by a Small/Medium Business in Australia, who attended the SCLAA's Energy Efficiency workshops or webinars funded under the Australian Government's Energy Efficiency Information Grants Program.

## **2014 Small/Medium Business Energy Efficiency Award**

This activity received funding from the Department of Industry as part of the Energy Efficiency Information Grants Program.



**Australian Government**  
**Department of Industry and Science**

The award is designed for the best implementation and results of an Energy Efficient measure in warehouse or transport by a Small/Medium Business in Australia, who attended the SCLAA's Energy Efficiency workshops or webinars funded under the Australian Government's Energy Efficiency Information Grants Program.

Finalists were: South East Councils Climate Change Alliance (SECCCA) & Strategix Training Group and Xtreme Freight.

**The winner of the 2014 Small/Medium Business Energy Efficiency Award is Xtreme Freight.**





Following attending one of the workshops, Extreme Freight implemented four of the suggested energy savings measures, including:

1. Driver Induction Training – Eco Driving.
2. Replaced roof sheeting above racking aisles with clear poly-carbonate panels, meaning lights could remain off during sunny days, saving considerable electricity usage.
3. Implemented systems to reduced leased forklifts from four to two.
4. Halogen down lights in the warehouse were replaced with LED lights, which use one seventh of the electricity usage.

All workshop and webinar attendees were followed up with phone calls 3 months and 6 months after the project.

We marketed the program through many means, including

1. Direct email to 4000 members and industry contacts
2. Extensive Google Ads
3. Advertisements and Editorial in three Industry Trade Magazines
4. Advertisements and Editorial in SME Magazines
5. Advertisements and Editorial in QANTAS Inflight Magazines
6. Advertisements and interview on BIG RIG Truck Radio
7. Banners at four Trade Shows
8. Through Enterprise Connect in every State and Territory
9. To every local Council in the 30 locations across Australia
10. To every Chamber of Commerce in the 30 locations across Australia
11. To like-minded Industry Associations in our direct sphere
12. To the various State and Territory Government business and industry Departments
13. Through the personal networks of SCLAA volunteer Officers and Members
14. To Federal Government MP's, Senators
15. To State and Territory Government Members
16. To the Australia Institute of Company Directors
17. To various Small Business Associations

The SCLAA learnt a lot from the project and was very well equipped to run the project across Australia.

The project was managed by Mark Skipper and he dedicated himself to all of the 17 options above, with assistance on option 13. The SCLAA also took a critical review of the material produced by ClimateWorks and made sure there was content that would appeal and be relevant to SME's in our Industry.

SCLAA utilised a number of sub-contractors to assist with development of deliverables and delivery of workshops and webinars, including ClimateWorks Australia, Green Steps and Rare Consulting.

Three and six months after the Workshops, the SCLAA phoned all participants to get follow up and feedback as to the savings and adoptions of measures. This allowed us to hone the program at the backend of the workshop rollout.

The venues were:

Canberra (26.03.2014),

Townsville (25.07.2014),

Gladstone (27.07.2014),

Rockhampton (26.07.2014),

Gold Coast (1.8.2014),

Brisbane (31.07.2014),

Bendigo (12.02.2014),

Geelong (17.03.2014),

Warrnambool (18.03.2014),

Mildura (19.03.2014),

Albury/Wodonga (24.03.2014),

Melbourne (11.02.2014),

Whyalla (17.09.2014),

Adelaide (19.09.2014),

Darwin (19.09.2014),

Hobart (11.09.2014),

Launceston (12.09.2014),

Geraldton (26.05.2014),

Albany (21.05.2014),

Karratha (27.05.2014)

Kalgoorlie (20.05.2014),

Bunbury(22.05.2014),

Perth (23.05.2014),

Sydney (25.08.2014),

Wollongong (26.08.2014),

Newcastle (27.08.2014),

Coffs Harbour (28.08.2014),

Orange (02.09.2014),

Wagga Wagga (25.03.2014)

Tamworth (01.09.2014).

## Section 5: **Project Outputs**

A range of information products were developed as part of this project, and include:

- Case studies x 3: To showcase similar businesses that are benefiting from energy efficiency
- How to guides x 4: To showcase similar businesses that are benefiting from energy efficiency
- Fact sheets x 6: The purpose of the factsheets is to present fact-based information that can help SMEs reduce energy use. In principle, this could be done by describing opportunities the industry may not have considered in detail, reducing uncertainty about the operational or financial performance of technologies or fuels, dispelling myths about the implementation of energy efficiency.
- Online tool: To assist users to identify potential energy efficiency opportunities, associated costs and savings across their business and to provide users with an Action Plan which leads to implementation of those opportunities

The full range of materials can be viewed and downloaded from the online portal at [www.sclaa.com.au](http://www.sclaa.com.au)

- Workshop presentation: A set of slides were developed alongside a workshop schedule that included information, facilitated discussion and interactive tasks including the use of the online tool. These are attached to this report.
- Webinars: 10 webinars were delivered and recorded and are available for download from [www.sclaa.com.au](http://www.sclaa.com.au)
  - Webinar 1: Energy Efficiency Quick Wins
  - Webinar 2: Energy Efficiency Assessment Tool
  - Webinar 3: Opportunities for Warehouse Operations
  - Webinar 4: Opportunities for Transport Operations
  - Webinar 5: Eco-Driving - Hear from an Expert
  - Webinar 6: Identifying and evaluating opportunities
  - Webinar 7: Procurement - Getting the Best Bank for Your Buck
  - Webinar 8: Energy Efficiency in the Office
  - Webinar 9: Getting People on Board
  - Webinar 10: Routing & Scheduling: Hear from an Expert

We produced USB memory sticks with all materials pre-loaded and these proved very popular and saved on paper, and allowed recipients to share the material more widely and quicker than other methods.

## Section 6: **Project Outcomes**

Below is a summary of the outcomes achieved against the project's objectives.

### **Short term**

- Energy efficiency awareness raising across SMEs in the sector:
- Increased understanding of information needs of SMEs in sector related to Energy efficiency: Through engaging with the sector over 12 months on energy efficiency, SCLAA has a much better understanding of the needs of the sector.
- Development and roll out of tool for use by SMEs in the sector: Tool developed and rolled out.
- Development of tailored Energy efficiency related information for SMEs in the sector: Suite of information developed and freely available to the sector for 7 years.

Three and six months after the Workshops, the SCLAA phoned all participants to get follow up and feedback as to the savings and adoptions of measures. This allowed us to hone the program at the backend of the workshop rollout.

### **Medium term**

- Implementation of energy efficiency behaviours by SMEs in the sector:
- Increase in skills of SMEs related to Energy efficiency in the sector: Through the workshop and webinars, SMEs have increased their skills related to energy efficiency
- Increased understanding of energy use and energy efficiency practices by SMEs in the sector: Through engaging with the sector over 12 months on energy efficiency, SCLAA has a much better understanding of the sectors energy use and energy efficiency practices.

Three and six months after the Workshops, the SCLAA phoned all participants to get follow up and feedback as to the savings and adoptions of measures. This allowed us to hone the program at the backend of the workshop rollout.

### Long term

- Reduced energy use of SMEs in the sector: At this stage it is too early to measure the long term impacts of this project on energy use within the sector. Information provided by aware submissions indicate significant energy savings are being achieved following participation in the program.
- Reduced Co2 emissions from SMEs in the sector: At this stage it is too early to measure the long term impacts of this project on emissions within the sector. Information provided by aware submissions indicate significant emission reductions are being achieved following participation in the program.
- Enhanced networks related to Energy efficiency in the sector:

Feedback from participants in the program has been very positive. The participants have been at various stages of moving towards more energy efficient business models, which has been valuable in creating dialogue amongst participants on successes and challenges. General feedback has been a desire for the online tool and education to be more widely available with participants providing feedback about sharing this with colleagues and people in their industry network. There has been a few cases of participants expressing interest in funding some specific training in addition to the EEIG workshops to share the tool and workshop content to organisations in their industry sector, which are being followed up.

## Section 7: Project Budget

The project was delivered on budget, with a total expenditure of \$743,310

## Section 8: Lessons Learnt

Key issues raised:

- Participants appreciate the work that has gone into developing the tool and many have commented on how they will use it back in their workplace.

- We ran the workshops from 7.30am – 10.30am and provided breakfast and this was very successful as it did not cut into too much of the working day and SME’s avoided traffic.
- Several participants indicated an interest in running their own in-house training using the tool and workshop slides to engage their co-workers and contractors.
- Several participants have commented on the logical layout of the workshop and the value of case studies and anecdotes in understanding how other businesses have pursued energy efficiency opportunities.
- The iPads continue to be a hit and participants enjoy the opportunity to try out the tool and network with others through this activity.
- Trainers have been very well-received by participants, with remarks such as:
- “You are very knowledgeable and patient! Thank you! You guided us to find the right opportunities for our business, which is very important as we’re short on time.”

Lessons for future engagement:

- While some workshops attract higher numbers of participants than others, most participants are eager to share their new knowledge within their company or local network.
- Smaller groups allow our trainers to adapt the workshop to enable participants to ‘go deeper’ into the material so they can run their own their training and presentations for their colleagues. This is similar to a train the trainer model in that it has enabled the project to broaden its impact and engage dozens more individuals in the tool and material.
- The webinars have proved to be a valuable promotional tool for the workshops. A few workshop attendees had either participated in or accessed a webinar before attending a workshop.

**Section 9: Conclusion**

- The SCLAA appreciated the help afforded by the Department during this project and we enjoyed being able to deliver the project across Australia.
- This project has initiated a lot of interest and visits to our website to use the online tool that allows a business to enter its energy usage, leaving the tool to calculate the savings and pay back.

Signature (Authorised Officer)

MARK SKIPPER

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Name of Signatory

CHAIRMAN

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Position in Recipient Organisation



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Signature

14/2/15

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Date