

## **BIC Column August 2014**

With only eight weeks to go until the BIC Conference it is an opportune time to remind ABC Magazine readers that all bus and coach operators who are members of BIC or a State Association, Government representatives, tourism organisations and passenger transport associations are eligible for a 50% discount on registrations for the 2014 Australasia Bus and Coach Conference and Expo.

This year's Conference and Expo is set to be the biggest event held by the BIC since our establishment in Canberra. This is the first ever State and National combined conference. BIC will run a national based Conference program for three days and the QBIC will run a State based Conference program for one day. This will bring together the industry on an unprecedented scale.

In short it's a huge event and you shouldn't miss out on the networking opportunities. But the real reason you should attend is contained in this year's Conference Program.

The theme for the Conference is "Moving People - Driving Excellence". This year's Conference and Expo is about promoting excellence in our industry, the products we deliver, whether they are urban bus services, coach tourism or vehicles and parts and the way we go about it.

This year's Conference Program is about developing our skills and knowledge so that we can keep raising the bar as an industry. The Conference is based around three core sessions, called *Driving the Performance of Your Business*. These sessions are the core upon which the complete Conference program is built:

- *Driving the Performance of your Business – What is Your Strategy?*
- *Driving the Performance of Your Business – Measuring Performance*
- *Driving the Performance of Your Business – Contemporary Scheduling*

If you are determined for your business to succeed in the challenging times ahead you need to be part of these sessions.

Excellence in our industry has to be supported by excellence in our advocacy and this year's Conference and Expo will see a number of high profile speakers. The BIC has confirmed that the Conference Keynote Address will be delivered by the Federal Minister for Infrastructure, the Hon Warren Truss MP. The Conference and Expo will be officially opened Queensland Minister for Transport and Main Roads the Hon Scott Emerson MP.

Government speakers aren't limited to Parliamentarians; we will also feature high level speakers from the National Heavy Vehicle Regulator, National Transport Commission, Queensland Department of Transport and Main Roads and other Government departments.

This high level representation at the Conference and Expo shows that we have a profile as an industry, that our voice is being heard by the right people.

The full program and information about registration, accommodation, events and much more for delegates is also available at [www.ozebus.com.au/delegates](http://www.ozebus.com.au/delegates). So visit the page and register today. Accommodation at Jupiter's Gold Coast is filling fast so get in early and book your stay as well.

Information for businesses that want to display at the Australasia Bus and Coach Expo is now available at Expo Web Central [www.ozebus.com.au/expo](http://www.ozebus.com.au/expo), the one stop shop for exhibitors.

I look forward to seeing you at the Gold Coast.