Industry-Led Data-Sharing

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Short Bio:
Claire Caldwell is a strategic partnerships and transport technology specialist with over 20 years of global experience. As the Innovation Manager at Austroads, she drives initiatives in road safety and telematics, with a particular focus on heavy vehicle access and electric vehicle technology. Claire excels in stakeholder management and fostering partnerships, contributing significantly to advancements in transport technology.

Long Bio:
Claire Caldwell is an accomplished leader in transport technology and strategic partnerships, currently serving as the Innovation Manager at Austroads. With over 20 years of experience across Africa, the Middle East, and Australia, Claire has built a reputation for driving growth by fostering strong, transparent relationships with stakeholders. At Austroads, she leads transformative projects, including initiatives for heavy vehicle access to road networks using telematics and collaborations with major industry players and state transport authorities. Claire is recognized for her ability to align stakeholders, drive technology adoption, and deliver impactful transport solutions that enhance road safety and efficiency. She has also contributed to significant projects in the digital identity and payment sectors, where her expertise in product management and service development has been pivotal.

Abstract
Telematics technology has been widely embraced by the transport industry on an individual operator or fleet basis. The creation and implementation of industry-led data-sharing initiatives administered by Transport Certification Australia (TCA) allows multiple fleets with multiple telematics service providers to voluntary share data that can be aggregated and

analyzed to represent vehicle movement related to that industry. This, in turn, enables to industry associations to advocate for changes and improvements that benefit their members. This paper presents an in-depth analysis of industry-led data-sharing initiatives administered by TCA. The initiatives were conceived by the Victorian Department of Transport and Planning, in collaboration with the National Bulk Tankers Association (NBTA) and Cement Concrete and Aggregates Australia (CCAA) but are now open to all member-based industry associations. This project facilitates the voluntary sharing of telematics data from industry association members' fleet with TCA.

Keywords: Freight, Australia, Industry, Heavy vehicles, Access, Associations

Abstract

TCA plays a pivotal role in standardizing, aggregating, and anatomizing the data for visualization in a national dashboard. While telematics technology has been widely adopted in the transport industry, the ability to consolidate and visualize movement of multiple operators' fleets in a single national dashboard is a novel approach. This consolidation allows associations like the NBTA and CCAA to effectively represent the movements of vehicles in their respective industries and to advocate for their industry sectors' needs based on real vehicle movement data.

The national dashboard, access to which is tightly controlled by the representative Consultative Body, serves as a powerful tool for industry advocacy, enabling associations to present compelling business cases based on real data, for increased access, investment and better planning tailored to the specific needs of their members and industries. By leveraging representative data insights, associations can inform decision-making processes and drive positive outcomes for their members and the broader transport sector.

This study highlights the significance of collaborative data sharing initiatives in advancing industry advocacy efforts and fostering informed decision-making within the transport sector. The findings underscore the transformative potential of industry-led data-sharing initiatives facilitated by organisations uniquely positioned to ingest, standardize, and visualize this data, like TCA, to shape a more efficient, resilient, and sustainable transport landscape.

Benefits to Industry

Leveraging real vehicle movement data to drive change can offer numerous benefits for industry associations and their members:

1.Evidence-based advocacy: Industry associations can use real vehicle movement data to substantiate their advocacy efforts with concrete evidence. By presenting data-driven insights, associations can effectively communicate the challenges faced by their members, advocate for policy changes, and push for infrastructure investments that align with the industry's needs.

2.Improved decision making: Access to real-time vehicle movement data enables industry associations to make more informed decisions. Whether it's optimizing logistics routes, identifying areas for infrastructure improvements, or addressing safety concerns, data-driven decision-making allows associations to allocate resources effectively and prioritize initiatives that have the greatest impact on their members.

3.Enhanced operational efficiency: By analyzing vehicle movement patterns, industry associations can identify inefficiencies in operations and implement strategies to improve

overall efficiency. This may include reducing idle time, optimizing delivery routes, or coordinating shared resources among members to minimize costs and maximize productivity.

4.Risk mMitigation: Real vehicle movement data can help industry associations identify potential risks and proactively implement measures to mitigate them. Whether it's addressing safety hazards, navigating regulatory challenges, or responding to disruptions in supply chains, access to timely data enables associations to anticipate challenges and implement proactive solutions to minimize negative impacts on their members.

5.Strengthened member engagement: Providing members with access to real vehicle movement data fosters transparency and strengthens trust between associations and their members. By empowering members with valuable insights into their operations and industry trends, associations can enhance member engagement, foster collaboration, and build a stronger sense of community within the industry.

6.Strategic planning and forecasting: Real vehicle movement data enables industry associations to conduct more accurate forecasting and strategic planning. By analyzing historical trends and predicting future demand patterns, associations can assist their members in making informed decisions regarding capacity planning, investment strategies, and market positioning to stay ahead of the curve.

Overall, leveraging real vehicle movement data empowers industry associations to drive positive change, enhance member value, and shape a more resilient and competitive landscape for their members. By harnessing the power of data-driven insights, associations can lead their industries towards sustainable growth and success.