



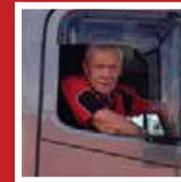
Whiteline
TRANSPORT AUST. P/L

Overland Freight Experts

A



Great people make great companies



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You can rely on **Whiteline Transport**



Whiteline Transport (Aust) PL has, for more than three decades built a solid, reliable and professional reputation in a tough, heavily regulated and sometimes controversial industry.

Our aim has always been to make transporting goods by road hassle free, letting you the customer, get on with your job.

Whiteline offers experience, integrity, safety and reliability.

The strength of the company can be directly attributed to a dynamic blend of good leadership, experienced staff and reliable suppliers. We pride ourselves on maintaining strong, committed relationships with a broad network of people across Australia and this enables us to offer a truly national freight forwarding service.

Whiteline Transport is managed by Bob and Sharon Middleton and employs a strong team of personnel in Operations, Maintenance, Sales, Human Resources, Compliance, Occupational Health and Safety, IT, Drivers both local and interstate and depot hands.

Whiteline Transport can offer you total Logistics and Supply Chain solutions...

With depots in Adelaide, Perth and the heart of the river land, Berri together with our staging facility in Cavan our ability to co-ordinate freight movements is superior to none.

Whiteline enjoys strong alliances around Australia, with our depots in Adelaide and Perth the base for carriers requiring 'personal' representation in these states.

Each depot has a team of local drivers who prepare loads for the interstate drivers, allowing them maximum rest and time away for trip preparation.

With a replacement cycle of four years, the reliability of our fleet and your peace of mind is guaranteed.

The Beginning

Whiteline Transport originated as a one-man, owner driver Bob Middleton who ran a white 4000 prime mover and bogie drive trailer between Perth and Sydney. Watching mile after mile of white lines disappearing underneath the truck is what inspired the company's name in 1977.

Over three decades of setting demanding standards has contributed to the industry success that our company enjoys today.

Our strong position has been built on years of wise management through challenging times and the dedication of all of our staff to supply the complete service that our customers have come to expect.



The Directors in their own words

Bob Middleton

Originally with an airforce background, transport was and is still my life. Apart from my management role, my main tasks involve selecting and upgrading the fleet we operate. Given that we have some 100+ registered items on the road this is an ongoing process. I am also involved in aspects of sales, logistics, work shop and it's not unusual to see me up the highway in a road train or B-Triple across the paddock.

My wife, Sharon and I have worked together for over 3 decades and have enjoyed our team effort to be what and where we are today.

Away from work I am a motorsport fanatic, having started out in the early years in Speedway, circuit, NASCARs, Supertruck racing and in 2009 commenced racing in a 1969 Camaro in the Touring Car Masters series and in recent times drive the B-Double Transporter around Australia to the various rounds of racing.

The Supertruck has brought me much success with four consecutive Australian titles in 2005, 06, 07 and 08. In 2005 I won the TransTasman title – Australia v NZ.

I also have a passion for old cars which I enjoy organising the restoration of and cruising around in. Catching up with friends, wining and dining and a lemon topped Corona.

In August 2009 I was inducted into the Alice Springs Hall of Fame and, given my love of the industry, I am naturally very proud.

Sharon Middleton

My background in transport spans over 3 decades with my role being to manage and control the administration of our business from day to day. In particular our financial systems, administration, OH&S, IT and coordinating consultants to our business, accreditation compliance, human resources, sales, marketing and accounts.

I am very passionate about positive outcomes for our industry having joined the board of SA Road Transport Association (SARTA) in 2002.

In 2009 I decided to obtain my heavy vehicle licence to experience myself first hand driving a semi trailer rather than just behind a desk. The experience has enlightened me further and given me a greater understanding of the task at hand which helps communication with our drivers and mechanics.

When not at the depot, I am busy supporting my husband's motor racing pursuits with Whiteline Racing Promotions, coordinating merchandise, fitting out the crew, providing for crew needs, writing newsletters, brochures and sponsor proposals, organising events and the administration and financial requirements for the business.

I have been fortunate enough to have my passion for Industry recognised winning the South Australian Contribution to Transport Award in 2011 and the Australian Industry Woman of the year 2013 and was inducted into Transport Hall of Fame 2014.

I am co-founder of Foundation Shine with close friend Robyn May. We promote awareness with regard to mental illness, raising funds for organisations providing much needed support to sufferers and carers in addition to facilitating our own programs.

Singing and performing has been important to me, having recorded multiple CDs, written jingles and themes – in particular one for SARTA – and singing at corporate events and functions.

Away from all of the above, like Bob, I enjoy life on the water boating, swimming, riding my bike, both push bike and Harley, beach walking and spending time with Nugget (my four legged baby).

I have a close knit group of girlfriends and I love spending time with friends.



Team Dedication

The drivers, office staff, maintenance and operations personnel are all held in very high regard and thought of as part of the Whiteline family, more so than someone just filling a role description but at the same time delivering professional and dynamic results.

To compliment and complete our dedicated team, we also have well informed, professional consultants and suppliers that work with us to deliver the latest and most effective initiatives. These include equipment supply, IT, OH&S, Insurance and Risk, Legal, Finance, Training, Health and IR, not only for our day to day operations, but special projects or one off needs of a customer.

Specialist Service

In line with our national freight forwarding service claims, Whiteline Transport offers a specialized daily service to Western Australia with a 2 to 3 day delivery period and daily services to Melbourne, Sydney and other states as required.

Special projects involving intra state work to the mining industry and hot shots can be arranged.

We carry a wide range of general and express freight as well as produce, fruit, machinery, full loads of parcel freight and mining equipment.

Whiteline Transport is committed to running highly maintained, modern equipment and operate a variety of trailers to suit all types of loads – pantechincons, open type trailers, drop deck trailers, Tautliners, b-double, chiller, air bag suspension trailers and dollys.



Industry Accreditation

To further our commitment to public safety and commercial reliability Whiteline Transport became an industry accredited truck safe operator in April of 1998.

The truck safe program encompasses all areas of operation with particular emphasis on Driver Health, Driver Training, Fatigue Management and Maintenance and continues to retain accreditation with the regulatory audits conducted by the Australian Trucking Association's nominated registered auditors.

Continuance to being accredited requires strong commitment by all concerned. A specialized computer program has been created to accurately store and track all data in relation to the management of the scheme.

With the introduction in 2002 of WA Main Roads Accreditation, we became an accredited operator within this scheme, with particular emphasis on Fatigue Management and Maintenance.

This scheme is also audited with ongoing accreditation reliant upon the success of the audit process.

South Australia has it's own scheme, with regard to Fatigue and Maintenance and over the years has undergone changes. NHVAS for maintenance and BFM/AFM for fatigue. Which is now administered through the NHVR.

Whiteline continues to move with the times, to subscribe to the necessary programs as they are developed, modified or in fact created.

This includes new compliant and enforcement laws introduced in stages, encompassing fatigue, mass, dimension and speed. With the introduction of the National Heavy Vehicle Regulator (NHVR) we will continue to move forward with new programs as required.

On going work continues with our Compliance and Accreditation Manuals to cater for changes in work practices to ensure we are always on top of our legal and safety requirements.



Accredited

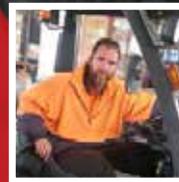
✓ TruckSafe ✓ WA Main Roads ✓ NHVAS Maintenance ✓ BFM ✓ AFM



National Freight

Whilst offering national services, truly a major strength is our ability to freight to the West.

With our own depot and staff based in Perth, our representation is rock solid, with personnel sharing the company's values with direct accountability. We believe this guarantees you, our valued client, a much greater piece of mind as you entrust your goods to our care.



Perth Depot

Whiteline Transport Perth conducts its operations from Maddington – a transport industry hub in Western Australia. Our fleet of tray-tops, utes and local prime movers are stationed there for quick, efficient and reliable distribution. We employ experienced personnel who have a strong commitment to ensuring customer satisfaction.

From our Perth office, on forwarding to both local and country destinations is undertaken quickly, efficiently and safely. Perth operations work in partnership with our Head Office in Adelaide, through its database which allows the immediate tracking of all goods through a computerised and manifesting accounting system. In its client-base, Whiteline Transport has customers that have freight that requires interaction and monitoring with AQIS officers and as such, we have registered our premises in Perth for this type of freight.

This involves annual auditing to ensure ongoing accreditation for this service.

The depot is security conscious with electric fences and 24 hour security monitoring, this combined with sleeping quarters and training room provides excellent facilities.

In addition, we operate as agents and distribution managers for East Coast transport companies who do not have their own representation in Adelaide and the West.

Experience. Integrity. Safety. Reliability.



Berri Depot

Having developed a strong client base in South Australia's Riverland, we established our own depot in Berri in June 2003. From this key centre, pickups, deliveries and the co-ordination of freight is managed. The bulk of it being enroute to the eastern states and Perth. It has proven to be an important facility.

Our Berri office manages freight for local distribution as well as interstate centres. Our depot ensures that Riverland SA has steady and assured access to major capital cities, both east and west.

The type of product handled from here ranges from citrus fruit, onions and general produce, to associated wine-making produce and other general cargo. The Berri depot has excellent warehouse facilities and has monitored security.

Adelaide Depot

Our main Adelaide Depot and Company Headquarters are located within Adelaide's key transport hub at Green Fields. From Adelaide administration, accounting and management of our national logistical network is controlled. Our well experienced workshop services our truck and trailing fleet.

We maintain excellent, secure and clean facilities including a large warehouse, workshop, wash bay and weigh bridge. Neither us or our clients can afford surprises, so we plan thoroughly for all contingencies. Our second depot is our staging facility at Cavan for our b-triple and road train operations.

Proof of delivery scanning is processed from our Adelaide office and can be sent electronically and is available remotely from our Perth depot.



Sales / Logistics

Recognising that the Operations and Logistical area of any transport company needs to be in sync with its sales promises and expectations, this area along with administration and management work together to deliver and operate customer service at Whiteline.

Our team can put together pricing and a freighting solution to suit your needs and demands, catering for palletized freight, full loads, part loads, machinery and general commodities.

Our customer service department can provide reporting and proof of delivery data electronically.

Whilst a relatively, "lean and mean team", we are all hands on and committed to providing professional and efficient services.

No sales commitment cannot be met by our logistics team - you are dealing straight with the source.





Circa 1980's.



Hot Shots

Whiteline has the equipment and resources available to assist with the unexpected.

Whiteline can assist with those out of the ordinary projects.

Talk to us about how we can simplify the logistical task for you. Mining and Manufacturing industries can ill afford costly down times – your one stop shop for transport.

Whiteline Transport can offer you total Logistics and Supply Chain solutions.



Local Distribution

We take pride in our professionalism and level of customer service, and that is reflected in the standard of our local delivery service.

This service is currently offered in Adelaide, Berri and Perth and means your goods are delivered quickly, efficiently and with the utmost of care.

Storage and warehouse facilities are available with monitored security and concrete hard stand grounds available.

In other Eastern seaboard capital cities including the busy hubs of Sydney and Melbourne a stable and efficient relationship with agents compliment our operation just as we do for companies in the east requiring personal representation depot and distribution assistance in the west.



Quality Policy

Whiteline Transport's quality and reliability is the concern of all our staff – not just the responsibility of the owners. This is reflected right from the initial planning of activities through all subsequent phases in our service schedule.

A 'do it right first time' approach is the key to our delivery of:

- ✓ Quality
- ✓ Value for money
- ✓ A safe operation
- ✓ Reliable services
- ✓ Efficiencies
- ✓ Customers

Whiteline Transport enjoys working with and promoting customer products. If our customers are busy, we are too. Many of our trailers are mobile billboards advertising our clients and their products. We've also been used to promote safety campaigns.

Whiteline Transport is continually looking for ways to improve its operations. We operate on a system whereby each of our drivers are allocated the same truck and, where possible, the same routes. This allows our drivers a sense of ownership, pride and responsibility in the vehicle, and the ability to plan a life away from behind the wheel.

An advantage of running a large fleet is that Whiteline trucks are always travelling in reasonable proximity to each other, so an immediate backup is available in the unlikely event of a breakdown. Urgent deliveries will never be stranded.





Staging Facility

With the approval of b-triples being able to access selected metro road train routes, a need arose to acquire a suitable site to stage our road trains and b-triples.

As a result we secured a property in close proximity to our main depot and warehouse at Greenfields, thus increasing our efficiencies tenfold. No longer is it necessary to send a second truck and driver north of Adelaide to bring into Adelaide the second and third trailers.

This also delivers safety gains, by reducing the number of vehicles on the road. The site is manned by security cameras. We have also allowed use of the facility by other operators that run road train and b-triple operations.



In the Community



Whiteline Transport is conscious of working with and giving back to it's Community. As such, we participate in charity field days, exhibitions, awareness

campaigns, guest speaker roles and facilitate educating children about the ever so vital industry of transport. This is done via site visits where the children come to us and where we attend the schools. The age groups vary from primary and high school to tech students.

To make learning more fun, interesting and relative to day to day life, we have put together a children's activity book for teacher and student to work together on after the group get together.

In October 2008 Sharon Middleton become co-founder of Foundation Shine with long term friend Robyn May.

Foundation Shine raises awareness and provides funding to help sufferers of mental ill health and their carers, delivering much needed support and assistance.

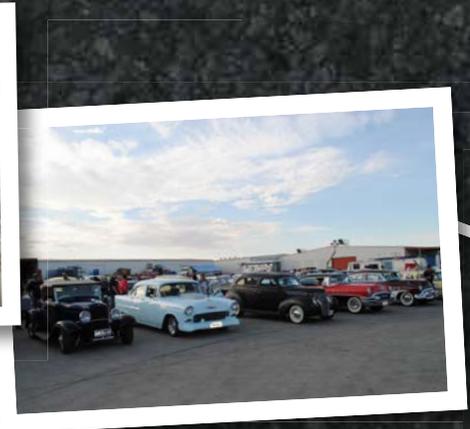
Some of the organisations assisted in our efforts include:

- MIFSA
- Catherine House
- Helen Mayo House
- Carer Support
- Diamond House
- Aceda
- MOSH

Foundation Shine Inc. is run 100% on a volunteer basis - no funds for admin, wages or benefits are paid out of Foundation Shine. All funds go where needed.

Foundation Shine runs events year round so to get involved visit our website www.foundationshine.org.au

Shine 
FOUNDATION SHINE
INCORPORATED





22 November 2013

Robyn May and Sharon Middleton
Foundation Shine

Via email: robymay@gmail.com and shaz@wine.com.au

Dear Sharon and Robyn

I would like to extend a big thank you for your generous and most recent donation from Foundation Shine's High Tea held in October. Your support for MIFSA over the years has been very touching, kindhearted and needed.

Josie shared with me how wonderful the occasion was with delicious food and great company. She remarked that the Botanic Gardens were absolutely stunning, and I am sure the appearance of Dame Edna added to the glamour of the event.

Your kind donation will be put to great use, as is so often the case, our dilemmas will be, to which project, as we have so many on the go at the moment. Our goal of reaching people we haven't reached before was given a boost earlier this year, when MIFSA received a small Youth Connect grant to help us connect with young people in the Leabean, Gay, Bisexual, Transgender, Intersex, Queer or Questioning (LGBTIQ) community.

In consultation with community service providers, peer networks and our own LGBTIQ staff, we have recently established an LGBTIQ youth drop-in activities, guest speakers and special events, coordinated by young peer workers who have lived experience of growing up gay with mental illness. Most importantly, it is a place for young people who identify as LGBTIQ to meet, make friends and talk about their concerns in a safe and secure environment. In addition, MIFSA has established a private Facebook Group for those unable to attend the drop-in centre.

This group of young Australians has the highest rate of suicide of any population within Australia. Same Sex Attracted Australians are up to 14 times more likely than heterosexual Australians to attempt suicide and 16 is the average age of a first suicide attempt.

Traditionally, this group of young people perceives mental health services to be heterosexually biased, and therefore feel uncomfortable accessing our services. At MIFSA, we are very aware of the importance of language and this is why we are holding LGBTIQ cultural workshops for all staff. The workshops will support gay and straight staff alike, in gaining a better understanding of the impact of heterosexism within community service and of the concerns and risks facing the LGBTIQ community.

sharing the journey

Mental Health Fellowship
of South Australia Inc.
ABN 85 505 741 051

mifsa@mifsa.org
www.mifsa.org

MIFSA Adelaide
7 (08) 8276 4100
1 (08) 8276 4300
5 Chichester Avenue
Whyalla SA 5204

MIFSA APV Landis
Elizabeth Community
11 Deane 100 833
11 Deane 100 833

MIFSA Eyre
7 (08) 8663 0000
M 0488 073 438
PO Box 2382
Port Lincoln SA 5200

MIFSA Flinders
14 South 504 540
PO Box 200
Marion SA 5238

MIFSA Mount Gambier
7 (08) 9723 0000
F (08) 9723 0000
PO Box 1140
Mount Gambier SA 5260

MIFSA Port Pirie
7 (08) 8663 0000
F (08) 8663 0000
51 Signet
Chichester Beach SA 5168

MIFSA Whyalla
7 (08) 8663 0000
F (08) 8663 0000
PO Box 200
Mount Whyalla SA 5282



While we received a small grant to initiate our LGBTIQ activities, we are fundraising for the rest of the funds needed to deliver peer mentoring, skills development, carer support, social media and drop in options. MIFSA has also been involved in this year's Feast Festival. Approximately fifteen staff donned orange for the Pride March earlier this month, blowing whistles and proudly carrying our new LGBTIQ banner. MIFSA will also have a presence at Picnic in the Park this Sunday the 24 November.



MIFSA staff attending the Feast Festival Pride March, 9 November 2013

Shine
FOUNDATION SHINE
INCORPORATED
EVENTS

We are excited to meet new young people who are reaching out, connecting with MIFSA and finding hope and courage to manage their mental health and face the challenges in their lives.

Once again, please accept my deepest thanks on behalf of all the MIFSA team for your generous donation. Your support over the years is so appreciated and has reached so many, many people and their families.

Yours sincerely

Natasha Millett
Natasha Millett
Chief Executive Officer



Society Helping Individuals Needing Encouragement

Whiteline Branches

Berri Depot

9 Verrall Crescent
Berri, SA 5343

Phone: (08) 8582 2384

Fax: (08) 8582 1577

Email: whiteline@wline.com.au

Perth Depot

Lot 13 Jade Street (cnr Cobalt Way)
Maddington, WA 6109

Phone: (08) 9452 1751

Fax: (08) 9452 1754

Email: whitelinewa@internode.on.net

Adelaide Depot

1 Belfree Drive,
Greenfields, SA 5107

Phone: (08) 8281 2444

Fax: (08) 8281 1790

Email: whiteline@wline.com.au

www.wline.com.au



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