

RubberAsia

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TO NEW HEIGHTS WITH RADICAL NEW-GEN IDEAS



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President & CEO,
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ON PRESENT STATE OF US RUBBER INDUSTRY

Louis Rumao



POLICY TO PROMOTE TSR INDUSTRY INEVITABLE

**Ronny Joseph Thomas
& Shiyas Ali**



US RUBBER INDUSTRY ON FORWARD MARCH



Adam Gosling

Adam Gosling heads up the team at TyreSafe Australia. Considering tyres holistically we help clients turn higher profits. Tyres reflect the whole operation, they don't tell lies. Transport and mining companies benefit from our tyre experience. If your tyres aren't turning, they're not earning!
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COMBATING DISRUPTION

Educating and upskilling the workforce is the only way to work through the disruption we are experiencing these days. Knowledge sharing, learning and growing are synonymous with the sustained success and growth of a corporation

The industry buzzwords currently centre around disruption and digital transformation. Within these spheres, traditional industry paradigms are being deconstructed. The rise of women in industry should be not only welcomed but strongly encouraged.

The Japanese Prime Minister Shinzo Abe presented during the recent G20 meetings programs to enhance training packages for women in Industry. After all, ignoring 50% of our population surely limits the potential successes regardless of whether it is product development, production, marketing or administration.

Mr Peter Voohoeve, the recent past CEO of Volvo Australia (<https://www.volvotrucks.com.au/en-au/home.html>), now President Volvo Trucks North America, recognised the work Heather Jones of Pilbara Heavy Haulage Girls (<http://www.pilbaraheavyhaulagegirls.com.au>) was doing in training heavy transport drivers, not only women wanting to get into the transport industry but men as well. Volvo Group Australia thought so highly of Heather's work that they provided her a Volvo and a Mack prime



Adam Gosling (extreme right) with Heather Jones & Louise Azzopardi at Brisbane Truck Show



Road Train

mover. At the recent Brisbane Truck Show (BTS) run by the Heavy Vehicle Industry Association (<https://www.hvia.asn.au/>) with > 36,000 attendees, the Australian Volvo Group presented Heather with another Volvo prime mover and a rigid truck with dual controls for driver training.

Heather Jones has been inducted into the Australian National Road Transport Hall of Fame.

At the BTS within the “Jobs Hub” sessions Louise Azzopardi presented a young woman’s experience in the heavy transport industry. WesTrac, an Australian Caterpillar dealer (<https://www.westrac.com.au/>), employs Louise as one of their Trainers and Assessors. She is an apprentice mentor having gained a Medallion of Excellence at the Worldskills (<https://www.worldskills.org.au/skills/heavy-vehicle-mechanics/>) event in Abu Dhabi within Heavy Vehicle Maintenance 2017. Prior awards included a Gold Medal at the Worldskills event in Melbourne 2016 topped with HVIA National Apprentice of the Year Award (2016). Not only is Louise an accomplished trades-person in heavy mechanics but she is also engaging young people to consider heavy industry as a vocation. In August 2019, Louise heads to Russia to be a judge in the Worldskills competition. As a presenter and mentor Louise excels, she has the credibility of her achievements even as this early stage in her career.

As Kurian Abraham of Tyre Asia ([\[asia.com/\]\(https://tyre-asia.com/\)\) stated in his editorial \(Tyre Asia Vol 10 # 3\) “..... By upskilling the workforce that would mark a fundamental shift in workplace culture, productivity will go up and cost down.”](https://tyre-</p>
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Both Heather and Louise are exponents of enhancing this upskilling, providing opportunities to those who are keen and eager to step up to advance not only themselves but also their employers and their industry.

Asian Truckers magazine (<http://www.asiantrucker.com/>) published by Stefan Pertz featured a story (Jan/Feb 2019) about a woman in the transport industry in Malaysia. Kak Ayu has pushed through the traditional industry resistance to forge a path for other women wishing to enter the transport industry in Malaysia. Kak Ayu is an exemplary figure in the traditionally male-dominated industry who demonstrates what can be achieved with dedication, patience and persistence.

The question I pose to our industries is: Then why are we not engaging more on developing skills of our workforces? Why are we not engaging a large section of the population, i.e. women, who have been traditionally ignored? How much is industry losing by maintaining the traditional male-dominated stance?

Disruption and digital transformation are here without a doubt; technology is advancing probably more rapidly than



most of us can keep pace with. Many young people today consider a mobile phone as an extension of their person and yes I am probably showing my age in remembering walking down the street to a public phone box to make a call as home phones were just not easily available nor affordable. As Bob Dylan sang many years ago, the times they are a changin'.

I'd recommend that our industry magazine publishers have to consider providing space to highlight the achievements of women in our industries on a regular basis. We read about corporate success stories; but how many know of Heather or Louise or Kak Ayu's successes? How many other stories are out there that we just don't know about?

Educating and upskilling our workforces is the only way I believe that a corporate organisation can be sustainable. Those who do not invest in their workforce cannot work through the disruption we are experiencing. The social media meme of the CFO asking what if we train our employees and they leave being answered by the CEO asking what if we don't train them and they stay is all too pertinent in today's fluid work environment. John Powath, the founder of the Asian Business Media organisation knew

this perspective long before social media was "a thing". He grew his people and provided them with the opportunities to share knowledge so that Asian Business Media is now a highly successful publishing house. His successors continue this philosophy.

From my own personal experience, knowledge sharing and training not only provided the "students" with increased knowledge but also opened streams of knowledge to me, the teacher, that were not previously available to me. In short, the more I shared the more I learned, so I had more to share so I learned yet more still. It was akin to the growth of a snowball. In speaking with others who share and transfer knowledge, I find they too have had the same experience. For a corporation, growth is necessary; people learning, sharing and so imparting a higher level of return into the corporate being is the only recipe for sustained successes.

I would go as far as saying those who don't provide knowledge sharing and exchanging will probably have an experience I describe as a Kodak or Nokia moment. The stance, "No we don't need or want that" will only find that the road ahead has ceased to exist. Whilst disruption has negative connotations consider a fruit tree growing from a seedling. Before the tree fruits, there are many changes that happen, this for the tree is gross disruption. It is a transformation just as we in the rubber and tyre industry are faced with the oncoming changes we know as autonomous vehicles.

I always welcome feedback. It is nice to know what is good but it's better to know what is not good or right. Armed with that acquired knowledge I can revise, exchange and learn so that I am able to provide a better outcome for my industry, colleagues, friends, family and me as well. We all win!

To me, knowledge sharing, learning and growing are synonymous with victory. You?

