

## BROADBENT BULK SERVICES – TAKING ADVANTAGE OF PBS THROUGH THE IAP

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### INTRODUCING BROADBENT BULK SERVICES

Broadbent Bulk Services is part of the Broadbent Group of companies which is involved in the transport and storage of grain.

Operating throughout the Darling Downs in Queensland, as well as the northern New South Wales grain belt, Broadbent Bulk Services picks up bulk grain off-farm, providing storage at its Toowoomba site, and packs and delivers containerised grain to the Port of Brisbane for export<sup>1</sup>.

Broadbent Bulk Services also operates a public weighbridge and provides grain quality testing services on inbound and outbound loads.

Other businesses in the Broadbent Group include Lakaput Bulk Services Pty Ltd, which is involved in the storage of grain in Victoria’s Western District, and R. V. Broadbent & Sons (also based in western Victoria) which transports grain, fertiliser and other bulk agricultural commodities across the eastern States and South Australia.



### DEVELOPING THE TRANSPORT BUSINESS

In March 2007, Broadbent Bulk Services expanded into transport, following the acquisition of Findlay Bulk Haulage.

“Neil and Marlene Findlay had built a well known and respected transport business operating across south-eastern Queensland and northern NSW, picking up grain off-farm and delivering it to storage facilities across the grain belt,” said Broadbent Bulk Services Operations Manager, Shane Noble.



“Upon the acquisition of Findlay Bulk Haulage, our challenge was to ensure service to grain growers and others in the supply chain was maintained – and enhanced where possible – and to successfully integrate the bulk transport business with the storage services we were offering.”

“The next logical step was to expand our service offering to the export side of the grain business with container packing and transport to the Port of Brisbane.”

### TAKING ADVANTAGE OF ACCESS BETWEEN TOOWOOMBA AND PORT OF BRISBANE

The route from Toowoomba to the Port of Brisbane is of critical importance to grain growers seeking to access export markets.

The decision by the Queensland Department of Transport and Main Roads to enable access to PBS A-Double combinations on this route – through the Intelligent Access Program (IAP) – results in fewer truck trips, less wear and tear on roads, reduced greenhouse gas emissions and big savings for the entire supply chain.

Broadbent Bulk Services has seized the opportunity to significantly increase the productivity of containerised export grain movements on this corridor.

“Being able to operate on this route and other connecting routes like the Warrego Highway and Port Drive – which accesses the Port of Brisbane – means we have first and last mile access to the corridor between Toowoomba and Port of Brisbane,” said Mr Noble.

“Broadbent Bulk Services is very well located on Toowoomba’s western outskirts on a route locally approved by Toowoomba Regional Council. This gave us end-to-end access from our transport and storage facility to the port.”

“The type of vehicle combinations that we were able to operate on this route meant the feasibility of transporting higher payload export containers to the port and four empty 20 foot containers from the port was clearly justified.”

“We quickly realised that we had to grasp the opportunity provided by the availability of access in order to be a competitive force in the grain export freight business into the Port of Brisbane.”

<sup>1</sup> For further information, please refer to the case study [IAP – What’s In It For Me – Big Benefits for Toowoomba to Port of Brisbane Corridor](#) on the Transport Certification Australia website, [www.tca.gov.au](http://www.tca.gov.au)



## THE BENEFITS

Prior to gaining approval to operate PBS A-Double combinations between Toowoomba and the Port of Brisbane through the IAP, Broadbent Bulk Services had not run containers to Brisbane as the capital expense to haul one trailer to the Port of Brisbane could not be justified.

Broadbent Bulk Services has increased their total payload to 57 tonnes, or by 100 per cent in two 20 foot export containers, as well as a one-third increase in the port to Toowoomba leg moving four empty containers, opposed to the previous limit of three.

“In commercial terms, the real beneficiaries are our customers – the hard working grain growers who have so many challenges to face in getting their grain to export markets,” said Mr Noble.

“There are also safety and environmental benefits because we can undertake the same freight task with significantly fewer journeys and emissions per tonne kilometre.”

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“We appreciate that the increase in gross vehicle mass and vehicle length made possible through the operation of PBS A-Double combinations means we are heavily restricted in terms of network access.”

“Broadbent Bulk Services understands that the advent of the IAP makes it possible to run higher productivity vehicles along specially approved routes.”

“The combined package of reforms (including the IAP and PBS), co-operative relationships with the Queensland Department of Transport and Main Roads, and first rate service provision from Freightliner-MaxiTRANS and Transtech Driven meant Broadbent Bulk Services is at the leading edge of transport operation along the Toowoomba to Port of Brisbane corridor,” said Mr Noble.

## SEEKING PROFESSIONAL ADVICE

“We approached trailer manufacturer Freightliner-Maxi TRANS, who understood PBS requirements, as well as our operational needs and to assist us in gaining approval to operate A-Doubles between Toowoomba and the port,” said Mr Noble.

“Freightliner-MaxiTRANS proved to be a very willing partner. They worked with us on a customised solution which met the range of PBS requirements.”

## SEEKING AN IAP SERVICE PROVIDER

Broadbent Bulk Services engaged IAP Service Provider Transtech Driven to provide advice and technical support on enrolling in the IAP.

“Transtech Driven was integral to the success we achieved in obtaining approval to operate PBS A-Double combinations between Toowoomba and the Port of Brisbane. They had great follow up response to issues during the process, and made it an easy transition,” said Mr Noble.



The information contained in this case study is intended to convey the experiences of the transport operator/s concerned. The benefits of IAP mentioned in this case study may not be true for all transport operators. Transport operators should consider the appropriateness of IAP to their business operations, objectives and circumstances before enrolling in IAP.

Information in this case study has been provided by Broadbent Bulk Services.