

## media kit



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# Reaching 2,000 plus decision makers each month who require transport products and services in Western Australia

FOCUS

## How to meet the new Road Transport Chain of Responsibility Legislation

By Graham Sidney - Director Instant Weighing

**K**icking the tyres of your truck to gauge the weight of your load is unacceptable in assessing a vehicle's mass limit for the transport task.

What does the loader or packer of a truck, semi-trailer, road train or tipper, which will be driven on public roads need to do to protect themselves from breaches of road transport laws from overloading these types of vehicles?

The Main Roads Fact Sheet 3 - Loader/Packer Responsibilities states, "Operating a weighbridge or loading equipment fitted with scales and ensuring a running total of the weight of the load for each trip".

Following are the options available to ensure weights are known at loading.

### 1. WEIGHING FULLY LOADED VEHICLES

**Option A - Weighbridges**  
A weighbridge that has been manufactured and installed in a way that allows the individual axle groups (up to 11 in axle group) weights to be recorded is the best but also the most expensive solution.

**Option B - Portable Truck Weigh Pads**  
This allows each individual axle to be weighed as a vehicle moves over the pads. The challenge is setting the scales up so that the vehicle length of the vehicle (or road train) must be level at all times immediately before the approach to the scale, safe, and remaining level until the last axle has been weighed on exiting.

### 2. INSTALLING DIGITAL SCALES ONTO FORKLIFTS, FRONT END LOADERS OR EXCAVATORS

**Forklift digital scales**

**Option A - The new 'Trade Approved' Front End Loader Scales (FELCS)**

**IT WILL BE INTERESTING TO SEE THE COURTS PERSPECTIVE ON HOW FAR THE LEGISLATION WILL BE ALLOWED TO INFLUENCE INDUSTRY TO WORK IN A SAFER MANNER**

appropriate for that point. Remember, at present many Analog forklift scales are actually being used illegally in the freight industries, as they cannot legally be used as a scale to determine the weight of an article when calculating freight costs.

**Option B - Digital Scales working off the forklifts hydraulics - Not Trade Approved**

These scales have been designed to weigh in the same weighing action as the old analog mechanical scales currently installed onto many forklifts in the freight industry.

Designed to replace the old analog scales that cannot:

1. accumulate a running progressive total of a truck or trailer load

provide a weight document that is also date and time sequenced.

3. An indicator such as the **COMPULOAD 4000** digital indicator will also show all entered weight data to be stored in the indicator and at the end of the day or week downloaded to PC. (In a spreadsheet format) via a USB stick to avoid in-plant/person movement control.

4. Neither the Analog nor the digital scales that monitor the forklift's hydraulic pressures will ever become a Trade Approved scale for the freight industry.

These new digital scales in this configuration are also cost effective for their annual or bi-annual calibration testing as any digital scale requiring re-calibrating takes a far shorter time to re-calibrate, than does the mechanical Analog scale.

### Front End Loader Digital Scales

Digital scales can now be installed on front end loaders that will weigh each individual load as it is being handled, together with the ability to accumulate a running total and print a weight ticket including time and date and other selected data required. This is very appropriate in a quarry as the truck driver can carry the paper document with him, and show it to the Main Roads Inspector what weight has been loaded onto the truck. It is still the Inspectors discretion on the site if the vehicle has driven onto his weigh pads.

When used in a quarry that is selling their products by weight, these scales can be set up as a Trade Approved Front End Loader scales can legally be used instead of a certified weighbridge.

### Excavator digital scales

Digital scales can now be installed onto excavators used to load bulk materials into trucks and semi-trailers.

Instant Weighing Front End Loader scales

(MM) at Trade Approved scales. Accuracy should be within +/- 3% of the actual weight.

### Warehouse digital scales (including pallet scales)

There is a large range (in both sizes and weighing capacities) of the Trade Approved scales available in Australia. Meeting NMI standards, they are very accurate scales. These scales have been an essential scale in the in-house weighing of the forklifts to use the scale that is located in one fixed position) has been overcome now that the FELCS has become a Trade Approved forklift scale.

An independent summary of this new Chain of Responsibility Legislation has been compiled by Paul Schofield - ILEU (Invo) (ISS) of the Barabara



The new Trade Approved FELCS (Front End Loader) scales are available in a range of capacities.



Group where the following is stated:

### Liability of Officers for Chain of Responsibility Offences

The Road Traffic (Vehicles) Act 2012 is aligned to section 27 of the Model Work Health and Safety Act in that it makes officers of a corporation personally liable for breaches of the legislation.

The Road Traffic (Vehicles) Act 2012 specifies that when a body corporate is charged with an offence, any person who was an officer at the time of the offence may also be individually charged with the same offence.

the same meaning as given in the Corporations Act 2008 (Cth) which essentially states that an 'officer' is anyone who makes or participates in decisions that affect the whole or a substantial part of the business. This extends responsibility for legislative breaches straight into the ranks of management. Imposing this responsibility on an individual basis to company officers clearly fits the protection of the corporate veil.

### CONCLUSION

With the implementation of the Chain of Responsibility legislation comes a number of new chain liability offences.

across the transportation and logistics industry directly accountable. The concept now spreads this responsibility into many other various industries that use road transportation to either obtain the resources they need to operate or to distribute their goods onto products. It also places a clear burden on all companies to ensure their staff and contractors are doing business in a safe manner.

Due to the potential ramifications of the severe penalties involved in the Chain of Responsibility, it is very likely that many of the provisions will be challenged.

It will be interesting to see the Courts perspective on how far the legislation will be allowed to influence industry to work in a safer manner. ■

Issue 24 - 2014, Review 2012

Knowing the weights of loads being transported is an essential part of your business. To protect yourself and your staff from the penalties under the new Chain of Responsibility legislation, installing approved scales onto the equipment used to load vehicles is the best option.



scales@instantweighing.com.au

## Read from cover to cover...

For 24 years WATM has a long and loyal readership who appreciate the entirely 'local content' because it is **relevant** to Western Australia

# Who reads WA Transport...

**OVER 12,000 QUALIFIED DECISION-MAKERS... the Directors and their Managers who average in age from 46 to 68 years**

## **FREIGHT**

Fleet Operators - Local & Interstate  
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Furniture Removalists  
Refrigerated Transport  
Supermarket and retail deliveries  
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Mining Equipment Suppliers  
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Bulk Handling  
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Tyre Sales  
Component Sales  
Fabrication  
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Main Roads HVO  
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Salvage

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## **SERVICES REQUIRING TRANSPORT EQUIPMENT**

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Waste Removalists  
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Chemical Logistics  
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Steel Companies

## **MISC**

Pilots  
Roadhouses  
Retired business owners

**In addition, many hundreds of businesses who need to operate transport equipment in Western Australia**

# Advertising Rates

## Single Advertisements

Full page	\$2640 + gst
Half page	\$1815 + gst
Quarter page	\$ 880 + gst
DPS	\$4620 + gst

## Six Editions

Full page	\$2200 + gst
Half page	\$1595 + gst
Quarter page	\$ 770 + gst
DPS	\$4400 + gst

## 11 editions (12 months)

Full page	\$2035 + gst
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Quarter page	\$ 660 + gst
DPS	\$4070 + gst

## Trader

Full page	\$1800 + gst
Half page	\$ 880 + gst
Quarter page	\$ 440 + gst
Eighth page	\$ 220 + gst

## Front Cover

Includes a double page editorial spread (supplied) within the same edition	\$4235 + gst
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## Inside Front Cover

Unavailable	\$2695 + gst
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## Inside Back Cover

\$2400 + gst
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## Back Cover

Unavailable	\$3080 + gst
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## Inserts

Full Run (1 - 4 pp)*	\$2750 + gst
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\*Subject to weight and size. Must be viewed by Publisher first.

## PRESS READY ADVERT SPECIFICATIONS

High Resolution (300 DPI) PDF Only with crop marks at trim.

Full colour proofs to be received no later than 5<sup>th</sup> of month prior to publication and no responsibility are held by WATM for colour matching if not supplied.

### SIZES

Full
Half Horizontal
Quarter Vertical
Eighth Horizontal

Image Area
Opt 1: Image Area
Opt 2: Image Area
Image Area
Image Area

### WIDTH/HEIGHT

210 X 297 mm + 3mm bleed
175 x 130mm
210 x 145mm + 3mm bleed
85 x 130mm
84 x 63.5mm

**In House Artwork (Basic Service) Full \$200 + GST, Half \$140 + GST, Quarter \$85 + GST**

# Deadlines 2018

## January/Feb (Bi-Monthly)

Advertising Booking Deadline – 25<sup>th</sup> Nov  
Editorial Copy Deadline – 25<sup>th</sup> Nov  
Advertising Material Deadline - 1<sup>st</sup> Dec  
On Sale Date – 4<sup>th</sup> Jan

## March

Advertising Booking Deadline – 25<sup>th</sup> Jan  
Editorial Copy Deadline – 26<sup>th</sup> Jan  
Advertising Material Deadline - 31<sup>st</sup> Jan  
On Sale Date – 22<sup>nd</sup> Feb

## April

Advertising Booking Deadline – 23<sup>rd</sup> Feb  
Editorial Copy Deadline – 26<sup>th</sup> Feb  
Advertising Material Deadline - 1<sup>st</sup> Mar  
On Sale Date – 22<sup>nd</sup> March

## May

Advertising Booking Deadline – 23<sup>rd</sup> March  
Editorial Copy Deadline – 26<sup>th</sup> March  
Advertising Material Deadline - 2<sup>nd</sup> April  
On Sale Date – 23<sup>rd</sup> April

## June

Advertising Booking Deadline – 20<sup>th</sup> April  
Editorial Copy Deadline – 24<sup>th</sup> April  
Advertising Material Deadline - 1<sup>st</sup> May  
On Sale Date – 22<sup>nd</sup> May

## July

Advertising Booking Deadline – 24<sup>th</sup> May  
Editorial Copy Deadline – 25<sup>th</sup> May  
Advertising Material Deadline - 1<sup>st</sup> June  
On Sale Date – 22<sup>nd</sup> June

## August

Advertising Booking Deadline – 25<sup>th</sup> June  
Editorial Copy Deadline – 27<sup>th</sup> June  
Advertising Material Deadline - 2<sup>nd</sup> July  
On Sale Date – 24<sup>th</sup> July

## September

Advertising Booking Deadline – 25<sup>th</sup> July  
Editorial Copy Deadline – 27<sup>th</sup> July  
Advertising Material Deadline - 1<sup>st</sup> Aug  
On Sale Date – 23<sup>rd</sup> Aug

## October

Advertising Booking Deadline – 24<sup>th</sup> Aug  
Editorial Copy Deadline – 27<sup>th</sup> Aug  
Advertising Material Deadline - 3<sup>rd</sup> Sept  
On Sale Date – 24<sup>th</sup> Sept

## November

Advertising Booking Deadline – 25<sup>th</sup> Sept  
Editorial Copy Deadline – 27<sup>th</sup> Sept  
Advertising Material Deadline - 1<sup>st</sup> Oct  
On Sale Date – 23<sup>rd</sup> Oct

## December

Advertising Booking Deadline – 23<sup>rd</sup> Oct  
Editorial Copy Deadline – 25<sup>th</sup> Oct  
Advertising Material Deadline - 1<sup>st</sup> Nov  
On Sale Date – 23<sup>rd</sup> Nov



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# Editorial in WA Transport Magazine

WATM's editorial content is non-commercial. If you wish to promote your products and services you will need to advertise in the magazine.

We listen to our readership and deliver the information they want and need. Local information relative to WA including the latest Main Roads HVO rules, Dangerous Goods, local infrastructure and works, questions to and answers from the WA Minister for Transport, mining and agricultural news relative to transport, industrial relations, human interest, history and columns from industry bodies and operators sharing their views and opinions.

## Special Publications

Each year 'special editions' of WA Transport Magazine are produced to showcase industry events such as Dowerin Field Day, Goldfields Mining Expo and importantly the Perth Truck & Trailer Show. As a lead up to these events we offer special editorial/advertising packages so you may attract the right people to you exhibits on the day.

## Anniversary, new premises, new product release... Be the main company profile in WATM

A WATM Company Profile is the most cost-effective and high impact form of marketing you can undertake.

Your profile is supported by your suppliers who receive many viable incentives to align their products alongside their most valuable client 'you' and reach 12,000 plus potential new business leads in their target market in the process. There is no cost to you. We pay for your story to be professionally written. You drive the content and sign off on the finished article, which once published in WATM can then be used on your www or point of sales or social media marketing.

## Really want to make an impact?

Ask about having the front cover of WA Transport Magazine in the edition you are being profiled in.