

# Business

Peter Wilson: (02) 6024 0594 e-mail: peter\_wilson@bordermail.com.au



● Geoff Luff and Mark Byatt with their latest award. Picture: PETER MERKESTEYN

## Firm drives off with award

By BREANNA TUCKER

BORDER Express has beaten major transport companies TNT, Australia Post and Linfox to take out the NSW Master Carrier of the Year award.

The company received the award at the NSW Road Transport Association Annual Awards dinner in Sydney last month.

The award recognises a business that knows the present requirements of the transport industry and has achieved outstanding success in adapting to change.

National human resources manager Mark Byatt said that over the past three years the company had tried to change its culture by implementing national employee development programs.

"As a business we're trying to set ourselves apart from our competitors," he said.

"We've looked at what makes an employer of choice, at why people want to come and work for us and what makes them stay.

"And we're thinking long-term to see how we can cater for the Y-generation because they have completely different wants and needs."

Mr Byatt said the company had committed to OH&S by training injury management teams to ensure there was a commitment right through the ranks.

"They bought new uniforms that "looked better and were of better quality" so that workers could take pride in their appearance and give a professional image to clients.

Mr Byatt said communication was another problem as, being a national company, their workforce was both fragmented and mobile so a glossy newsletter is now printed once a month and distributed to every worker across the country.

"Max, the owner of the business, heads each newsletter and a survey showed that this was the most well-regarded section of the paper," he said.

The company also had a massive upgrade of its IT department.

Mr Byatt said that all transport companies had trucks and forklifts, so the only way they could make their company stand out was by improving the system for their workers and clients.

Border Express celebrates its 25th anniversary this year.