

# APLF



## Draft

# Value Proposition Strategy Direction

Prepared By Australia October 2014 and presented in Melbourne  
on the 25<sup>th</sup> May

generated by SCLAA May2015

# Strategy

- To increase the profile and relevance of the APLF in the region, therefore improve the profile and relevance of APLF member Associations
  - To drive membership and profile of the respective Country APLF member Associations
  - To move the APLF to the position of peak body in the Asia Pacific region
    - To assist and provide value to companies in the industry
    - To assist and provide value to individuals in the industry
    - To assist Governments with policy development
    - To harness the Asia Pacific regions' competitiveness and growth in supply chain & logistics
  - To create APLF programs and events that drive revenue, so as to fund APLF growth, coverage and sustainability



# Asia Pacific Logistics Federation Framework

## Vision

To be the lead advocacy for supply chains and logistics in the Asia Pacific region.

## Mission

To influence stakeholders in the Asian Pacific Region to ensure the region has safe, secure, reliable, sustainable and internationally competitive supply chains

## Objectives

To be the recognised voice for supply chain and logistics in the Asia Pacific Region

Promote and encourage greater recognition of the APLF by influencing the APAC region concerning the importance of supply chains and logistics

Promote and communicate the importance of the logistics services industry's contribution to Asia Pacific Regions economy

## Outcome

The Asian Pacific Logistics Federation is viewed by the region governments and industry as the primary source of professional level information on supply chains and logistics developments and opportunities



# Driving the APLF via



# By working together



## Diplomatically

generated by SCLAA May2015

# Objective 1

|                       |   |
|-----------------------|---|
|                       |   |
| <b>Objectives</b>     | To be the recognised voice concerning supply chains and logistics in the Asia Pacific Region  |
| <b>Strategies</b>     | Position Asia Pacific Logistics Federation as the 'go to' professional organisation for supply chains and logistics in the Asia Pacific Region. |
| <b>Actions</b>        | The Asia Pacific Logistics Federation to communicate its Strategic Plan to members and key industry/government stakeholders across the region   |
| <b>Responsibility</b> | Chairperson & Vice Chairmen   |
| <b>Time Frame</b>     | December 2015   |



# Objective 2

|                |   |
|----------------|---|
|                |   |
| Objectives     | Promote and communicate the importance of the logistics services industry's contribution to the Asia Pacific Region's economy                       |
| Strategies     | Position the Asia Pacific Logistics Federation as the 'go to' professional organisation for supply chains and logistics in the Asia Pacific Region. |
| Actions        | The Asia Pacific Logistics Federation to create a media presence to drive implementation of strategic supply chain issues in the region             |
| Responsibility | APLF Delegates  |
| Time Frame     | December 2015   |



# Objective 3

| Objectives     | Promote and communicate the importance of the logistics services industry's contribution to the Asia Pacific Regions economy  |
|----------------|---|
| Strategies     | Co-operate with country associations in presenting major annual events in the region commencing 2015. The objective that in 3 years the APLF event becomes the APAC lead supply chain & logistics event |
| Actions        | Develop theme and select conference organiser<br>Sri Lanka – October 2016<br>CPLF – November 2017   |
| Responsibility | APLF Members  |
| Time Frame     | AS above  |





# Objective 4

|                       |   |
|-----------------------|---|
|                       |   |
| <b>Objectives</b>     | Promote and encourage greater recognition of the APLF by influencing the community concerning the importance of supply chains and in the Asia Pacific Region  |
| <b>Strategies</b>     | Engage with Asia Pacific Logistics Federation Members, Associate Members and stakeholders to influence perceptions of the supply chain and logistics sectors  |
| <b>Actions</b>        | <p>The Asia Pacific Logistics Federation to create a media presence to drive implementation of strategic supply chain issues</p> <p>Asia Pacific Logistics Federation to hold Annual Forum in selected county</p> <p>Host a Decision Makers Dinners with jurisdictional influences</p> <ul style="list-style-type: none"> <li>• One dinner in each country</li> <li>• Two Chairman’s Dinners with senior influences</li> </ul> <p>Produce Monthly edition of Asia Pacific Logistics Federation free newsletter to be sent to all subscribers to the website</p> <p>Press releases for media in the region</p> |
| <b>Responsibility</b> | APLF Members  |
| <b>Time Frame</b>     | ASAP  |



# Objective 5

| Objectives     | Promote and encourage supply chain and logistics education in the Asian Pacific Region  |
|----------------|---|
| Strategies     | Engage with APLF membership organisations to develop a framework for co – branding education qualifications   |
| Actions        | Develop framework based on selected country standards<br>APLF members organisations to align the qualifications to the framework<br>APLF to issue recognition of region standards to the students |
| Responsibility | SIMM & Education sub committee  |
| Time Frame     | TBA   |



# Country Events

- Promote APLF at Government and industry level
- Dinners with high calibre speakers
- Site Visits – (This is the role of country organisations)
- Develop a Country APLF award and present award at annual conferences
- Drive localisation of APLF to suit country needs
- Drive local brand awareness and sponsorship



# Major Events

- General Assembly every 2 years in sponsored country



# Generate Sponsorship

- Selected dinners and introductions with Government and major companies in the Asia Pacific Region
- Drive APLF membership and sponsor connections to build relationships



# Training Education Programs

- Co brand with courses
- APLP Accreditation of courses



# Strategic

- Develop Brand Awareness and Trust in the APLF
- Have strategic workshop every 2 years



# Communications

- Develop a electronic newsletter
- Develop mailing lists, membership queries
- Social networks, (Linked In, Face Book)
- Media Magazines- Press releases
- Present at country conferences and promote APLF
- Website Updates with access for registered people
- Drive Brand awareness

