

☀ **Wise Choice Freight Solutions Pty Ltd**

🏠 298 North Road, Brighton East, Vic, 3187

@ support@wisechoicefreight.com.au

🌐 www.wisechoicefreight.com.au

☎ 1300 WISE CHOICE (1300 947 324)



“Simplifying your transport needs”

Agility  
Expertise  
Proficiency

## Who we are?

Wise Choice Freight Solutions (WCFS) is a Melbourne based **logistics company** that provides freight management solutions and transport Nationwide.

Our company has developed and grown its business with some large and small Australian and Multi-National organizations. Our background provides that personal touch with a quality and experienced execution at an affordable price.

WCFS primary objective as a freight solution company is to **“Simplify our customers transport needs”** with strong customer service which leads to efficiency of savings for our client base.

Customer satisfaction with costs saving are the platforms we have successfully built the WCFS business.

# Why choose us?



WCFS offers highly competitive rates to **reduce your transport cost** on an ongoing basis.



**Customer satisfaction** with cost savings are the platforms we have successfully built the WCFS business.



WCFS has a broad network of trucking companies (**over 150 trucks and growing**) that manages a wide and varied transport solution around Australia.



WCFS has the experience and transport infra-structure to manage **large and small organisations** total freight solutions.



WCFS is 100% Australian owned and has designated **depots across all of Australia.**



WCFS has committed to the **environment and sustainability** issues by adopting a number of environmental initiatives and activities to manage waste and reduce carbon emissions.



WCFS proposes a total freight management solution by **“Simplifying your transport needs”** and presenting the best services for each element of your freight requirements.

# What we provide?



3

WCFS provides a full range of services for our customers including; freight management solutions, accounting and finance solutions, one consistent point of contact, specific carriers to suit your demands, IT System for all your transport needs, buying power- reducing your freight costs, industry knowledge, broad experience and networks, plus more!

- ✓ **National Road Freight:** Full or part loads, pallets, cartons
- ✓ **Over Dimensional Loads:** For all your over-sized requirements, no job is too large
- ✓ **National Capital City Break-Bulk:** Consolidated pallet or stillage break-down and distribution
- ✓ **Taxi Truck services:** Local point to point, special-project loads, Ad-hoc hire, permanent vehicle assignment
- ✓ **Warehousing:** General storage, pick & pack order fulfilment
- ✓ **Consulting services:** Freight and supply chain advisory, accounting solutions, transport troubleshooting, customised reporting functions

# Our vision and mission?



Wise Choice's **vision** is to be the leading transport and logistics solution provider in Australia and the most valued partner in the eyes of our clients.

Our **mission**, each and every day, is:

- ➔ To be the most respected transport and logistics solution provider in Australia.
- ➔ To conduct our business with the highest levels of integrity in the interactions with our customers, partners and suppliers.
- ➔ To provide top quality transport and logistics solutions and services at cost-effective prices, enabling us to deliver consistent value and dependability to all our customers, large and small, in a timely manner.
- ➔ To develop an organisation that will support all employees to grow to their maximum potential.
- ➔ To inspire, educate and problem-solve for our customers by our friendly, knowledgeable and professional staff through proactive and responsive communication.

# Our Team



WCFS is headed by senior experienced people in both the transport industry and the business sector. We have an experienced team and a large network of trucks to execute all of your transport requirements.

**Wise Choice is well led by Terry Dillon** a highly successful senior Business Executive for the past 20 plus years who has overseen large profile companies with a turnover up to \$50m. He has a proven track record in strict business and financial management and overall leadership of large profile companies that focuses on customer service as its primary pillar. The core principle of our business is that **“the customer comes first in every decision we make”**. This is a cornerstone of what WCFS has built into its day to day operations and subsequently has been a key reason for our success.

## **Wise Choice has a Senior Executive Team comprising the following skills;**

- **Operations / Project Manager** - who focuses on the general operations of the business to ensure day to day operations are efficient and at all times professional.
- **Transport and Logistics Manager** - highly experienced transport professionals who provide solutions to complex logistics whilst providing cost savings to our client base.
- **Customer Service Manager** - efficient and structured manager – who is the front line for managing and servicing our clients admin requirements to the highest level
- **Business Development Manager** - highly experienced Executive with extensive sales experience with primary focus managing valued clients & generation of new business.
- **IT / Website Management** - experienced IT professional who ensures current systems are in place whilst focusing on IT solutions that will benefit the business as well as our general client base.
- **Financial Accountant** - experienced accounting professional who oversees the overall financial operations of the WCFS entity.

## **Back-up Support (giving our clients the peace of mind they need)**

Wise Choice has structured our business in a manner that has strong back-up support for each area of the operations. We have a minimum of 2 and where applicable 3 or more people trained in the respective positions of expertise to ensure seamless operations when key staff are on either annual or sick leave as part of our 365 day a year commitment to our valued clients.

# Testimonial 1



6

## **Ray Collins, Managing Partner at Access Boring:**

“ Wise Choice Freight Solutions (WCFS) is Access Boring's preferred company for our transport needs. For me, summarising Access Boring's transport requirements, it is a simple formula - we want to receive **cost effective transport** and be provided with a strong **professional 'positive' attitude** via first class customer service. WCFS consistently delivers these qualities for us at Access Boring. As a sizable business that relies on meeting specific tight deadlines to succeed this is a non-negotiable pre-requisite for us in terms of delivering efficient execution of our core business.

I am confident in saying that the Wise Choice Executive who I have known for close to a decade has the same core values as both my company and myself personally in terms of **honesty and integrity and full transparency of operations**.

Wise Choice has clearly delivered on what they had committed to in terms of reliability of timely delivery and **outstanding customer service** and also importantly having reduced our freight costs substantially which has been superb.

WCFS is extremely well led and I have the greatest confidence in recommending them to future partners as a result of our extremely positive dealings with them. I have no hesitation in saying the decision to go with WCFS has in fact clearly been a **"Wise Choice"** by my company Access Boring. ”



Access Boring provides expertise in the underground drilling industry for plus 20 years and specialises in Directional Drilling, Horizontal Bed Boring, and Grundomat Bores.

## Testimonial 2



### **John Blacka, Operational Manager at R & A Ross Transport:**

“ R.A. Ross is a Company with a diverse and large client base. WCFS provides a flow of work to us through their client base and this endorsement of their business operations is provided on the basis of our extensive and unbiased observations in our professional dealings with Management and the team of WCFS on a daily basis. Our informed observations are that WCFS has a **high quality Executive** and support team who provide transport solutions in a respectful, professional and timely manner. **It is a pleasure doing business** with them.

Being in the transport game, ourselves, for more than 2 decades we deal with many companies from inside and outside the trucking industry. From our depth of experience, it is our strong belief that WCFS has **high standards in terms of business ethics and values** and are always professional in our partnership dealings. We are proud to be associated with them. ”

#### **R & A Ross Transport**

R & A Ross Transport is a privately owned company based in Port Kembla. The fleet currently runs nationwide with the ability to service all Australian states with service to Brisbane, Melbourne and other capital cities.

**Agility**  
**Expertise**  
**Proficiency**

---

“Simplifying your transport needs”  
1300 WISE CHOICE



 **Wise Choice Freight Solutions Pty Ltd**

 298 North Road, Brighton East, Vic, 3187

 support@wisechoicefreight.com.au

 www.wisechoicefreight.com.au

 1300 WISE CHOICE (1300 947 324)