

Position Description



General Manager Policy and Advocacy

Engagement Type: Fixed term (min. 12 months)

Reporting to: President

Employment Basis: Contract

Salary: Negotiable

Location: Flexible (regular travel required)

Start Date: As soon as practicable

Role Purpose

The General Manager Policy and Advocacy will play a critical role in strengthening LBRCA's policy, advocacy and government engagement capability during a period of sector transition and reform.

The role is responsible for:

- Leading policy development and reform advocacy on behalf of LBRCA members
- Reinforcing direct relationships with regulators, ministers, councils and key industry bodies
- Safeguarding member interests, access outcomes and regulatory confidence during and after transition
- Ensuring LBRCA is recognised as a credible, solutions-focused policy leader in rural, bulk and livestock transport

This is an outward-facing leadership role responsible for shaping policy outcomes, strengthening relationships with government and regulators, and ensuring the interests of rural, bulk and livestock transport operators are protected and advanced.

Key Responsibilities

1. Policy Leadership & Advocacy

- Lead development of clear, evidence-based policy positions aligned to LBRCA member priorities
- Prepare:
 - Policy submissions
 - Ministerial briefings
 - Discussion papers
 - Regulatory position statements
- Provide strategic input on:
 - Heavy Vehicle National Law (HVNL)
 - Chain of Responsibility
 - Access reform (PBS, HPV, local road networks)
 - Animal welfare and livestock supply chain obligations

- Bulk and rural supply chain obligations
- Support the COO and Board in policy strategy, risk management and reform positioning

2. Government & Regulator Engagement

- Act as a senior interface between LBRCA and:
 - State and Commonwealth Ministers
 - Ministerial advisers
 - Regulators (e.g., NHVR)
 - Policy agencies and statutory bodies
- Proactively:
 - Rebuild confidence and direct lines of communication
 - Advocate for pragmatic, regionally appropriate solutions
 - Position LBRCA as a trusted policy partner
- Support formal and informal meetings, roundtables and briefings

3. Industry & Stakeholder Relationships

- Strengthen working relationships with:
 - Livestock industry bodies
 - Saleyards, processors and supply chain participants
 - Councils and road managers
 - Allied transport and rural organisations
- Represent LBRCA in national and state forums, working groups and consultations
- Ensure LBRCA perspectives are clearly articulated and recorded in multi-stakeholder environments

4. Member Interest Protection During Transition

- Provide policy continuity, stability and assurance to members during and after transition
- Identify regulatory, access or reputational risks impacting members and escalate early
- Support messaging and engagement that reinforces:
 - Member confidence
 - Regulatory certainty
 - Industry credibility
- Ensure LBRCA maintains independent policy voice and influence

5. Strategic Advice & Internal Capability

- Provide high-level strategic advice to the COO and Board on:
 - Policy risk
 - Stakeholder dynamics
 - Regulatory reform opportunities
- Contribute to internal capability uplift by:
 - Improving policy systems and templates
 - Supporting consistent advocacy messaging
 - Building long-term institutional knowledge

Key Deliverables

- Strengthened and documented policy positions across core reform areas
- Re-established and active direct relationships with priority regulators and ministers
- Increased visibility of LBRCA as a credible policy leader
- Improved member confidence in advocacy outcomes
- Clear handover of stakeholder relationships and policy frameworks for continuity

Skills, Experience & Attributes

Essential

- Senior experience in public policy, government relations or regulatory advocacy
- An understanding of heavy vehicle regulation, rural transport or freight policy
- Demonstrated experience engaging with:
 - Ministers and advisers
 - Regulators
 - Industry peak bodies
- Excellent written and verbal communication skills
- High level of professional judgement, discretion and credibility

Highly Desirable

- Experience in:
 - Transport, logistics, agriculture or livestock sectors
 - National or state policy reform processes
 - Regulatory transition or organisational change
- Understanding of Chain of Responsibility and access frameworks

Personal Attributes

- Trusted, calm and authoritative under pressure
- Solutions-focused and pragmatic
- Politically astute and relationship-driven
- Values-aligned with regional, rural and member-based organisations

Term & Review

- Initial engagement: 12 months minimum
- Performance and continuation to be reviewed at 6 and 12 months
- Extension subject to outcomes, funding and strategic need

Why This Role Matters

This position is central to ensuring LBRCA members remain protected, heard and respected during a critical period of change.

It reinforces LBRCA's standing as a strong, independent and credible advocate for rural, bulk and livestock transport operators across NSW and nationally.

About the LBRCA

The Livestock, Bulk and Rural Carriers Association (LBRCA) is the peak industry body representing rural and regional transport operators across New South Wales and increasingly at a national level. Established in 1985, LBRCA has built a strong reputation as a trusted, independent voice for businesses that move essential commodities including livestock, grain, fertiliser and other agricultural inputs and outputs.

LBRCA represents the interests of operators working at the heart of Australia's rural supply chains—businesses that keep food and fibre moving from farm gate to market. The Association advocates for practical, evidence-based reforms that improve safety, productivity and efficiency, while recognising the unique operating conditions faced by regional transport operators.

LBRCA represents over 300 transport businesses and their drivers across Australia and is governed by an elected Board of 11 Directors, ensuring strong industry representation and accountability. This governance structure enables the Association to remain member-driven, responsive and focused on delivering outcomes that reflect the priorities of the operators it represents.

Through strong engagement with government, regulators and industry, LBRCA plays a critical role in shaping policy across key areas such as heavy vehicle access, Chain of Responsibility, animal welfare and infrastructure investment. The Association is committed to ensuring its members are supported, heard and positioned to succeed in an evolving regulatory and economic landscape.