

# PEOPLE DEVELOPMENT keeps Jamieson's wheels turning

A unique recruitment solution to source experienced road train drivers for its Pilbara business is keeping Jamieson Transport on a solid road to growth.

**POWERING THROUGH THE** Pilbara's unforgiving landscape, the earth's red dust billowing around 86 tyres holding the weight of two loaded Boeing 737s – the road train is quite a sight.

Far from the average heavy haulage truck, these mammoth vehicles, and the people behind the wheel, provide a critical service to mining companies meeting the world's demand for Western Australia's natural resources.

Based in Port Hedland, Jamieson Transport has been servicing the bulk ore transport industry in Western Australia since 1994, with a 145-strong workforce moving primarily copper, iron ore and manganese.

"With the big players in the industry having their own rail networks there leaves a requirement for the many other regional mines to be supported by road train transport, so there will always be a need for these drivers," says Jamieson Transport manager Rob Broderick.

But with the requirement for a multi-combination licence, prior heavy vehicle experience and a stomach for the marathon 750km return journey through the hot and lonely outback, the life of a road train driver is not for the faint-hearted.

Consequently, Broderick says Jamieson Transport's main challenge is reaching a market of jobseekers that match its criteria.

"The FIFO lifestyle is a challenge to some and the extreme temperatures of the Pilbara requires our drivers to adopt a special operating technique that is often vastly different to the way many truck drivers are trained," he says.

"This involves driving the vehicle to the temperature gauges as well as dropping gears slowly over a period of kilometres before negotiating a tight corner.



Workshop managers Robert Broderick (L) and Wayne Marnane (R)



One of Jamieson Transport's fleet of road trains

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**ROB BRODERICK**

"It ensures the drivers are safer and minimises the inevitable damage to the engine and parts from the constant strain of pulling 170 tonnes in 50-degree heat.

"Adopting this technique can present a challenge for some drivers."

As demand for their services increased with the growth of the industry, Jamieson Transport found it could no longer rely on word of mouth to fill specialist vacancies.

But while crowded recruitment websites failed to produce quality candidates, the company was able to tap in to a pool of experienced workers through a 'mini-site' partnership with the resource industry owned-and-operated [miningoilandgasjobs.com](http://miningoilandgasjobs.com).

Designed for organisations running multi-vacancy campaigns, the mini-site provided Jamieson Transport with its own fully-branded section of the resource industry careers website, featuring all job vacancies, company images, audiovisuals and testimonials.

"Through advertising on the mini-site we were inundated with solid applications from within both local and regional