

MEDIA RELEASE

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Kate Bucknell inducted into NZ Road Transport Hall of Fame

A transport equipment supplier with over 45 years' service to the road transport industry has been inducted into the Road Transport Hall of Fame.

Kate Bucknell was one of six inductees this year, and only the second woman in the Association's history.

The 2021 induction ceremony was anchored at Bill Richardson Transport World in Invercargill but conducted virtually because of Covid restrictions and travel difficulties. The ceremony was held on November 12.

Bucknell, who is currently the New Zealand general manager for global giant JOST-Werke AG, began her career in road transport in the early 1970s when she accepted a part-time office job from a tanker builder whose children she had been baby-sitting.

Her first full-time job in the industry came in 1975, when she managed an all-woman sales team for Avon Equipment Spares. Inevitably, the team came to be known as The Avon Ladies.

In 1988, Bucknell became owner and director of Transcom Engineering. She would later head up BPW's New Zealand operation, become general manager of Commercial Transport Spares (North Island), and start her own equipment importer and supplier—Transport Equipment Solutions.

In 2018, she was appointed general manager of JOST's stand-alone New Zealand operation, JOST New Zealand Limited.

JOST's managing director for Australia and New Zealand, James Mackie, paid tribute to Bucknell, calling the induction a deserved recognition for a long and illustrious career in the industry.

‘Anyone who knows Kate will agree that JOST could not have found a better person to lead our developing New Zealand business. Her exceptional industry and technical product knowledge, combined with the strength of her customer relationships and no-nonsense approach to business give her a deservedly high reputation in the NZ road transport industry.’ Mackie Said.

The NZ Road Transport Hall of Fame showcases and honours those who make outstanding contributions to, and support for, the New Zealand road transport industry. In inducting Bucknell, the Hall of Fame noted the roles she plays in industries bodies and the passion she brings to those roles.

As well as being an equipment supplier, Bucknell serves on the executive of the Institute of Road Transport Engineers of New Zealand (IRTENZ) as treasurer and secretary and is acknowledged as the driving force behind New Zealand’s Truck-Trailer Manufacturing Federation (TTMF).

Bucknell told the virtual audience that she was grateful for the many transport operators and trailer builders who had supported her from the outset of her career.

“Yes, there was a bit of scepticism at the beginning—a ‘Sheila’ in a bloke’s world and all that. But we got through that and looking back over those 45 years, there is no better industry to be part of.”

ENDS.

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