


# Regional Ocean Carrier of the Year

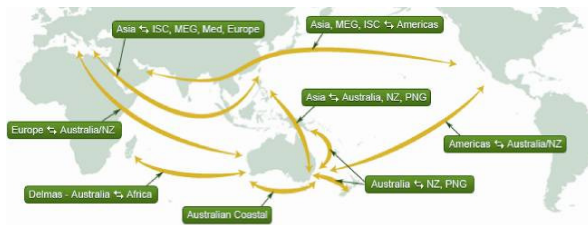


ANL has won the prestigious Containerisation International Regional Ocean Carrier of the Year Award for 2011.

The award was presented at a gala event at London's 8 Northumberland Avenue overnight in front of a large crowd of shipping industry professionals and their guests.



“ANL’s roots are in the regional trades to/from and around Australia and we are extremely proud of this. These days we couple this regional expertise with global reach giving our customers the best of both worlds. Global reach with regional expertise,” said ANL’s Managing Director, John Lines.



“Our headquarters continues to be in Melbourne but we have management teams strategically located in five other locations around the world plus agents in all major ports.” This means we are extremely close to our customers and can provide great service and put together

tailored solutions like the ones that have won us this award,” he said.

In arriving at the winner the judges looked at how services were adapted to changing market conditions, how ANL differentiated itself from our competitors and how we raised service levels to our customers

In ANL’s submission to the judges, it detailed the tremendous work undertaken with the Australian citrus industry in the face of a fruit fly outbreak in 2010.

This outbreak put the whole containerised export of fruit from Australia to the US in doubt. The new requirements of Cold Sterilisation in Transit (CSIT) required ANL’s large scale re-engineering of the whole shipping process. ANL’s new processes were put to the test and following the trial, CSIT was successfully implemented and our customers’ fruit exports continued unaffected.



The submission also noted the experience of another very satisfied customer, General Motors Holden Australia, which awarded ANL the “Supplier of the Year” award for 2010. ANL was the first shipping line ever to receive this award, which is open to all suppliers. This honour resulted from meeting GMH’s stringent key performance indicators supported by high level customer service locally in Australia and around the world.





ANL's London based regional manager, Tom Holyman was there to accept the Containerisation International award. "ANL had strong competition for this award, including our sister company Delmas," said Mr Holyman. "We are honoured that our achievements have been recognised."

ANL's actual submission is shown below. There were strict word counts in each section and no images were allowed.

### ***Section 1 - Tell us who you are and tell us about your company (max 300 words)***

ANL's main objective is to offer customers all over the world a proactive, innovative service which reconciles quality and high performance with protection of the environment.

Today ANL is part of the CMA CGM Group, the third largest container shipping line in the world, but ANL's history goes back to 1956 when it was established by the Australian Government to operate shipping services around the Australian coast. ANL pioneered containerisation in Australia during the 1960's and subsequently expanded to offer shipping services between Australia and Asia, where the ANL brand became synonymous with reliability and exemplary service as a specialist in the Asia Pacific region. Over many decades ANL became the backbone of maritime activity in the region taking goods around the corner or around the world.

CMA CGM, recognising ANL's strong regional presence and the value of the ANL brand throughout the region, bought ANL's container business from the Australian Government in 1998. ANL grasped the opportunity of a new experienced shareholder with both hands and set about further strengthening of the brand in the region.

ANL is renowned for its award-winning customer service, modern and efficient IT systems and its competitive "can do" attitude. ANL continues to be a specialist in the Asia-Pacific region, offering various services around Australia and between Australia and all parts of Asia, between Australia and PNG, Australia and New Zealand, and Asia and PNG. ANL also operates two services between Australia/New Zealand and US West Coast and has services between Australia/New Zealand and Europe via the Suez Canal and US East Coast/Europe via the Panama Canal. Consistent with our regional speciality, ANL's headquarters continue to be in Melbourne.

### ***Section 2 - Tell us about your achievement (max 600 words)***

While Australia remained relatively unscathed after the GFC, the Shipping industry remains as cut-throat as ever. The pressure from our customers to remain competitive on freight rates at the same time as improving service levels is intense.

Shipping is about the hardware, the ships and containers. It's also about the people, well trained knowledgeable professionals. ANL has all these but the real key is having a whole organisation geared around finding solutions, solutions to our customers transport problems. In a regional setting these problems are even more complex.

ANL's regional expertise means we can react quickly, offer proactive solutions either on the ground via our extensive office network or on the web with the latest website and ecommerce technology. Either way an ANL presence is always close at hand.

A recent case study of ANL's proactive approach is the citrus fruit export trade to the US from Australia. In 2008, ANL working in conjunction with key citrus shippers to the US, converted the trade from bulk shipment to containers. This pioneering move give the flexibility of containerised delivery, competitive freight rates, and overall better efficiency with two way container movements when combined with ANL fruit imports from the US to Australia.

The outbreak of fruit fly in 2010 put the entire program in doubt. Strict protocols from the US and Australian authorities required ANL's large scale re-engineering of the whole shipping process. The Cold Sterilisation in Transit (CSIT), required ongoing monitoring of the fruit from arrival at the origin wharf and for the entire voyage though to delivery at destination. Only if the minimum temperature was maintained for the required number of days, recorded by the correct number of probes placed strategically in selected fruit in certain cartons in every container would the fruit be allowed to enter the US.

ANL's new processes were put to the test and following the trial, CSIT was successfully implemented and our customer's fruit exports continued unaffected. Our regional presence with decision makers based in Australia, a local dedicated and reefer focused customer service team plus access to operations and management teams twenty-four hours a day, seven days a week, gave the shippers the confidence that ANL would deliver, and we did!

Another very satisfied customer was General Motors Holden Australia which awarded ANL the "Supplier of the Year" award for 2010. ANL was the first shipping line ever to receive this award which is open to all suppliers. The award resulted from meeting GMH's stringent key performance indicators supported by high level customer service locally in Australia and around the world. The success of the relationship with GMH is demonstrated by a 45% growth in business in the last two years.

Further examples of our regional customer service excellence are the two awards ANL received at the 2010 Lloyd's List DCN Annual Shipping & Maritime Industry Awards, one for Australia / North East Asia and the other for Australia / New Zealand, Pacific Islands and Papua New Guinea. These awards are judged on two basic criteria: customer satisfaction and schedule reliability. ANL was the only company to receive two awards.

Future developments to keep ANL at the front of the pack and offer increasing service levels to our customers include the:

- continual updating of ecommerce platforms as technology evolves
- launching new services – ANL will join CMA CGM launching a new service linking New Zealand to Asia in July 2011
- development of more eco-friendly vessels and containers
- feedback to our customers of the CO2 emission of their shipments and promoting shipping as the most CO2 friendly method of transport.

*Section 3 - Summarise your application (max 100 words)*

ANL strives harder and further in order to meet the demands of our customers. As a leader in our industry, ANL was able to collaborate along the whole supply chain to ensure that the fruit fly epidemic did not endanger the vital citrus export industry to the USA. This involved changing our operational and organisational practices and encouraging others to do the same. We also strive to reduce the level of greenhouse gas emissions by our vessels and maximise the use of environmentally friendly containers in order to meet and exceed our corporate responsibilities to the wider community.

