

September 2012

The magazine for our customers

interconnect



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POAL focus

It's no secret that 2011/12 has been a challenging and difficult year for Ports of Auckland. But despite the difficulties, we remain New Zealand's largest container port and we face the next financial year 12/13 with renewed positivity and growth firmly in our sights.

Tony Gibson
CEO Ports Of Auckland



As our financial year 11/12 results released on 24 August show, the port's container terminal business suffered from the loss of a major service and prolonged industrial action. Combined, these led to a significant fall in total container volume down by 9.6% to 894,383TEU.

That was offset by a strong result from our Multi-Cargo Division and Marine Services both of which demonstrated their flexibility and versatility in their ability to respond to the changing needs of customers at different times. During the industrial dispute, Multi-Cargo was able to assist in the handling of 20 container ships and over 13,000TEU of volume over and above its everyday cargo volumes. As a result, the volume of containers handled in 2011/12 year at Multi-Cargo was up by 12.5% to 119,555TEU. Total breakbulk volumes increased by 9.8% to 3,871,182 tonnes while vehicle volumes through Multi-Cargo grew by 16.9% to 169,098 units – a growth rate that has continued to trend upwards over the last few months.

At the same time, Marine Services gained additional revenue with EBIT (earnings before interest and tax) up 45.7% from yet another record cruise ship season further boosted by the Rugby World Cup and from providing tugboat assistance to the *Rena* salvage operation at Tauranga. In the 2012/13 cruise season we expect to handle 100 cruise ships – a quantum leap from the one cruise ship handled at the port 20 years ago!

We start our new financial year on a very high note with the launch of the unique and highly exciting first ever NZ shipping

Portal – PortConnect. This is a dual port collaboration with Port of Tauranga and we are confident our customers are going to be delighted with PortConnect. After talking to CEOs from all NZ's other ports, we are also confident that they too will come on board PortConnect to make it a truly NZ-wide shipping Portal that delivers tangible efficiency and productivity increases through savings in both time and money. (See article pg 4).

Last year we undertook a number of 'have your say' workshops within POAL. They were about us trying to be much more customer-centric. They looked at our internal processes and our external processes – at how we interface with our customers and how that could be a lot more robust. It was a successful dialogue that gave rise to lots of good ideas about Process improvement. That in turn drove an organisation redesign to a structure that we believe will be much more customer-centric. This is a work in progress so we still have some way to go. But in the meantime, we are confident that very soon our customers will start to feel the benefits of some of the first changes to be introduced.

Facilitation between POAL and the Maritime Union (MUNZ-Local 13) has continued during July and August. The aim of the Facilitation process is to expedite the settlement of the prolonged dispute and is fully focused on achieving a Collective Agreement with MUNZ. I can report positively that we've established a good dialogue with the Union. We have made progress – in fact, we're a long way down the track towards formulating a new Shift and Roster system that will deliver the benefits and productivity required by our customers. Meanwhile our Terminal operation is working 'business as usual' without any operational delays.

I am very pleased to announce that Ports of Auckland has confirmed its position as naming rights sponsor for the iconic Auckland Round the Bays fun run for another three years.

We're very proud to be the main sponsor of this fantastic event which has grown to be one of the world's biggest fun runs attracting this year 70,000 participants to run and walk the 8.4kms course around our wonderful waterfront from Ports of Auckland to St Heliers Bay. Each year the proceeds from the POAL fun run benefit a number of great charities and the 2012 event earlier in the year was no exception. Cheques were presented in July to Kidz First for NZ\$20,000; to Make a Wish Foundation for \$25,000; to Garden to Table Trust for \$25,000; to Child Cancer Foundation \$30,000 and to Fairfax First Books for \$10,000.



photo credit Jason Oxenham

In a ground-breaking move, New Zealand's two largest ports, Ports of Auckland and the Port of Tauranga, have joined forces to launch PortConnect, the world's first and only New Zealand shipping Portal.

PORTCONNECT

Up and running from 28 September 2012, PortConnect is described as 'a single electronic cargo information and transactional management system', that will provide a 'one-stop shop' through a single window or Portal, for customers of both ports including shipping lines, transporters, importers, exporters and regulatory authorities, to carry out all their business interaction with the ports.

It will also provide a business-to-business integration point for all supply chain participants, customers and other trading partners.

While running concurrently to start with, PortConnect will eventually replace the two ports' separate web-based existing systems Interact (POAL) and CargoConnect (POT).

POAL CEO, Tony Gibson, explains that PortConnect was born out of the two ports' acknowledgement of the

existing significant functionality overlap in the POAL and POT electronic cargo management systems. "Obviously there's some overlap in all ports' electronic cargo management systems. And to alleviate that, PortConnect has another Ace up its sleeve which is its potential to streamline the supply chain by becoming the platform for a nationwide 'Ports NZ' Portal to the industry". What that means, says Gibson, is that other NZ ports have already been invited to 'come on board' as second tier shareholders in

PortConnect to make it a truly nationwide NZ Portal. "This is a great opportunity for these ports to take a share in and to use this very advanced and most comprehensive cargo management system. We've had a positive response from the other port CEOs and I'm confident they'll recognise the benefits and join up" he predicts.

In this unique NZ ports and shipping industry leadership initiative, PortConnect represents a highly original dual NZ port collaboration that both CEOs see as highly positive. Tony Gibson and his opposite number at Port of Tauranga, Chief Executive Mark Cairns, are equally confident that their customers are going to be delighted with PortConnect and what it offers them: "In its offering of the most comprehensive range of cargo management tools and instant access to a central repository of cargo information, PortConnect effectively shaves cost from the supply chain making it leaner and more efficient" says Mark Cairns. At Ports of Auckland, Tony Gibson asks: "What's not to like about a system that provides

authentic, valuable data, that cuts time and cost of business transactions by removal of duplication through standardisation of multiple processes into a single Portal?"

He points to an important future benefit of PortConnect which will become a single IT window to Government agencies – namely MAF (now renamed Ministry for Primary Industries – MPI) and NZ Customs. Currently under development, their Joint Border Management System (JBMS) will bring together the two agencies' border processing systems into a Trade Single Window (TSW). It will eventually be mandatory for all supply chain participants to complete their border compliance requirements through that single electronic window.

"Cue PortConnect which will be the perfectly poised single Portal communication and transaction line to the Agencies' Trade Single Window" observes Tony Gibson.

PortConnect has been established as an independent Joint Venture company owned 50/50 by POAL and POT.

www.portconnect.co.nz

"What's not to like about a system that provides authentic, valuable data, that cuts time and cost of business transactions by removal of duplication through standardisation of multiple processes into a single Portal?"



NOW SHIPPING COMPANIES, IMPORTERS, EXPORTERS AND BORDER AGENCIES, HAVE EASY ACCESS TO TRACK AND MANAGE CONTAINERS IN NEW ZEALAND.

With an intense focus on customer service and closer customer relations, an organisational redesign is a job in progress at Ports of Auckland.



Yvonne Theuerkauf



Raoul Borley



Matt Kidman



Stefan Reynolds

Farewell to Richard Potton

In this issue of Interconnect we say farewell to Richard Potton who is leaving POAL after 22 years.

Up Close and Personal



Jesse-Lee Thomson-Cowley



Antony De Pont



Matt Ball



Richard Potton

Designed to achieve a more productive, efficient and customer focused operation, the new structure reflects major changes in POAL's operations introduced progressively over the last three years.

The most significant of those was the consolidation of container operations at Fergusson Container Terminal and the development of new processes for managing terminal operations.

"The organisational structural change is driven by Process" says Craig Sain, whose own title has changed from GM Sales, Marketing and Logistics to General Manager Commercial Relationships. It's a role that has him leading the charge to the POAL customer 'coal face'. He explains that consolidation and a move to the 'whole port approach' drove the demise of the former 'Silo structure' at the port in which multiple divisions and separate container terminals, each had their own dedicated functions such as Operations, Customer Service, Commercial which were replicated in each division. By comparison, in the new structure, Customer Services for example, is now a single function across the port.

"It's all about being more aligned and more closely engaged with our customers to better understand their needs" says Craig Sain. He points to a much more simplified and streamlined structure that enables faster information flow: "That's essential for better communication; it makes it easier for our customers to get a clear understanding of our operating processes and vice versa, for our understanding of customers' issues and requirements".

Within the structural redesign, some jobs have been disestablished while certain new positions have been created. Apart from one or two appointments from outside, most positions have been filled from within the port.

Among new appointments is that of Raoul Borley who returns to POAL as General Manager Container Terminals. From Customer Services, Matt Kidman takes up the newly created position of Manager Commercial Relationships and Yvonne Theuerkauf, who has been with the port in customer-facing roles for 12 years, also takes up a newly created position as Manager Customer Services. She is joined by Jesse-Lee Thomson-Cowley as Team Leader. Antony De Pont will be moving into the role of Manager Gate Operations & Documentation. New to the company, Stefan Reynolds has taken over the role of Manager Control and Strategic Operations Planning. Jaqui Latu takes up the role of Billing and Credit Manager and

James Kennedy has been confirmed as Financial Controller. POAL's new Head of Communications is Matt Ball.

Same faces although some with different titles, the POAL executive management team is:

- Tony Gibson** CEO
- Wayne Thompson** CFO & GM Business Development
- Craig Sain** GM Commercial Relationships
- Raoul Borley** GM Container Terminals
- Wayne Mills** GM Multi-Cargo & Marine
- Alistair Kirk** GM Infrastructure
- Diane Edwards** Acting GM, Organisational Capacity.

A highly regarded and always positive representative of the Port to its customers, Richard has been a key member of the Sales, Marketing and Commercial team. On the product development front he has been highly influential in the origination of many of POAL's ground-breaking E-product developments and other service innovations and promotional activities including our customer magazine Interconnect.

In his farewell to Richard, Craig Sain said: "Richard's passion for delivering a quality service and experience to our customers is unquestionable and his energy and enthusiasm will be sadly missed".

"On behalf of Ports of Auckland I want to thank Richard for his hard work, his professionalism and commitment to POAL. We all wish him the very best for the future".

Richard leaves POAL on 5 October 2012.

It's 'game on' for the 34th America's Cup
September 2013 San Francisco.

The 'Auld Mug'

The oldest trophy in international sport and generally regarded as the most difficult to win, the America's Cup will next be contested in San Francisco in 2013.

The America's Cup World Series has already begun as the countdown to the main event next year – starting with the Louis Vuitton Challenger Series in July 2013 and the America's Cup Final on 7-22 September 2013. With San Francisco rising to the occasion to host international yachting's hottest ticket, Oracle Team USA of the Golden Gate Yacht Club, Defender of the 34th America's Cup, will compete against four Challengers: Artemis Racing (Sweden); Emirates Team New Zealand; Luna Rossa (Italy); Team Korea.

Under new design rules for this 34th America's Cup Challenge, two new classes of multi-hull boats were prescribed: the AC72 wing-sail catamaran to be used for America's Cup races; the AC45 – a scaled down version of the AC72, to be used for preliminary training and racing including for the current America's Cup World Series regatta.

Emirates Team New Zealand was the first to launch its AC72 in July in Auckland. Oracle Team USA followed at the end of August when it launched its mainly NZ built AC72 in San Francisco. With their 140ft aerofoil wing-sails, these spectacular multi-hulls are capable of speeds up to 50knots – around 92kms per hour. Crew safety helmets are mandatory!



ETNZ New Zealand A Showboat For Kiwi Boatbuilding Excellence

A 50,000 design-hours project, Emirates Team NZ's (ETNZ) first AC72 catamaran 'New Zealand' is a product of leading edge technology by a number of New Zealand companies including Southern Spars and Cookson Boat Builders.

Its delivery to San Francisco next year, followed by a twin AC72 still under construction, presents a major logistical challenge – one that would be a nightmare for some but not for ETNZ Logistics & Operations Manager, Ian Stewart.

He is responsible for getting ETNZ race yachts, all associated gear and spares, workshops and people, to and from regatta venues around the world. In this challenge he is assisted by sponsors including Ports of Auckland and Maersk which has worked with ETNZ as exclusive sponsor for a decade. Singing Maersk's praises, Ian Stewart says with myriad shipments of countless high-value, highly fragile yachts often stacked above rows of containers as they set off around the world, they have never suffered so much as a single scratch.

While an America's Cup shipping programme has been ongoing for over a year with raw materials coming in and World Cup series boats and gear going out – mostly containerised, Ian Stewart reports that ETNZ is now in shipping pre-planning stages with Exclusive Supplier Maersk, Official Supplier Oceanbridge, the transport and logistics company responsible for all ETNZ land based logistics and airfreight, and Ports of Auckland, a long-standing Official Supplier to ETNZ of all port services including loading and discharge.

As the dimensions of the mostly OOG (out of gauge) pieces indicate, the shipping challenges are great. Bigger than a Boeing 747 wing, the massive very light and highly fragile, wing-sail will be broken down into two parts each of 20M long x 3M high x 2.4M wide weighing only 3.4Tonnes.

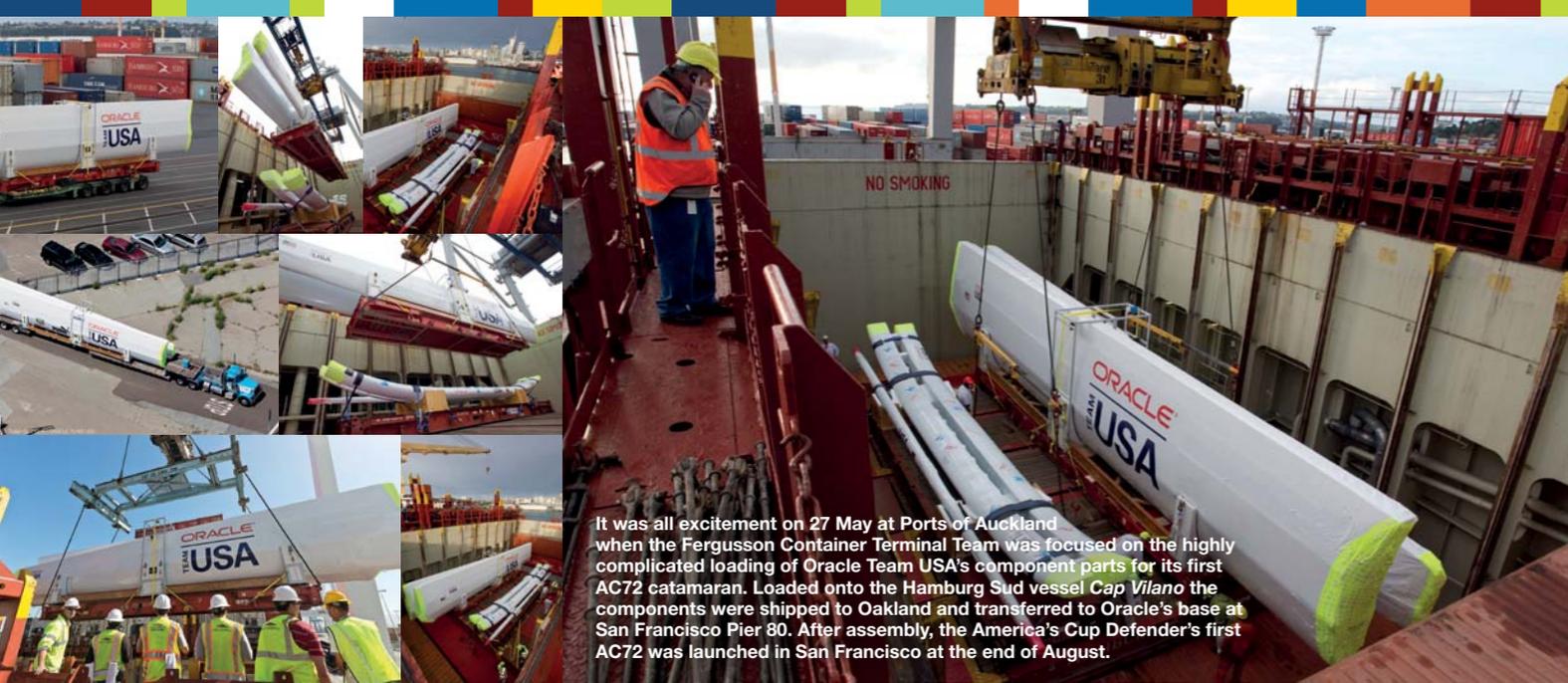
For total protection, it will be loaded onto 2 x 12M flatracks. "Obviously the sail pieces overhang at each end and so require utmost handling care" observes Ian Stewart. While two hull packs will also be loaded onto flatracks, the 22M long x 14M wide, Catamaran itself will be towed round to the port in the water and lifted onto the ship by four slings.

While identification of the perfect stowage position will be finalised imminently, Stewart believes shipping and handling of the AC72s will be easier than the original America's Cup keel yachts with their 34M rigs. Also being shipped are four chase boats, a support tender and tonnes of gear and supplies in 26 40ft containers.



A massive structure of 12 x 40ft Maersk containers supporting a tented roof has been assembled at ETNZ's Viaduct Harbour base forecourt where it houses the massive wing-sails for the AC72. Transferring to ETNZ's base at San Francisco, two of these structures will also accommodate office space, workshops, sail loft, kitchen, café and ablution block.

NZ builds Oracle Big Cats



It was all excitement on 27 May at Ports of Auckland when the Fergusson Container Terminal Team was focused on the highly complicated loading of Oracle Team USA's component parts for its first AC72 catamaran. Loaded onto the Hamburg Sud vessel *Cap Vilano* the components were shipped to Oakland and transferred to Oracle's base at San Francisco Pier 80. After assembly, the America's Cup Defender's first AC72 was launched in San Francisco at the end of August.



The recently launched Hamburg Sud, Oracle Team USA's America's Cup official racing tender which has been named in honour of its Official Shipping Supplier Hamburg Sud.

PHOTO : Guilain GRENIER / ORACLE TEAM USA



Most of the giant AC72 launched late August in San Francisco by America's Cup Defender Oracle Team USA, was built at Warkworth north of Auckland by Core Builders Composites. After building 15 of the AC45 catamarans currently contesting the America's Cup World Series, CBC built most of Oracle's first AC72 and is currently building the second one including wings, appendages and platform. Under America's Cup rules, the AC72 hulls must be built at the competitor's home base.

As Official Supplier to Oracle Team USA, Hamburg Sud is supplying all shipping logistics services to Oracle. Hamburg Sud NZ General Manager, Simon Edwards says after shipping many Oracle containers, the first major break-bulk shipment for Oracle left Ports of Auckland on the Hamburg Sud *Cap Vilano* on 27 May for Oakland. As explained by Chris Mellow, Oracle Production Manager at CBC, Warkworth, the AC72 beams and spine were packed at Warkworth onto 40ft flatracks and

trucked down. "The wings were broken down into two parts of 19M long, which we trucked down and transferred to a flatrack at the port. They are incredibly fragile and need that maximum protection. Ports of Auckland was really helpful and it was great working with Hamburg Sud who allocated excellent stowage positions in the hold which meant total protection". "We were able to stow the pieces in the Hold on top of containers which gave good protection as well as easy access for unloading at Oakland," confirms

Simon Edwards. He reports that the highly intricate loading process at POAL took 2-3 hours. "It was a case of excellent team work between all parties including Oracle, Hamburg Sud and Ports of Auckland – great work". At Warkworth Chris Mellow reports that building has commenced on Oracle Team USA's second AC72. "Those components will be shipped up to Oakland just after Christmas and meanwhile we will build a third wing which will be shipped up much later – around mid 2013".

“It was a case of excellent team work between all parties including Oracle, Hamburg Sud and Ports of Auckland – great work”.

With multiple awards to its credit, an established reputation for quality and reliability, sustained export success and growth over 40 years, Temperzone, the largest Australian and New Zealand air conditioning and heat pump manufacturer, is a highly acclaimed New Zealand success story.



Export Award Winner

Temperzone – Winner of the 2012 Supreme Exporter of the Year Award sponsored by Westpac Bank at the Air NZ Cargo/Export NZ Auckland Awards 2012.

Temperzone – Winner of the Excellence in Exporting Award sponsored by Ports of Auckland at the 2011 Westpac Auckland Central Business Awards.

Kiwi Export Superstar

Temperzone



A long-standing Ports of Auckland (POAL) customer, the 56 year old, privately-owned, Auckland-headquartered Company manufactures air conditioning units and ventilation equipment for both residential and commercial markets from plants in Auckland and Sydney. Some 85% of its NZ\$180M annual revenue is derived from exports primarily to Australia but increasingly to Asia.

Temperzone has branches in Wellington, Christchurch, Sydney, Brisbane, Melbourne, Adelaide, Singapore and Shanghai.

From its Headquarters at Mangere near Auckland airport, Temperzone currently exports around 800TEU pa including over 360FEU to Australia. Most of the Company's exports go through POAL which is also prime import port for Temperzone's 310 TEU of imports pa. They include Hitachi Heat Pumps which Temperzone exclusively distributes in Australia and NZ.

Founded in 1956 by Eric Kendall, Temperzone today with over 600 employees, is run by his son Les Kendall as CEO. He puts conservatism and private ownership high on the list of Temperzone's success attributes:

"We're a financially conservative, privately owned company. We fund growth on retained earnings rather than on borrowing. Some of our competitors in

years gone by, have been more aggressive, taken on more debt, bought more companies but they're not here today to tell the tale!"

Private ownership he says has been good for the Company: "It's enabled us to take the long term strategic approach". Considering Temperzone's long-term average 10% pa growth rate over the past 15 years, it's an objective that's worked well!

But Temperzone's most significant strategic move in recent times was its strategic alliance formed in 2009 with Hitachi Appliances. This gave Temperzone exclusive distribution rights to Hitachi Heat Pumps in Australia and NZ.

"This is a great synergistic, strategic alliance for us. Temperzone has cultivated



Steve Turner talking with staff outside the Temperzone warehouse.



a reputation for quality, reliability, energy efficiency and for standing behind its product. Hitachi has the same reputation so this is a great fit. At the same time Hitachi products complement our own product range. This Agreement enables us to offer our clients the full range of air conditioning products to suit every possible application or project requirement."

Temperzone runs and controls its own Logistics – both in NZ and Australia. Les Kendall says this works well for the Company. "We can't afford to lose control because our equipment can be expensive to repair if it gets damaged in transit. Damage apart – delays are also costly because our equipment is often required for a major building programme eg, for a shopping mall, and they cannot be hanging around waiting for it to arrive late."

Temperzone Shipping Manager Steve Turner describes the Company's container loading station at Mangere as 'state of the art'. "Top Tranz, our local carrier, swing lifts 20ft or 40ft containers onto purpose-built loading frames ideally positioned alongside the main warehouse, providing a level, Customs-secure and weather-protected loading facility". He says that at any one time there could be up to seven 40ft containers in various stages of the loading operation.

APC Logistics (NZ) is Temperzone's freight forwarder/Customs Broker. Steve says APC, also a privately owned NZ company, was selected for its experience, ability and commitment to Temperzone and for having a strong, network of independent partners around the world.

Looking ahead, Les Kendall sees Temperzone remaining highly focused on R&D. "We're always looking at the development of new products to expand our market share and we see more opportunities to do that in Australia and Asia. Obviously the construction industry which is a significant portion of our market, is at a low ebb right now but again, with our conservative management philosophy, we can weather the storm and keep growing."

And his Temperzone secret to success in a nutshell: "We stay focused on our core business; we make sure the basics are right and we continue to grow our exports".

News & Views on New Zealand Shipping Trades



Bumper Year For Vehicle Imports

Ports of Auckland's Multi-Cargo operation has continued to break records over the past year when bulk cargo and particularly vehicle imports have reached record highs. In July, the Multi-Cargo team handled five massive car carrying vessels over a 24 hour period.

With around 6,500 vehicles unloaded and over 1,000 being transhipped to southern ports, Ports of Auckland's Multi-Cargo operation handled around 4% of New Zealand's total annual vehicle imports in just one day. Increased vehicle imports

boosted total volumes through Multi-Cargo in the financial year to August 2012 with break-bulk tonnage up by 9.8% to 3.8M tonnes and vehicle imports up by a substantial 16.9% to 169,098 vehicles. The increased volumes are reflected in surging New Zealand new car sales with cars and light commercial registrations up by 25% in July 2012.

At the same time, one of POAL's long-standing customers, Round-The-World service truck and car carrier, Wallenius Wilhelmsen has reported a strong rise in 2Q12 profits with healthy volume growth for its fleet of 719 ships.

The Line also recorded that its Japanese export volumes have recovered 'quickly' from the natural disaster of 2011.

CILT Young Achiever Award

Promoted in August to the new position of Team Leader Customer Services at Ports of Auckland, Jesse-Lee Cowley, recently won the Chartered Institute of Logistics & Transport's (CILT) International Young Achiever Award. Presented by HRH Princess Anne at a special ceremony in the UK, the Award is for 'outstanding contribution and achievement by those aged under 35 years who work within the transport and logistics sector'. Jesse-Lee who won the Award from a line-up of international competitors, joined POAL in 2009 in the Graduate Leadership Development Programme. Since then she has worked in many and varied positions in every part of the Port. Before her recent promotion to Customer Services, she was Operations Co-ordinator in the Container Terminal Stevedoring team where she was engaged on all aspects of stevedoring including driving straddles.

Record Exports for Fonterra

An excellent season with high volume milk production led to a record May, June, July/end of season quarter for dairy exporter Fonterra with a 36% increase to 620,000 export tonnes loaded onto ships from NZ. "We traditionally ship 450,000 tonnes during that quarter, so this was a lot more product to move" said Gary Romano, Fonterra's NZ Milk Products Managing Director. To cater for the extra tonnage, Fonterra, for the first time since it was formed, supplemented its container shipping export programme by chartering its own break-bulk vessel to send 7,500 tonnes of product up to the UAE and Saudi Arabia from Ports of Auckland

and also Timaru. Gary Romano said that if Fonterra were to lay all its export containers shipped this year end-to-end, they would extend over 1,000kms. Fonterra is New Zealand's largest exporter and biggest shipping account.

Container Volume Growth

Fairplay Magazine parent HIS Global is predicting growth in global container volumes of 5-6% a year through to 2016. On those predictions, transport volumes during the period will rise by 36M TEU to 158M TEU. HIS Global Insight also predicts that even in this 2012 year of economic uncertainty, there will be a 4% transport volume increase. By contrast, it notes that the global order book for new container ships is at a 'historical low' that compares with order books of a decade ago.

Sweet Load

It's obviously a year of sweet success for the Chelsea Sugar Refinery which recently took delivery of its largest ever single cargo of raw sugar at the company's own wharf at Birkenhead in Auckland's Upper Harbour (see photo below).

The 32,250 tonne shipment was delivered on the *MV Lyttelton*. Once processed, the product in its various forms will be supplied to NZ food, beverage and hospitality industries, and a significant amount will be exported through Ports of Auckland to markets including Pacific Islands, Australia and Japan.

Shipping to and from Chelsea Sugar's Birkenhead wharf is under the auspices of Ports of Auckland's Harbour Control and serviced by the Port's Pilot Boats and Tugs.



directory

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Front Cover: Oracle wings being loaded at
Ports of Auckland.

Back Cover: Inside the Maersk custom built
tent which houses the ETNZ 140ft wing.

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