

## THE TEAM'S BOARD REPORT



Warehouse Extensions in Christchurch Well on the Way!



## Managing Director's Comment

Welcome to our mid-year Newsletter, where we are able to keep our team members, customers and shareholders abreast of the activities and development of the Mainfreight Group as we expand our network around the world.

Covered in this edition are a number of interesting articles from around our global business. Never in our history have we had so many people on our team living and working for us in so many different countries.

We now have 5,688 people on board, operating a total of 226 branches, located in 18 countries from as far north as Kotka in Finland to Invercargill, in the deep south of New Zealand.

It is really just the start of our global journey and as we look forward we are very sure that we will be located in more countries, from more branches in the near future and we will still be delivering exceptional supply chain logistics services to our very loyal customers. We are on an exciting journey made possible by the contribution of each and every one of us.

At the end of May we released our year-end financial results to our shareholders and the wider market. As most of you will have seen, our result matched that of the prior year.

Our sales revenues exceeded NZ\$1.88 billion, which was an increase of 4%, however our earnings before interest, tax, depreciation and abnormals was half a per cent below last year's total finishing at NZ\$137.5 million. Our net surplus was slightly improved at NZ\$68.0 million.

The results were below our own expectations for the year.

We faltered in the last three months, January to March 2013, where our sales and profitability did not measure up in a number of locations.

Trading for the first couple of months in the new financial year has begun slowly, only matching the results of last year.

If we are to honour our business approach to life, that is being a growth company and one that is not happy at producing mediocre results or not measuring up to our own aspirations, then it is upon all of us to find improvement in our day-to-day activities.

Specifically:

- In **Australia**, we must manage our growth and cost structures to ensure our Domestic customers receive the very best, high quality freight services. Our commitment to more than NZ\$50 million of capital expenditure in new facilities will help, although we are unacceptably late in getting these projects underway. We apologise for this. In the meantime we need to find our mojo again.

Our Air & Ocean business would do well to increase sales effectiveness to double profitability in the near term.

- For **Asia** our focus must be on branch profitability and far more sales effectiveness within the Asian region. We have ambitions of seeing a far bigger business in the region and one that will aid the growth of our business in other countries through increased trade, particularly to and from Europe.

- In **the Americas**, Mainfreight also needs stronger sales growth in both Domestic and Air & Ocean products, a reduction in cost structures and a strong belief in footing it with the big guys in this land of opportunity.

CaroTrans will do wonders by focusing on container utilisation of 55 cubic metres or more.

- In **Europe**, we have made valuable in-roads into creating a better, stronger business. Our people are more engaged with more responsibility, and the changes to our management structure and agency relationships will, we are sure, pay dividends in the future. Sales performance is key to our growth along with cost control and better utilisation of our fleet and warehouses.

We have much to prove to many that our entry into Europe is successful and an essential part of our global aspirations.

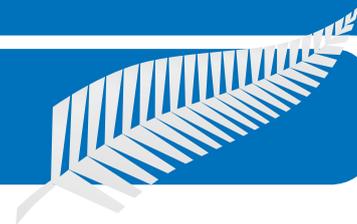
- Here in **New Zealand**, we continue to be committed to a stronger, bigger business. Our customers are asking more of us and it is up to us to deliver for them. Be adventurous and entrepreneurial in this market, it is expected of us.

Please take these opportunities with all the energy and passion that you can muster to help grow our business and achieve even better financial and customer success.

Thank you to you all for what you do for us.

Don Braid

# New Zealand



## New Zealand Forwarding - Carl George

Our 2013 year began as it normally does with the annual conferences for sales teams, and Branch Managers taking place. Every year when organising these we endeavour to work towards a common theme that helps set the scene for the year ahead, but also take time to reflect on key topics, events and situations that we must all take on board as a team.

The theme for the Branch Managers meeting this year was "Holding the High Ground". For the sales teams, it was "Better than before". As our business here in New Zealand moves through levels of maturity, and the target on our backs continue to grow, we must ensure that our business, our brand, and our teams in every town that we are represented in, Hold the High Ground, and that our competitors look up at us from below. We must strive for superior image, superior customer service, superior operations, and a high level of consistency in what we deliver each and every day to our customers.

We must ensure that every day we do something better than the day before, and that no branch lets down their mates, and more importantly their customers.

We have had some wonderful examples of great service and customer experiences this past twelve months; we must make sure that we continue to have more great Mainfreight experiences this coming year.

As we head through the first two months of this new financial year, we can see some challenges ahead like every year. Volumes throughout May have been soft, which means that each and every one of us must ensure that we are close to how our branches are running, that we are close to our customers' freight, and that we are consistently delivering what we promise.

2013 has seen the official opening of our Invercargill and Palmerston North branches, the opening of Kaitaia, canopy extension in Dunedin, stage 1 of our new Christchurch development due for completion late July, and planning underway for our new facility in Hamilton. All of this is to ensure our business continues to hold the high ground, we continue to have the best transport network in New Zealand, and that every day we strive to do our job better than before.

Some key thoughts for this year:

1. Hold the High Ground in your town
2. Make life tough for our competitors – let's take what's theirs and make it ours
3. We are all in this together; act as a team; no one should let their mate down
4. Do not walk past and not act, do not ignore things that are done poorly in your branch or are not safe to work around
5. Own It – don't pass the buck
6. Communicate, communicate, communicate
7. Make sure your teams understand what they are aiming for, set the expectation, and provide the right environment for them to hit the target
8. Reach your branch pledges
9. Stay safe – let's make sure everyone gets home at night
10. Do something better than before in your branch.

**Thank you everyone for the continued efforts every year, without good people our business would not be what it is today. Thank you and have a great year.**

## Fonterra Milk for Schools

Daily Freight, in conjunction with Pacifica Shipping, is proud to support Fonterra's Milk for Schools programme.

This is a voluntary initiative, with over 2,000 schools, and up to 350,000 kiwi kids eligible to receive milk daily.

Daily Freight will provide the linehaul service ex Auckland and Christchurch, Pacifica will linehaul containers between Auckland and Christchurch, Fisher & Paykel will supply fridges, and the empty containers will be transported for recycling by Daily Freight.



L-R: Richard Allan, Pacifica; Malcolm Holm, Daily Freight Auckland; Rebecca Wihongi, Fonterra; Shayne Porter, Mainfreight



Chopper on new Quad Unit

### FTL's Chopper

At first we thought Nathan McEldowney had ordered his new linehaul rescue unit...

Luckily for him it was FTL owner driver Hayden Lilley's new 8 x 4 Quad Unit moving this spectacular load, which travelled from Wellington to Napier for some repair work.



Ian Garrick and Harry Reynolds  
Mainfreight Invercargill – 25-year Legends!

### 25 Year Legends

Harry Reynolds, the Kaumatua of Bluff, and long time team member Ian Garrick celebrated 25 years of service recently.

They received their certificates of appreciation on the 'Deck' of the new Invercargill branch.



Mainfreight Group truck line up

### Mainfreight Truck Show

Laurence 'Punga' Purchase; FTL Driver along with his wife Jenny, did a fantastic job of organising the first Mainfreight truck show held in Hamilton in February.

30 Group units attended from all brands. People's Choice award went to Greg Camenzind from Mainfreight Rotorua.



Greg Camenzind – Mainfreight Rotorua  
'People's Choice' truck



## Hot Cross Bunny Time

One of Mainfreight's special times of the year is delivering Hot Cross Buns to our customers just before the Easter holiday.

Our team in Timaru really got in the spirit of it this year; Nathan Kippenberger whipped out his 'special bunny suit'... Nice one mate!!

*Nathan Kippenberger, Mainfreight Timaru*



## Invercargill Opening

The proud Invercargill team are finally in and enjoying their fantastic new shed. Invercargill's Mayor, Tim Shadbolt (world famous in New Zealand) officially opened the branch on 14 May.



*Local school performance*



*Invercargill Team with their foundation stone*

*(L-R: Bruce Plested, Lisa McGilvray, John Searle, Ross Wells, Jackie Buckley-Gray, Andrew McLean, Leonna Turner, Dean Cribb, Jason Gray, Nathan McKay, Dean Reynolds, Marama Karatai Bloxham, David Searle, Murray Magon, Stephen Monaghan, Harry Reynolds, Mayor Tim Shadbolt)*



*John Graham, Palmerston North Branch Manager and Bruce Plested doing the honours*

### Palmerston North Opening

The Palmerston North team unveiled their 'rock' at the recent official branch opening on 19 March.



*The official opening setting*

*Local iwi assisted with the formalities to create a very special Opening*



## Claims Performance

Outward Consignments Per Claim				Inwards Consignments Per Claim			
Branch	To March 2013	To Sept 2012	To March 2012	Branch	To March 2013	To Sept 2012	To March 2012
Chem Auckland	2060	2490	1756	Chem Auckland	3283	3540	5680
Chem Christchurch	1016	1027	1032	Chem Christchurch	3213	3841	3470
Napier	945	989	750	Owens Auckland	2541	2396	1502
Owens Auckland	907	1006	617	DF Auckland	2083	2525	1399
MF Wellington	867	829	581	Blenheim	1998	2388	2264
Dunedin	840	816	695	Palmerston North	1711	1947	1589
MF Auckland	777	666	627	MF Auckland	1470	1276	1266
New Plymouth	773	706	936	MF Wellington	1442	1336	898
Palmerston North	771	820	676	Mt Maunganui	1325	1700	1345
DF Auckland	756	698	473	Taupo	1254	1528	1179
Rotorua	747	610	1158	<b>Total Company</b>	<b>1210</b>	<b>1211</b>	<b>1084</b>
Invercargill	744	804	396	Owens Christchurch	1167	1232	1022
MF Hamilton	699	833	655	DF Christchurch	1119	1175	969
<b>Total Company</b>	<b>674</b>	<b>673</b>	<b>582</b>	MF Christchurch	1110	891	887
Whangarei	668	729	1081	MF Hamilton	1090	1368	1063
Blenheim	606	553	649	Napier	1084	1096	1168
Mt Maunganui	566	566	744	New Plymouth	1080	1264	1160
Taupo	470	617	221	Whangarei	1047	1114	969
MF Christchurch	464	487	532	Rotorua	980	957	762
DF Christchurch	452	452	349	Invercargill	821	635	635
Nelson	371	276	319	Dunedin	653	643	616
Owens Christchurch	315	342	379	Nelson	483	435	814

If your branch is below the Total Company number, then you are below average. Make sure you and your team members work hard this year to be above this line.

You should be aware that annual bonuses are affected in the following way:

- + 1% For outwards claims, over 650 consignments per claim, and 1,500 inwards consignments per claim
- + 2% For outwards claims, over 750 consignments per claim, and 2,000 inwards consignments per claim
- 1% For outwards claims under 350 consignments per claim
- 1% For inwards claims under 1,250 consignments per claim

## New Zealand Supply Chain - Craig Evans

Following on from Auckland's recent commissioning of a 'state of the art' Logistics warehouse in mid-2012, Christchurch is about to take delivery of a similarly high-standard warehouse in August. We continue to apply competitive pressure by building facilities that assist us to expand in key market sectors like FMCG and Pharmaceutical.

But that's only half the equation, committing significant capital to build these world-class facilities will deliver little benefit if we don't accept we must equally embrace change in how we operate inside their walls. Growing customer expectations for exactness is a day-to-day occurrence; meaning we have no alternative but to modernise ourselves as individuals to meet this challenge.

As for how our customers measure us, 98% may be best in class, but as they say in New Jersey, you'll get kneecapped for the 2%. To overcome this we need your help and all the intelligence and application of the entire team to keep us ahead of the game.

We also want to provide a safety-conscious environment that promotes your contribution; effective PAT meetings play a key role in this area, and we encourage you to speak up with new initiatives or make noise if things just aren't right.



*Rear-loading docks  
at Manu Street, Auckland*

Logistics New Zealand is starting to deliver more consistently on its potential, the sign of a business "coming of age". It is evident in the professional approach with which we nurture our customers, and in the way we better evaluate and mitigate risk, where too often in the past the hype of opportunity impeded our focus on critical detail.

We are encouraged in the way our teams are adopting radio frequency (RF) in our warehouses. We appreciate many challenges still lie ahead of us to optimise RF, some may be outside our control, but the majority are ours to overcome.

All considered, we have little option but to embrace and conquer these obstacles collectively.

Even the likes of our wharf operations and inwards teams have new challenges to overcome, managing containers on docks utilising drop trailers; this is the way of the future and we must equally lead this sector of the market. Existing customers and new market opportunities are already warming towards this capability in New Zealand. Our European and USA teams would smile about the introduction of three rear-loading docks (soon to be six) in our business, compared to their scale of operations. But we are one of the first in our industry to introduce them in this country, again let the others follow.

Please keep an eye on our operating costs; we are not out of the woods yet. Whilst we have made some progress in recent years, we can't get complacent about costs which can quickly unwind all the good work. The global financial crisis has conditioned the business world to pursue greater levels of efficiency; meaning we can't add fat to our business arteries as it's a leaner and fitter world we compete in now, requiring an agile and athletic Mainfreight to combat much larger opponents.



*The new Christchurch warehouse on target for August*



## Mainfreight Air & Ocean – Ben Fitts

Team – We are halfway through 2013 and well into the new financial year. Thank you for your input over the last six months, many of you have well and truly gone the extra mile for your team mates and customers, it is appreciated. In a business that revolves around people and communication you have absolute control over our performance, please keep this in mind in all that you do.

We completed the financial year with profit ahead of the previous year by 9.7%. While this is an OK result we are capable of a lot more and with your continued effort and focus on quality we can double the size of this business in 5 years (15% year on year growth). Sales revenue was flat at 1.8% ahead of previous year; there are a lot of reasons for this, but we ultimately aim for at least 10% growth so have work to do. The new financial year has got off to a much stronger start and we must work hard to continue this momentum.

To grow we must do two simple things well:

1. Continue to introduce new customers to our business
2. Look after all of our current customers by delivering quality service every time without exception

We need to keep our sales energy up. This does not just apply to the sales team; we all have a responsibility to keep our customers happy and to maintain healthy relationships. Remember our customers will be our best advocates in the market if we look after them well.

We have made significant advances in terms of our single global operating platform and the shipment visibility that this provides our customers through Mainchain, but this is all worthless without your focus on quality, data integrity and communication. You have a lot of responsibility, no matter your role, as our customers' perception of our performance relies on us all playing our part.

To our sales team, continue to be innovative in your approach, put yourself in your customer's shoes and look at what you are presenting. Would you buy off you? Is there a better way? If we truly add value and help our customers, we have a point of difference and rate becomes a secondary conversation.

Maintain your global relationships, this is your responsibility. There will always be unexpected challenges as we move cargo around the globe and there are times that an email just won't do the job. Pick up the phone and talk to your brother or sister overseas, get to know them and work together to get the job done.

We have another big target to hit this year – that won't ever change! A number of branches have set stretch targets, good on you and good luck.

Remember: Control what you can control, there is little that you don't.

**Thanks again Team, your contribution is appreciated and good luck for the year ahead.**



### CBAFF (Customs Brokers and Freight Forwarders Federation) Young Achiever of the Year Award

Congratulations to Arina Serbanescu from Mainfreight Air & Ocean Auckland.

Arina was awarded the CBAFF Young Achiever of the Year Award.

Arina is one of our new grads and has only been in the freight forwarding industry for four months.

## Monkey Business at Auckland Airfreight – Antoinette Ward

In November 2012 Mainfreight Air & Ocean assisted with the export of 12 Capuchin Monkeys from Franklin Zoo in Auckland to Mogo Zoo in Sydney. It was a very busy day for all concerned. The Auckland Zoo team assisted the Franklin Zoo team to catch the monkeys and complete their final health checks before they were placed into their cages to commence their journey.

The Mainfreight truck arrived at the zoo at 3.00pm and the cages were carefully loaded onto the truck, strapped down and off to Auckland Airport. Upon arrival at the Airport, the Mainfreight team met the truck and the cages were carefully removed from the truck and loaded onto the airline units ready for export.

The monkeys were carefully monitored by the Zoo team and given water when required. At 7:30pm they were loaded onto the aircraft and at 7:45pm the plane was on its way to Mogo Zoo in Sydney. Travelling with the monkeys was Sam White from Franklin Zoo. Sam stayed for a week in Sydney to settle the monkeys into their new home. The monkeys arrived safely into Sydney at 9:15pm. Within 30 minutes of arriving they were unloaded and on their way to



Mogo Zoo located some 298km from Sydney.

I was also lucky enough to travel with the monkeys. While a freighter aircraft is not the most comfortable for passenger travel in you certainly get the best view sitting in the cockpit and seeing the city lights

as you take off and land. This movement was a full Mainfreight team effort and I was complimented by several outside parties how impressed they were with Mainfreight's professionalism and care of this very precious cargo. We have received the following note of thanks from Franklin Zoo.

*"Franklin Zoo Charitable Trust would like to thank Mogo Zoo, Auckland Zoo, Mainfreight and Tasman Cargo for helping to give Dr Helen Schofield's beloved capuchin monkeys a new home and providing them with a bright future, a wonderful new habitat and an excellent skill base to look after their welfare needs. The Trust is so very grateful that this family of 12 monkeys will be very well taken care of in their new home."*

**Subject:** UPLIFT CONFIRMATION AKLSYD HJ001 29NOV12

Shipment 615-83341484	12pcs	253Kgs	Capuchin Monkeys	LDD P1P-3774SQ, PAG-40855SQ	- UPLIFTED AKLSYD HJ001 29NOV12
Shipment 615-83341484	1pce	Not discussed	Antoinette	LDD FLIGHT DECK	- UPLIFTED AKLSYD HJ001 29NOV12

*Antoinette became freight herself for the homeward journey!*

### Surf Lifesaving Nationals

“The New Zealand Surf Lifesaving Championships were held at Mt Maunganui Beach, Tauranga, New Zealand on the 7 - 9 March 2013. Megan Lockie from the Mainfreight Air & Ocean Christchurch team competed alongside her canoe crew from Taylors Mistake Surf Life Saving Club. The canoe arena got through a massive day, with all long-course titles finalised in the morning and short-course in the afternoon, an exercise which normally would’ve taken three days. Megan and her Taylors Mistake Surf Lifesaving Crew won GOLD in both Canoe events, the open women’s long-course and open woman’s short course canoe races.”

Well done Megan!



Megan (front left)

### Monster Bluefin Tuna to Japan - Christchurch Airfreight

A monster bluefin tuna was recently caught off the East Cape of New Zealand by a three-man crew fishing boat owned by Whitianga locals. It had a live weight of 415kg and a gutted weight of 361kg

Our Christchurch team assisted with the airfreight of this Bluefin Tuna to Japan ex Auckland. The tuna was shipped in a large wooden “coffin” and moved on an Air New Zealand flight leaving Auckland and arriving into Japan the next day where it was sold on the Japanese market for NZ\$30,000 (NZ\$83.00/kg).



Megan the Medallist (third from left)



Giant tuna with the lucky fisherman

### Mainfreight Mack BBQ

Mainfreight Air & Ocean Wellington recently put on a BBQ for the Wellington Hot Rod community.

The cars left the Mainfreight Wellington facility and drove in convoy to Raumati where we hosted them at Hot Rod Legend Clive Taylor’s replica USA garage and diner.

Natasha Jacobs and Steve Curle from Mainfreight doing the cooking on Clive’s unique Mack BBQ



# OWENS

## Owens New Zealand – Kevin Babbington

Yet another challenging financial year for the Red Team has flown by. Some very bold targets and promises were made back in March 2012 at the Branch Managers conference, which at the time made a few knees shake and some palms very sweaty (namely mine). To achieve these targets was going to take a massive effort. Yes, this is the case every year from our team, but these numbers were going to take us to a whole new level in terms of our contribution to the Group.

We are very pleased to announce we have made our year-end target, an increase of 9% compared to the previous year. The most satisfying result has come from our Owens Christchurch branch which finished up 19% on the previous year. Two years ago this profit level was part of a three-year goal for Owen Donald and his team and through

hard work, hard calls, long nights and lots of tears they have nailed it one year earlier than expected, so well done to you all team.

Health and Safety has been, and should be, at the top of our agenda in all areas of our business. Of late we have had a run of unnecessary spills and accidents that could have been prevented if we had more of a focus on minimising risks through regular training, PAT meetings and generally being aware of our surroundings and looking out for our mates. We need to get this count down dramatically. We must never forget how dangerous our industry can be, big vehicles and machinery, heavy loads, and exposure to the elements puts us all in harm's way. If there is anything you can see in or around your branch that needs to be addressed, don't wait for the Branch Manager or Operations Manager to sort it.

Identify it as a hazard and get it fixed; you may avoid serious damage to team and customers' freight.

Things to do and remember:

- Be safe in all you do, Health and Safety should be at the top of your list.
- As always, be good to each other – our business should never be that big that we can't take the time to say hello to each other.
- Cross training – get out of your seat and spend a bit of time learning what your neighbour does, make yourself able to help in all areas, not just your own.
- Finally celebrate your wins! Big or small, they all contribute to our goal and should be shared with everyone, so grab the bell and give it a damn good shake!

## Auckland Challenge

The Owens Auckland ladies team bi-annual outdoor challenge this year was "The Karangahake Gorge" which was recently voted 51st out of 101 for must do's for Kiwis. The Gorge between Waihi and Paeroa is packed with gold-mining history and relics. This region was once the most lucrative gold mining area in New Zealand.

The team tackled effortlessly the 5 km through rail tunnels, over suspension bridges and along the river's edge. The river in areas looks like it was flowing upstream and the cyanide tank ruins were of great interest. The team were lucky with the weather, not a drop of rain until we were settled into our Waihi Beach bach having a few warm up drinks at the end of the day. Later that night Waihi Beach was blocked off due to landslides on both roads into this area.



(L-R) Pauline Bent, Candy Worden, Kelly Portland, Jackie Mein, Aliana Tahaafe, Tarryn Neal, Rhoda Malveda

Each challenge we tackle inspires us all to succeed, understand each other's strengths and work together as a team. The downside of the

entire weekend was only having one shower and one mirror in the one bathroom – not ideal for a group of females!



(L-R) Wietske de Groot from Owens Christchurch assisted by Teresa and Bonnie (Customers) at the Annual Sefton Primary Tug o'War.

## Annual Sefton Primary Tug of War

Our Christchurch team recently took part in the Annual Sefton Tug of War. Everyone got into the spirit of the day despite the bad weather and were all looking pretty strong on the ropes. They had a successful day and our mixed team was placed third, just beaten by Grizz Wyllie's team who have been the winners for the past two years.



## Night Train

This beautiful combination is Rig 2, and runs between Auckland and Christchurch five days a week. Owner Driver: Andrew Tautari.

## Owen the Bear

With so many of our team away on maternity leave, Owen the Bear has been a regular feature in our baby gift baskets.

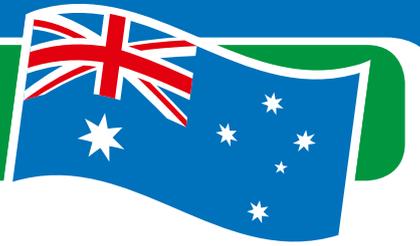


## Farewell Mary

Retiring after 20 years of service is Mary McCloughen from the Admin Team at Owens Auckland. Mary started with us as a casual and never left! Mary will be greatly missed by us all, but hopefully will pop in and check on us from time to time.

*Paul Tolson leads the tributes at Mary's farewell*

# Australia



## Australia Group – Rodd Morgan

### Team,

We are pleased to advise that last financial year we again achieved reasonable growth in both profit and sales. Our combined Australian revenues grew by over \$60 million and more importantly our profit has had double digit growth.

Each of our four business brands improved profitability compared to last year with the Logistics team perhaps being the standout performer, achieving profit growth of 172% for the year. Our Owens team also achieved a useful improvement in profit although they would agree that there is still a long way to go before we are where we need to be.

These solid results do not happen by accident. They are only possible if our team performs to a higher standard than our competition – which fortunately is the case in many instances. Thank you to those team members who are in this category.

If you are currently not performing at your best, then please take immediate action to change this. We need every single one of us doing our job to the highest of standards. This is the only way that we will survive and grow. If we do not have every member of our team performing at the highest of levels, not only do we have a reduced chance of success – we in fact have no chance of success.

Never has it been more important to provide a quality of service that ensures our customers receive high levels of value. We must also have head turning presentation of our people, buildings and vehicles along with understanding what being “easy to deal with” really

means – these are also key requirements for success.

We want to take this opportunity to remind our team that giving our customers great service is a non-negotiable requirement for each and every team member. This simply means that every one of us must perform our specific role in our business properly to ensure that our customers’ freight is delivered in good condition where and when it should be. This applies to every part of our business. We demand of ourselves that we forcefully strive to be a business that our customers say is the best in the world. If you know of team members that are not doing the right thing, then we hope that you take it upon yourself to tell them “that is not the way we do things around here”. Pressure from all of us to lift our standards will make us a dramatically better business that we will all benefit from.

In a business like ours there are always plenty of things that need to be done. Where we have known issues in the business, we want to encourage our team to adopt an urgent attitude to take the necessary action to fix the problem – today, not tomorrow. Major issues simply cannot wait until tomorrow; they must be fixed right now. Remember, the only thing worse than taking the wrong action is to take no action.

Everyone will be familiar with our Positive Action Team Meetings. The name of these meetings is deliberate and is hopefully self-explanatory. Regular, concise Positive Action Team Meetings where agreed actions to fixing problems are written down with

names and dates against them, are the real secret to fixing any and all of our issues. The best people to fix problems are the people who work within those problems every day. Be sure that the team that you are part of are having regular, properly constructed Positive Action Team Meetings.

We are now well into the new financial year and as usual we face challenging but exciting times that are filled with enormous opportunity.

The Air & Ocean team has some really strong new business coming on board that sees us in a significantly better position than the way we went into last year. The Perishable operations in Melbourne and Sydney are going from strength to strength and we look forward to establishing Perishables in Brisbane very soon. We are very confident about the coming year and look forward to achieving much better growth than what we have seen over the last few years.

The Owens team has shown an ability to grow sales and now needs to ensure that this growth transfers to the bottom line. We are progressively obtaining more satisfactory facilities and infrastructure which will greatly help the team to achieve better efficiencies and services and lead to margin improvements that will improve profits.

As mentioned earlier, the Logistics team has had a very strong year which is a credit to everyone involved. The challenge is to continue this on. A continued, unrelenting focus on managing efficiency and productivity measures is critical.



We have had some excellent customer wins recently which will allow us to open some new sites and help us to grow the scale of the Logistics business.

The Transport team has endured some real challenges to our margins which in part is being dealt with by a much greater focus on our cartage costs. In particular, the amount of money we spend on the use of outside hire – we naturally want more of this money to go to our dedicated owner driver team.

Another key business decision that the Transport team has recently successfully implemented is the proactive reduction of the amount of loose, small carton or parcel consignments that has proliferated in the business over the years. We simply will not handle this sort of freight anymore as it distracts us from our core service of providing Australia-wide day-definite delivery of skids and pallets and other 'forklift-able' freight. Making this

decision was a very significant moment in our history and the Transport team should be congratulated for the professional and fast paced implementation of this key strategy.

Overall, we are incredibly optimistic about our opportunities to continue to profitably grow our business in all areas that we operate in. We currently have seven major property development projects underway which really highlights our determination to make long-term decisions that will help us to continue to provide great value to our customers and to be around for the next 100 years. That said, winning profitable new customers needs to be a key goal for every member of our team – not just the sales team.

As a business we are immensely proud of the burgeoning relationship we are building with the **Books In Homes** programme in Australia. We now sponsor seven

schools around Australia which is a total of 1,486 kids. We ask that if you know anybody who you think might be interested in getting involved in the programme, invite them to a book giving assembly – we reckon this wonderful experience will ensure that they get permanently involved.

Finally, we wanted to restate to our team that, irrespective of which part of our business that you might be in, providing high quality services to our customers that is better than our competitors', is the only way to take on and overcome all the challenges that we face as a business.

Our company's success remains directly related to the quality we provide.

**Thanks Team.**

## Mainfreight Transport Australia – Bryan Curtis

In the December report we wrote of a number of concerning trends in our business aside from revenue. We have seen these trends continue in the last five months at an alarming rate:

- Revenue – Our revenue increased 20.1% for the financial year ended 31 March 2013.
- Margin – Margin decreased by 0.9% for the financial year to March 2013, this decrease represents over AU\$2 million in lost margin.
- Profit – Our profit for the year was 6.1% ahead of last year, which is below our business expectations of at least a 15% increase.

In recent weeks we have focussed on a number of areas to improve our quality and the level of service that we have supplied our customers.

- Positive Action Team Meetings – revisiting the way we hold our Positive Action Team meetings.
  1. These meetings are about finding ways to do things better and you making decisions on what you can control.
  2. Only record positive actions/decisions, who is responsible for completing the decision and the date this is due to be completed.
  3. The team should be prepared by coming to the meeting with issues that need solving by recording these in notebooks/diaries etc. as the issues or ideas arise prior to the meeting.

4. Meetings should be held weekly at a fixed time and day so that each team member knows well in advance of their scheduled meeting time and the meeting should last no more than 30 minutes.
- DIFOT % - the percentage of consignments Delivered In Full On Time. This is the reason we are in business – to deliver our customers' freight in full and on time – and we need to achieve a measure of at least 99%. Our performance over the last months has been well short of where we have to be. Our whole business, through Positive Action Team meetings, must focus all our energy and brains on finding ways to achieve 99% today.

- **Parcels strategy.**  
Over time we have seen a dramatic increase in the number of parcels and smaller consignments handled through our network for a number of reasons. This increase has put enormous pressure on us and compromised our service levels to our customers, given that we do not have the specialised handling equipment that the parcels experts do. Our core business is the road express movement of skids and pallets across Australia.

By focussing on our core business we will lift the level of service we provide our customers and ensure the future of not only you and your family, but the future of Mainfreight for the next 100 years. In early May we began the process of talking to customers about collectively seeking solutions to remove the parcels from our business and we expect to have seen a decrease in these smaller consignments by the time you are reading this. This initiative will also generate immediate cost savings as we become more efficient in the way

we handle and deliver our freight volume with less parcels in the network.

It has never been more important than now that we spend the next few weeks getting our performance, systems and structure right – the equivalent of our pre-season training – before the expected volume increase in September.

We **cannot** provide the inadequate service levels to our customers and sister companies that we did last year.

### Things to do better for the rest of the year.

- Ensure that our Positive Action Team meetings are held weekly and are focussed on positive actions the participants can control.
- Load our challenging freight onto our first linehaul units out rather than leave it to the last.
- Use more electric and manual pallet jacks to move freight around our depots rather than forklifts.
- Ensure our facilities are spotless at all times regardless of how old they are.



### Gold Coast Depot

In January our Gold Coast team moved from a facility that we were embarrassed to show customers to one that we can all be proud of.



## My Exchange Experience

### An experience of a lifetime!

My name is Martin Wierzbicki and last year I was lucky enough to be selected to spend one year abroad as part of the new global exchange program between Wim Bosman in Europe and Mainfreight. I was based in the Netherlands in our Logistical hub in 's-Heerenberg on the border of Germany. It was a sensational experience on all levels, where I learnt to be a more accomplished team member of our global business and also develop on a personal level.

I still remember the day that the successful candidates were announced and I was selected for the opportunity of a lifetime. Initially, I didn't know what to expect and was overjoyed at being selected but also slightly nervous about the challenges that I would be facing in the near future. The support from both Mainfreight and Wim Bosman leading up to the day of my departure and during the entire year I spent abroad was exceptional and made the experience all the more enjoyable and educational.

I cannot even begin to describe the sheer amount of new opportunities I was given to develop my career inside our global company. In my first few days I was introduced to the local team members and what was immediately obvious was how friendly and inviting everyone was. I had the chance to spend the first few weeks experiencing all the departments of Wim Bosman's European operation based in 's-Heerenberg which included meetings and hands-on experience inside the day-to-day operation. I was even sent on a truck route with a Wim Bosman driver for an entire day!!

After the introductory period I had a basic understanding of how Wim Bosman operates in Europe and was ready to join the Logistics team. Throughout the year I was part of two new implementations at the 's-Heerenberg warehouse, one which I had a supporting role in and the second I had the chance to coordinate myself. I also spent a period of time as a Team Leader for a great team that looked after one of the growing customers for us in Europe. I was also part of the MTP (Management Trainee Program), which allowed me to collaborate and work with other trainees on projects from all over our European locations.



Spending twelve months working in Europe and having all the above positions that entailed a vast variety of different responsibilities and collaboration with new people, allowed me to learn new methods of warehousing and ways of adding value for customers in a completely different supply chain and logistical environment. Of course being based in the centre of Europe I was also able to travel and see many of the amazing sights in Europe. The balance of

work and time to travel made the year seem like a working holiday. I was able to visit many countries over the twelve months including France, Germany, Spain, Belgium, Luxemburg, Serbia and Poland.

The year flew by at an unbelievable pace and the entire experience was one that I will never forget. The exchange program not only taught me how to operate in different environments, experience different cultures and make new friends and contacts for life, but it also challenged me at every corner. I am ecstatic that I took the opportunity provided by

Mainfreight and Wim Bosman and I encourage all our team members that meet the criteria to apply and take the challenge on. You will not regret it! I am privileged to have been an ambassador for this amazing program and I would like to thank everyone at Mainfreight and Wim Bosman that provided me support over the last 12 months and gave me the opportunity to learn and grow with our global company.

## Mainfreight Logistics Australia - René van Houtum

The fiscal year 2013 has just finished and what a year it was for Logistics Australia! We realised more than 21% growth compared to the previous financial year and all branches are now profitable. Congratulations to the whole team on this result and thanks for all the hard work and dedication.

The Australian summer was hot and long this year! The team enjoyed a well-earned holiday after the "silly season" and huge workload before Christmas. However, the first months of the new calendar year showed a much higher workload than the year before at the same time ... full steam ahead directly after the holiday period!

In February this year we held our annual Sales conference. Besides determining our sales targets and how to realise these targets, the team also discussed the benefits of the enhanced account management structure and how to further improve this. More and more we have the right tools available to pro-actively propose improvements in the customer's supply chain.

A week later the Branch Managers conference took place.

As always, this is a great opportunity to jointly discuss the challenges for the new financial year and how to attack these. It was good to conclude that we have started to reap the benefits of the changes we implemented last year regarding branch specific cost pricing, the new calculation model and the productivity measurements.

Furthermore we kicked off "Project Real Time", to make sure that we are using radio frequency technology everywhere and for all processes where technically possible. It's great to see that some branches already use this technology 100% – no excuses for other branches anymore to not use radio frequency! After a successful pilot year, voice picking will be implemented in parts of the business shortly.

The upcoming months will be fascinating. We are currently in the process of implementing two newly acquired big customers in the Noble Park and Somerton branches. In both cases, the processes are complex and require detailed project management during the implementation phase.

Within the Logistics team we have welcomed a new Branch Manager - Luke van Meel has taken over the Branch Manager's role from Hamish Woods and is now managing the Somerton branch. Luke started as a graduate with Mainfreight and, in line with the Mainfreight culture, was promoted from within after having spent a couple of years in different roles. Hamish will be responsible for the implementation of one of the new customers and will move to business development to support further growth of the business.

In all states the warehouses are full or close to full. We very much welcome the start of the building activities in Brisbane and Sydney, which will give us opportunities for further growth in these locations. In the other states, we closely watch for opportunities to open new warehouses/branches. We want to take these steps as soon as possible, but without creating over capacity and increasing cost without additional revenue.

Exciting times ahead and it is important that we keep the momentum going. We must further increase the quality in our business. This means fewer service failures, less time spent on stock control, less cost... Revenue and profit growth comes with excellent quality, satisfied customers and a happy team!

### Noble Park (Melbourne)

In the picture the entire award winning "Branch of the Year" Noble Park team! Well done team, an achievement realised by extremely hard work and long days. And it looks like the team wants more... the team is now officially "Easy to deal with..." after attending the training provided by Steve and Colleen from the Training Centre.

At the time of the release of this newsletter, the Noble Park team is in full swing to prepare the branch for a 3,000 pallets new account, starting in the third quarter of this calendar year... Never a dull moment!!

*The award winning Noble Park team!*



## Sydney Road (Melbourne)

The Sydney Road team has seven new customers. Two existing customers moved from another Melbourne branch to Sydney Road, and not less than five new customers have been implemented. This leaves its mark in the utilisation of the warehouse, which is close to full now.

A lot of time and effort has been spent on improvement of the quality of the processes. Radio frequency is now deployed for all inwards and outwards processes. The first results are already there, achieving a 100% stocktake result for the biggest customer in the warehouse, well done!



*The order pick area created for one of the new customers at Sydney Road.*

## Moorebank (Sydney)

It is great to see how hard the Moorebank team has worked on the further development of the branch and the result is there. Revenue growth, in combination with cost control has made the branch profitable.

On top of that, the branch was the first Logistics branch executing all inwards and outwards processes with radio frequency, resulting in more efficient processes with increased stock accuracy. The audit results have never been as high, well done team! The team has introduced a new activity which has already become a tradition... "Bring the dishes" is an activity that takes place on a regular basis, where team members bring their own dishes prepared at home. Given the fact that a lot of different cultures are represented in the branch, this is a great way to enjoy different kinds of good food in combination with the team socialising together.

The Moorebank team would like to thank Ceryl van Hasselt, the Dutch grad from Wim Bosman who joined the team over the last year for his effort and positive impact. Unfortunately he had to go back to Wim Bosman at the end of March... Thanks Ceryl!



*"Bring the dishes..."*



## Prestons (Sydney)

The Prestons team is getting stronger and stronger and is developing a couple of young future leaders!! The profit results are better compared to last year which is a result of more efficient processes executed with a higher quality. Stock take results have improved dramatically over the last year, the presentation of the branch is much better than it was before!!

The branch has been facing large inwards volumes, up to 120 containers in one week, but with hard work the team has been able to manage this in a proper way.



*The Prestons team at the Christmas party*

## Hemmant (Brisbane)

The branch finished second in the ranking for the Branch of the Year award. That will not be recorded in the Mainfreight history books, but still a great performance of the team. And not only this year, the branch is performing well consistently showing good profit results and high quality services to their customers.

To celebrate the “silver medal”, the team went out for a fishing trip. Besides the fishing, there was enough time for the team to enjoy the beautiful weather, some good food great company!

*Paul Fraser shows the biggest catch of the day*



## Regency Park (Adelaide)

Kendall and Scott, from the Logistics Branch in Adelaide, have performed extremely well in the last financial year. The branch has signed up 10 new customers, the audit results are at a consistently high level, and the presentation of the branch is outstanding. Kendall participated in the Team Leadership course in Camden, NSW. This picture was taken after successfully completing the Apollo 13 challenge at this course.



*Pictured left to right after successfully navigating the Apollo 13 challenge are: Jamal Jaber (Metro Sydney), Ford Watene (MFT Canberra), Dave Coughlin (A&O Adelaide), Greg Giarratana (A&O Springbank), Kendall Anderson (MFL Adelaide), Paul Read (MFL Perth) and Sandra Ali (Owens Perth)*

## Kewdale (Perth)

The Kewdale team celebrated Dean William's 15 years of service with Mainfreight. There are not too many team members in Perth, Western Australia, that have achieved 15 years of service with the Company.

Whenever you talk to Dean about Mainfreight, it doesn't take long to realize that he has a great admiration and respect for the company and that his attitude and commitment to his job is just as strong today as it was 15 years ago.

*Paul Read is congratulating Dean Williams with 15 years of service!*



## Mainfreight Air & Ocean/CaroTrans Australia - Steve Thorogood

The year end results for Mainfreight Air and Ocean and CaroTrans Australia showed no significant gains on year 2012. Sales revenue grew by around 4% with overall net operating profit around the same as the year prior.

We did see some of our branches hit their pledges and congratulations go to the Perth, Adelaide, Sydney Perishable / Export Airfreight and Melbourne teams.

Margin erosion is still something we have to manage as customers demand more for less in a tightening economy which is still putting pressure on our returns. As a business we have to continue to be smarter to control this and prove our worth to our customers.

We have seen some good growth in customer gains from some of our sales team members during the past year and hope to see that continue with our other sales team members also hitting significant highs this financial year.

Products that have seen good growth over the last year are our airfreight export, airfreight import, CaroTrans FAK groupage programme, our Liquid Logistics Tanks Business and our Mainfreight Automotive product.

The start of this financial year has been different to the past couple of years as we have started with some good quality sales gains and further opportunities are being worked on around the country. We have also seen our smaller branches in Townsville, Newcastle, Sydney Perishable, Springbank Street (Melbourne), Adelaide, Perth and the CaroTrans Branches all begin the year positively. Key changes have also been made in Branch and Sales Management in some of our branches through the start of this calendar year.

During the course of the year as you would have seen in previous newsletters we do get some different movements to service. Recently our CaroTrans Melbourne team were charged with the

responsibility of moving an ice cream delivery vehicle from Melbourne to New Zealand.



*CaroTrans Melbourne team move ice cream van to New Zealand.*

The Mainfreight Automotive team have attended a few shows this year to continue to promote this area of our business. One of those shows were the Philip Island Classic over the Australia Day weekend. With the attendance of Giacomo Agostini, former World Champion, this event saw good attendance. We have received 10 bookings so far plus we also have eight bikes waiting to ship for one customer, who attended the show. The Bike that Agostini rode that weekend was owned by a Mainfreight customer and was rebuilt and imported through Mainfreight ex the USA.

Another show was the Top Gear festival in Sydney where 40,000 people attend over the two days. We had a steady stream of people at our stand during the show. Within the first week of the event we had car bookings from Hong Kong, New Zealand and two cars ex the USA.

Mainfreight Automotive with its facility in the USA and the one brand all the way has proved very positive in the marketplace. Along with the many referrals based around the service of our team, the attendance at the trade shows and the advertising has resulted in good growth in the product in the past 18 months.

For those of you who haven't seen it yet, the Mainfreight Automotive Facebook page is up and running. The page has regular updates on interesting vehicles we're shipping, swap meets and car shows we attend, and vehicles for sale - for our customers looking to buy and import a vehicle.

[www.facebook.com/mainfreightautomotive](http://www.facebook.com/mainfreightautomotive)

Become a fan and send this link to all your car crazy friends – especially those outside the US – our business is shipping cars, bikes, trucks, boats and related freight from the USA to pretty much anywhere else on the planet!

Thanks and happy hunting from the Mainfreight Automotive Team!



*Lee Amour from Mainfreight Automotive working the stand at the Top Gear Show in Sydney.*

It is always important for our teams to enjoy their work and to get real satisfaction from coming to work in a place where the environment is positive and enjoyable; an environment of support, training, mentoring and where everyone is striving to be better than the competition. That's what creates a business that our customers can be proud to be associated with.



Brisbane team celebrating Australia Day 2013

**Comment from Rebecca McRae after her Outward Bound experience.**

*Hi Steve, Brian, & Marty, I just wanted to pass on my sincerest thanks to you all for the amazing opportunity to attend Outward Bound. I feel so honoured to have been given the chance to go, and I've already started to implement changes into my everyday life so Air & Ocean will be seeing the benefits well into the future.*

*I thoroughly enjoyed the course and feel I learnt lots of very valuable lessons from the experience. I met 13 other fantastic people who I know I can always call on for support, encouragement or simply to bounce ideas off as I continue to build my Mainfreight career.*

*On the last day of Outward Bound, we were all given the incredible opportunity to give a gift back to Mainfreight, keeping in mind our 100 year vision. I presented my gift to Emmet Hobbs from the board, as well as my OB team, Marty & Dallas (our OB Facilitator). I know you were there Marty but for Brian & Steve's benefit, I wanted to share this gift with you because I'm now*



Rebecca McRae and the outward bound team 2013.

*really passionate about bringing this gift to fruition, and getting the word out there across the world to increase environmental awareness and reduce costs in our business. I'm putting together a brief plan/info pack to share the PDF splitter program with the greater Mainfreight family. I'm sure across all brands we print PDF documents unnecessarily and the free PDF splitter program allows an easy solution to this problem. It has significantly reduced the amount of*

*paper my team use, as well as increase their efficiency in day-to-day tasks. I want to share this with the greater Mainfreight family so everyone can take advantage of the tool.*

*Thanks again - Beck*

*Jessica Rankin and Dave Coughlin at the Cabernet Wine Tasting event in Adelaide. Customers joined us at the event also.*

This year we have continued to increase our Liquid Logistics tanks business both in the Wine and Spirit Tanks and also the Industrial Tanks with our key partners. With that in mind, we have become involved in the Winestate Awards and Magazine which goes out to 80,000 industry readers plus the Qantas and Virgin airline lounges. As part of this we also get to present our business at wine shows around the country, as we continue to grow our brand in the sector even further with our domestic and international offerings.

We must all strive to continually improve on our offering, internally to each other and our business around the world, and of course also to our customers, reaching beyond our current levels and targets. This takes commitment from each of us and requires perseverance and hard work.

**The key to our business is our team; at times the pressures and demands of work are high but rest assured your efforts are valued and I thank you one and all, which I know at times maybe not said as much as it could be!**



# OWENS

## Owens Transport Australia – Cameron Clode

Excitement continues to grow in Australia with our new site in Sydney (Port Botany) underway. Our market share across the country has grown at a frantic pace and last financial year saw record revenue reported nationally. While last year's sales have grown at over 25%, profitability has not kept pace. Our Perth branch was profitable in its first full year of operation, Melbourne continues to show good signs and Brisbane is maintaining its positive results.

Some weeks ago a heads of agreement for a new purpose built site at Port Botany in Sydney was signed. A development application has been lodged with Botany Council and construction is expected to commence in June 2013. This new site will be a boon for our Sydney operation. The team will have total control over all aspects of the site. The hardstand area will be 9,000m<sup>2</sup> allowing us to operate a new container reach stacker and hold a capacity of over 500 TEU (twenty foot equivalent unit – shipping container). A 3,500m<sup>2</sup> warehouse and large

awning area will ensure we maintain our current depot operation. With quarantine and bond licensing on the site we will be able to offer a full suite of services ensuring we continue our growth and add further value to the Group.

In the past twelve months we have taken on more warehouse and hardstand space in Melbourne along with our own piece of infrastructure in Perth on the Group's Kewdale site. Brisbane is now well and truly on the radar for a site to take us into the next decade and beyond. Currently our Brisbane team operate on two sites generating inefficiencies and duplicated costs. We are hopeful that a suitable site will be located in the coming months and expect the site to replicate our Sydney operation functions.

The past few months have seen some exciting new energy in our business. This is no coincidence as we have increased the number of graduates within our team. This is adding some vigour and certainly some fresh new ideas in how we run our operations. Our customers

are noticing this and passing positive comments on our mix between our experienced and young and eager new team members.

We continue to offer IT benefits to our customers that are quite innovative in our transport market. We are seeing positive results in acquiring new business, particularly freight forwarders. The development being undertaken by our own IT department has provided instant communication between our and our customer's operating systems. It appears our competitors talk about this but we have been one of a few transport operators successful in delivering it. Savings are made for both businesses by generating less administrative tasks, speeding up communication and allowing us to focus on further improvements in our ever evolving business. It is integral all team members use the system to its full capability, from wand usage to allocating and invoicing.

To remove the 'grey' from our customer service expectations we have been very pro-active in discussing, communicating and documenting standard operating procedures. Everyone is now aware of their requirements and what level of service will be maintained. This has been well accepted by our customers and ensures our service remains high and our efficiencies are optimised.

Each branch now has a strategy for what our expectations are for the coming year. Responsibilities have been provided for our key areas such as service, quality, operations and sales. These are measured with weekly KPI's and reviewed in our regular PAT meetings.



*The new Sydney site as it is today*

It is critical that we stay ahead of our competition whilst ensuring our margins are maximised. Operationally we are investing in more light weight skel trailers, 20' – 40' empty sideloaders, super B double trailing equipment and additional tautliners for our depot operations. With this new equipment we will see operational benefits including being able to travel direct routes to customers, less use of outside subcontractors and increased ability to move containers more efficiently from the wharves.

Once again we need to be reminded that we are all responsible for workplace health and safety. Please make sure we are all proactive when it comes to safety. Positive Action Team meetings need to be held regularly, monthly safety meetings need to be had and any risks dealt with immediately. We all need to go home the same way that we arrived at work.

As we continue down our exciting path, let's make sure we stay innovative and remember that as part of this great company and culture of ours we can achieve anything!



Owner driver Steven Schmidt from Perth made this awesome Owens truck cake for Sandra Ali's birthday. Maybe a second calling...



Our Sydney team farewelling Mike Hilton who retired after nearly 30 years at Owens. L-R Billy McCracken, Steven Slezak, Scott Davies, Rubinco Corboski, Josepine Kimberly, Mike Hilton, John Rawling, Steve Butler, Craig Connors, Paul McCracken & Scott Beauchamp



An out of gauge water purifier being delivered by Owens to country Queensland



The Sydney Owens and Air & Ocean teams enjoying a team BBQ.

# United States



## Mainfreight USA – John Hepworth

### Global Growth

As we finish another financial year our Air & Ocean division finished with good growth in all of our products. In a year that has been tough in so many trade lanes, it is exciting to see that the Mainfreight volumes have continued to grow year on year.

- Seafreight TEU volumes grew 6% over last year
- Airfreight kilo volumes grew 5% over last year
- Customs brokerage grew 20% over last year

Our largest carrier support with Ocean TEU's was Hamburg Sud who carried 12% of our global volume. Our largest carrier support with airfreight kilos was Singapore Airlines who carried 17% of our global volume.

We thank these carriers and all our key partner carriers who work alongside our teams, in every point of the globe, as we ensure we deliver our customers' freight on time and in good condition.

### What is Ahead of Mainfreight USA in 2013/14?

Mainfreight USA has finished this financial year with record profits again. Both business units, Domestic and Air & Ocean, have performed well with net profits for Domestic up 23% and International up 276%. In our newsletter one year ago we set targets for ourselves and we are pleased to say all of these have been met.

This year our goal is simple – SALES.

Over the past 3 years we have defined our business model which is shown below;

#### Domestic – Products

- White Glove – Home and Office deliveries.
- Time Definite – Same day, Next day, 2 to 3 day services. The traditional business of an American domestic freight forwarder.
- Ground – LTL, Truck loads, Port Operations and Intermodal.
- Trans Border – Canada
- Trans Border – Mexico
- Logistics.

#### Air & Ocean – Products

- Sea and Air Imports
- Sea and Air Exports
- Customs Brokerage
- Purchase Management

We split our business 18 months ago into the above two divisions.

This financial year we have done the same with our sales teams. We have the tools both in our IT solutions and clear product definition. For us this year it is all about selling our products, we have specialist sales personnel who can negotiate in front of prospective clients, and have the product knowledge to gain their trust. And our customer service teams can back them up with the same knowledge when we bring new clients on board.

To achieve our goals we have established two new positions, Director Air & Ocean Sales and Director Domestic Sales along with our VP of Sales. We have gone back to basics and retrained our branch managers in how to effectively manage a sales team and create a sales focused branch. This means the branch managers commit to being on the road themselves at least two days a week and ensuring our customer services teams internally step up to deliver a high performing product. In our main branches we have established a customer care person whose job it is to be the key point of contact for our key customers. We have also had regional meetings with both our sales teams and the branch managers on each product to ensure they are aligned with the same vision and are seen as one team.

For Mainfreight USA our future is bright; we are in the biggest market in the world; we are still a small player in a \$33 billion industry; all we need to do is believe in ourselves, step up to the plate, and hit a home run. The exciting news is we have done that for the past three years and we know we can do it again.

## Mainfreight Mexico & New Zealand Trade and Enterprise, the Ministry of Foreign Affairs and Trade - Working Together

Mainfreight was one of the only 25 companies invited to the New Zealand business mission to Mexico earlier this year, and in partnership with New Zealand Trade and Enterprise organized a cocktail hour event during their visit. This event allowed Mainfreight to announce to our Kiwi partners the opening of Mainfreight's newest branch in Mexico City.

Mainfreight owes a special vote of thanks to Alex Turnbull – Managing Director of Fonterra Latin America, and also leader of the 25 Kiwi business delegation, as his speech really paid the Mainfreight Group a huge compliment as a Kiwi company taking on the world.



*Group picture – John Hepworth, Annabel Mahnke, Fernando Ruiz, Jesus Calzada along with attendees of the event*

## Mainfreight USA Logistics – Contributed by Dallas Wymes

2012/13 has been a tremendous year for Mainfreight USA Logistics. We have more than doubled our revenue from the previous year. We went from \$3.1 million in 2011/12 to \$7.3 million in 2012/13 and we aren't slowing down anytime soon.

One of the major reasons for this hyper growth is the development of a strategic partnership with SPS Commerce. Through this partnership, Mainfreight has the ability to provide a seamless service to our customers who are selling to the large "big box" retailers. We can provide EDI connectivity for our customers to the retailers. We are able to send Advanced Shipping Notices (ASN's) and print UCC 128 labels to comply with retail requirements.

Today, we are picking, packing and shipping orders to some of the largest retailers in the US such as Wal-Mart, Target, Bed Bath &

Beyond, Costco, etc. The list is growing weekly and you can be assured that if your customer has the need to ship to a retailer, Mainfreight USA can deliver.

We are also continuing to bring in e-Commerce business which means more orders and more every day freight. With continued growth in e-Commerce comes additional challenges such as the need for more automated processes allowing us to pick more orders per hour. One of these challenges is the need to map MIMS to our courier partners such as FedEx. Without the persistence of Nathan Chaney, we would not even be close. However, because of his continued efforts, we will have the mapping between FedEx and MIMS in the coming days or weeks. Great job Nathan!

In addition to our retail logistics business growth, we have grown

a current client from inventory of 1,200 pallets in 2010 to about 30,000 pallets today. To handle this growth, we have opened 4PL operations in Pasadena, TX and most recently in the heavyweight corridor of the Los Angeles port in Carson, CA. These two warehouses have a combined capacity of 324,000 square feet of space.

Even with all this growth, we have a long way to go. With a total capacity of 60,289 pallets which includes our 4PL operations, we have 33,529 pallets or 56% capacity. We need to get these empty pallet spaces filled so we can move on to the next level of Logistics in the USA. Our goal is to have "stand alone" logistics facilities in our major markets like Los Angeles, Newark and Chicago.

The USA Logistics Team is ready for the challenges ahead and is looking forward to our continued growth.



## Mainstreet – Contributed by John Eshuis

At the time of writing this, we are just about to go live on Mainstreet in the USA. The last few weeks have been busy for the all of the team – we've been training!

We tried a new approach to implementing a new system, effectively delivering four layers of training:

1. Videos have been available since early February for the team to get a feel for the product, understand the basics of Mainstreet and understand the navigation.
2. Webinars followed on from the video's, to give the team members deeper insight into the features, and to prepare them for the face to face training
3. Champions were trained from each branch (1 champion for 6 team members) at four regional training workshops.

They were equipped with the in-depth training required to go back to the branch to work with their team mates and get the branch operational by June 12th.

4. Branch training by the champions. One on one training, as well as group training on site, with the team that runs the branch. Branches jumped right in and individualized their on site training in various ways. It was great to see the buy in from everyone.

We are supporting all that training with ongoing Q&A webinar sessions where the team can join and discuss challenges they are facing.

Overall, this project is coming to an exciting conclusion! Many, many hours of work have gone into this by the US Super Users, led by Melissa Holmes, and an incredible level of commitment from the

NZ IT team, led by Anthony Barrett and the developers from Sandfield (long time partners of Mainfreight and the creators of Maintrak, MIMS, OnSale, OnIssue and OnAccount).

Mainstreet will provide much needed workflow and visibility, to help us move our customers' freight through our network with much more efficiency for the office team. There will be many benefits for Mainfreight USA, the biggest one being that this is OUR software, and we can do with it what the business needs!

Thanks to all the team who have tackled this challenge with the positive attitude we like to see! This is going to be a bit of a challenge during and after go live – while we all adjust to change – but we feel that the business is ready, and the team is more than capable to make it a success!

**\*\* Stop Press - USA now successfully running on Mainstreet \*\***

## From single database to single minded sales force in Australasia – Contributed by Jason Braid

The saying goes something like this: "...do something you love and you will never work a day in your life...". The strong relationships being built between the Mainfreight teams in China, Australia, New Zealand and the USA are more like visiting and working with great mates and family these days. Our joint sales efforts are showing results of revenue growth, group strength, teamwork, trust and confidence.

This year we will have 13 multiple joint effort and two way sales campaigns between the USA and Australasia. This is more than 26 weeks spent by Mainfreight teams in joint selling campaigns this year. Our strongest commitment in Mainfreight history.

Our growth will center on a number of internal and external factors:

In true Mainfreight style, some ridiculous growth targets on the TPEB... we moved less than 10,000 TEU last year and the goal is now

20,000 TEU this year! Our new TPEB contracts have the strongest pricing and carrier service commitment ever!! ... there will be no excuses only success!

TPEB sales for Air & Ocean are turning in our favor. In what was a traditional "FOB" or "EXW" trade lane... Our teams in Asia are finding great pre-paid opportunities and are gaining large new accounts in what is typically a tough consignee/buyer controlled market.

We are Targeting the WHALES. In the past we had our sights on medium sized or boutique opportunities for growth. Our sights have shifted dramatically. We have our foot in the door of some of the largest clients we've never been able to crack before and this is the year we are going to make it happen.

Our teams are capitalizing on our shared pipeline network and existing top 100 global clients in other Mainfreight markets.

We are seeing stronger sales lead generation, follow up and CLOSING.

Finally, We have started intensive and detailed sales training for the Air & Ocean sales teams and Air & Ocean branch managers. We will be sending new team members from the USA team overseas to expand knowledge base and build team/family strength. We understand it is important to have our teams understand foreign culture, global markets and to meet fellow Mainfreight team members around the world. This promotes a want and need to grow the trades.

We understand we are in a large market but as a company we are way too small. We have large goals with the foundation of the business now laid; it is now all about sales! Relationships with our team mates around the world are key, we must work for one another and try and make one another look good.

## Mainfreight Livery Gathering Momentum

Today we have in excess of 75 trucks painted in Mainfreight colors across the USA. The feedback from our clients is great as most trucking companies do not commit to a total paint out of their vehicles.



## The EURO gaining strength.... – Contributed by Tom Valentine

The financial markets may share a view of the Euro currency in decline against global currencies, but we have momentum and growth to report between Mainfreight EU and Mainfreight USA ! What is anchoring our growth and igniting the sales teams is the synergy between clients, products and services. One of our largest EU/US air export positions has been sold and closed from follow up and engagement off of the same air import position. We have had 2 major sales successes by integrating the USA white glove and domestic distribution product into the EU airfreight export

product. The clients are seeing the value of our single database through MainChain visibility, single company responsibility and single invoice accountability. As our Air & Ocean teams have now moved to the Opportunity Manager in CargoWise, we are now managing a shared pipeline and working true bi-lateral sales development. This is just the start! Here are some additional highlights... along with a photo of where all of our development ideas are born:

- Eight major sales campaigns between EU/US this year with 4 already completed including

campaigns with Mainfreight FRANCE !

- Significant CLOSED business as a result of calls with Wim Bosman road transport teams
- Scheduled AIR consolidations between Chicago, New York, Amsterdam and Brussels
- Major US clients now using Wim Bosman for 3PL and distribution services
- Major Wim Bosman clients now using Mainfreight USA for 3PL and supply chain services

## Mainfreight attends Government Transportation Forum

On February 19th & 20th, Mainfreight attended the Third Annual Government Transportation forum at the Ronald Reagan Building in Washington, D.C. The GSA forum was designed for individuals from the transportation industry and federal representatives responsible for procuring, managing and implementing transportation solutions and services (non DOD business) that are eligible to use GSA Transportation Services. Mainfreight Team Members Glenn Johnson (Baltimore, Sales) and Frank Crossan (Director, Government Services) ran the booth and explained the new automated transportation management solutions and available Mainfreight options to show attendees. They were very pleased with the great turnout that they received at this show. Military is our fastest growing sales vertical and will have a turnover this year in excess of \$40 million. Frank Crossan has also been able to train Mike Lighthart from Mainfreight Europe to develop military sales and this has become a strong revenue source for Air and Ocean in Holland.



## CaroTrans – Greg Howard

With each year comes a new set of challenges and opportunities – and this past year had its share of ‘em.

Our US operations started out the year with gusto and pace but midway through the year we found ourselves fiercely battling irrational and unsavory rate offers from our competitors, softer trade volumes in the Europe sector, Super Storm Sandy, work stoppage at the ports of Los Angeles and a six-month long open air longshoremen’s contract dispute which affected operations at all US East Coast and Gulf ports.

Despite these challenges, the CaroTrans team pulled together and delivered results which were consistent with the prior year. While total sales revenue was up only slightly, we experienced growth of 13.2% in our import sales revenue, total gross margin trended back towards the 20% mark and ROR was within the targeted range.

It is encouraging to see our two newest US branches post improved results. The Dallas branch celebrated its 2nd birthday this year and Keith Morris (Branch Manager) proudly received the plaque at the Branch Managers meeting for exceeding their profit pledge. Keith and the team have set a lofty profit pledge for 2013/2014 and anxiously await the return of Will Young who relocated from the US to New Zealand where he has worked in sales at CaroTrans Auckland for the past three years. Will has been suitably “blue blooded” and will return home in July to take up the sales role in Dallas.

Our team in Seattle has stormed the market and within their first year of opening, they’ve established CaroTrans as the “real deal”.

The competitors who have been entrenched in the market for years have been served a wake up call and the positive response from customers has been overwhelming. We expect big results from the small and mighty Seattle team as we expand and strengthen our presence in the Pacific Northwest.

In two years since establishing the operation in Santiago Chile, the CaroTrans brand and services are well recognized in the marketplace. Our market share throughout the West Coast of South America region continues to grow as we add expanded service offerings from Los Angeles and New York. Our investment in developing the services between China and Chile is delivering improved results but we have our work ahead of us in order to bring the trade to a level similar to that of the USA-Chile trade lane.

Our Chile team has aspirations of 25% growth in market share within the following year and considering the team’s hard work, passion and dedication, this is attainable.

The CaroTrans Le Havre branch still has the “new office smell” to it and is moving quickly to establish our brand as the pre-eminent service between the USA and France. Truly our size, service scope and focus are major advantages and the fresh approach to the market is welcomed by many clients as evidenced with the new business being gained and prospects for even more. Once our presence in the USA-France trade is firmly settled, we will expand services to include trade with our network partners in Singapore and Brazil.

Moving forward, our teams are building on the lessons learned. They remain focused on striving to perform better than the prior year and on achieving this year’s profit pledges.

This year, as a team unified, we will:

1. Achieve 20% sales growth through focused sales and measured results
2. Invest in sales across the network to ensure we have dedicated sales team members in all branches
3. Demonstrate our extraordinary capabilities and expertise in a unified and coherent fashion. Our future lies in working together to present all services available across our network
4. Focus on leveraging additional business from existing customers. These customers already entrust us with business in selected areas and should be open to trusting us with other areas of opportunity
5. Get more aggressive at ripping business away from our competition
6. Focus on improving load factor utilization and strive to achieve the targets – use the operations white boards
7. Continue to develop import sales to reach the target of 20% of total revenue
8. Take every opportunity to enhance the customer experience every day. Each of us - regardless of our roles - can make a critical difference to how the customer perceives CaroTrans
9. Hire more grads in all branches
10. Have fun winning!

**Team, we are off to a good start this year...**

**Let’s make 2013/2014 our DEFINING YEAR !**

## National Sales Meeting Scottsdale Arizona February 28/29

The CaroTrans National Sales meeting was held at the same venue and immediately following the Branch Manager's meeting. The timing of this year's meeting enabled Michael Forkenbrock to get the sales team to align their sales plan with the Branch Managers' business plan. Previously, the sales meeting was held a month following the Branch Meeting and based on the response from the team, this year proved to be perfect timing and is the plan for scheduling future sales meetings.

Each member of the sales team was put to the test of developing the proper sales strategy needed to achieve the lofty profit pledges. Attention was focused on the "CaroTrans DNA", importance of effective pipeline and core account sales management, import product knowledge and the need for clear measurement and accountability for a result driven performance across the entire team.



*Several members of our sales team up for an early morning run in the Arizona desert*

We had Raul Katz from our Chile operation spend time with the sales team explaining the significance of the South American market and how we must dominate the trade similar to our position in the Oceania market. In the course of the past four years, the South American market has delivered strong and steady growth for us. It has become our newest "rain maker" and further expansion

of our service coverage will be necessary to grab hold of a larger share of the market.

The team left the meeting with a clear understanding of the tasks at hand and are hard at work with the passion and drive needed to achieve their targets.

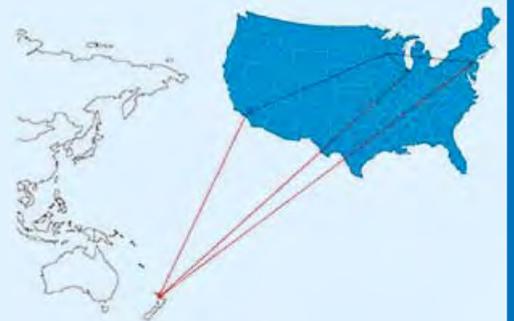
## Door to Port Web Rate application

CaroTrans recently introduced an innovative tool that has received acclaim in the trade press and high praise from customers worldwide.

This USA export LCL rating tool calculates all possible truck and ocean routings in our system for an individual shipment and returns three rates based on fastest transit

time and the total price from door to foreign port.

It is especially useful to our agents and customers outside the country dealing with USA geography and the problems of a country with a town named Springfield located in 35 different states.



## Outward Bound - Meredith McKay (CaroTrans Baltimore branch)

This past April I had the opportunity to travel to New Zealand to take part in an Outward Bound course along with 13 other Mainfreight members from throughout the world. I was extremely excited to participate, especially after hearing others experiences, but never would have imagined how challenging yet amazing Outward Bound would turn out to be.

The course is designed to push us to our limits physically and emotionally, but it also taught us



*Top row (L - R): Peter Wilson, Hamish Quinn, Harrold Dost, Luke Darlington, Shawn Lim, Brandon Confer, Nicholas Gray, Meredith McKay  
Bottom row (L - R): Danielle Te Tai, Kitty Henson, Judy Liu, Stefanie Henry, Alexia Vander Zanden, Chanine Loef*

how to translate our teamwork and leadership skills we needed to get through the course into skills we could take back to everyday work and personal life. From the very beginning we were impelled to take advantage of opportunities that came our way. We pushed our

limits and with the support of our team behind us, we found that accomplishing something initially overwhelming was actually quite exhilarating. Together we, McKenzie 580, learned that life should be lived and not taken for granted, and that we need help

from others in order to achieve our goals. The entire experience is certainly one I will never forget and though we came together as strangers we left with new-found friendships and a drive to achieve what we set our minds and hearts to do.

### Baltic/Russia Focus

We recently expanded our network coverage of the Baltic and CIS (Commonwealth of Independent States made up of the former Soviet Republics) markets by offering weekly direct LCL and FCL services to the Port of Klaipeda in Lithuania. The expansion features an alliance with a full service partner who is well established with brand recognition and extensive coverage throughout the region.

In 2012, Russia became part of the World Trade Organization bringing confidence and stability to business and trading partners. This new service is our first step in our development and investment in this growing region of the world as we move closer to establishing a CaroTrans operation in St Petersburg and finally launch direct LCL & FCL services from the US to

Western Russia. Thanks to the help from the Wim Bosman team in St Petersburg, we were introduced to Alexander Kosachev. Alexander and his wife were planning to emigrate to the USA from St Petersburg and he was interested in career opportunities within CaroTrans. Soon after securing his green card, Alexander joined the team at the Phoenix Branch Manager meeting and started with CaroTrans within the next week. Alexander has a wealth of trade experience having worked at several logistic firms in Russia during the past eight years. He is responsible for helping the team develop and grow our service capabilities to the Baltics and throughout Russia.

Welcome Alexander !



Similar to our development in China, building our service to Russia will require perseverance and clear market focus as we take advantage of future opportunities.

### CaroTrans RV

Nothing beats a tail gate party at a Jimmy Buffet concert together with a whole bunch of happy customers. We rolled out the CaroTrans Land Yacht and hosted a customer appreciation night at an outdoor Jimmy Buffet concert in Atlanta. The clients haven't stopped talking about the down home CaroTrans hospitality.



### Oranges

Several of the more than 1500 buckets of oranges delivered to clients during April. This year was a record with over 30,000 oranges given to clients in the bright white CaroTrans buckets.



### Team Member Portal

It is important to not lose sight of the fact that we are part of an exciting organization which provides opportunity, security and development throughout each team member's working career.

Team member benefits play an important role in the recruitment and retention of quality team members. Accessibility to essential benefit information is important for the team and spouse/partner.

We have just released the new Team Member Portal available via CONNECT to all US based team members 24/7.



## Mainfreight Asia / CaroTrans Asia – Michael Lofaro

Team, this calendar year marks the 15th anniversary of Mainfreight entering the Asian region. We first entered Asia via a joint venture operation that opened in Hong Kong in August 1998. Looking back, we have learnt a significant amount about the many challenges that can be faced in working outside of New Zealand, our birthplace, so to speak, but more importantly we can look at what has been achieved and see that we have built a solid foundation for a business which can continue to learn, grow and develop as we travel along the Mainfreight Asia 100-year journey.

To the hundreds of team members, many of whom are still with us, who have helped us to achieve this milestone, our sincere gratitude. Special People, Special Company... Only through the unified drive and passion of our teams have we been able to achieve what we have.

The Asian region is one which has seen a resurgence in its global economic position in recent years, and our team here is well poised and eager to engage in the exciting opportunities and challenges that lie ahead.

Reflecting on this anniversary, we recently held a small function in our Hong Kong office to celebrate the service achievements of a number of our team. We were very honoured to be able to present numerous 5 and 10 year service awards to our team in Hong Kong.

We look forward to presenting our first 15 year service award later in the year.

As previously stated, here in Asia, we are being challenged by a strong



*Our new Taipei team take a break from setting up our new office to celebrate with a birthday party for a number of the team*

economic environment, which in essence is opposite to many other markets in the world. To meet this opportunity we are continuing to refine and expand our service offering and our “footprint” in the region.

In March this year we relocated our Taiwan (Taipei) team into new, larger offices and we have started ‘anew’ ... Taiwan is of strategic importance in the China and Asian trades and also in traditional markets such as New Zealand, Australia, Europe and

the United States, and we are looking forward to continued growth in Taiwan. We wish our new Taipei team great success in the future.

To date much of our time and energies have been focused on the development of what we describe as “Greater China”, being the region that covers Mainland China, Taiwan and Hong Kong. Our success here has meant we now have a branch structure that can support our global operations across a wide range of services and locations in the region. At last count, we were handling cargo in and out of more than 65 ports and airports in this region.

We have now also commenced our drive into another region which we describe as the ASEAN region. This large area encompasses nine countries from the Philippines to Myanmar (previously known as the Kingdom of Burma). This area is developing quickly into a strong economic zone and in 2015 the ASEAN area is to enter into a regional Free Trade Agreement which will open up the market significantly. Mainfreight intends to be there...



*Gary Lau being presented with his award for 10 great years of service*



Ben & Michael... Always looking for potential business opportunities...  
Yum Yum Noodles, Myanmar's largest instant noodles manufacturer



Qingdao team Birthday celebration. What are the odds of 5 team members all in one office all celebrating birthdays!  
L-R: Eva Jiang, Lucy Chen, Fred Wang, Amanda Liu, Jessica Wang.

Often, to be able to better understand these new markets and to establish our business plan for the region, we have the opportunity to visit these amazingly interesting countries, purely for business purposes of course... One recent excursion saw Ben Fitts from our New Zealand Air & Ocean team join us with a delegation of business people from New Zealand in Yangon, the capital of Myanmar...

We are not yet ready to open a branch in Yangon, but it is definitely on our future location list.

But as we have said many times its not all hard work... As you can see, our young Qingdao team were right into 'birthday' celebrations recently when not one, but four of the team all celebrated their birthdays in one month. Well done team. Adding to the event was the fact than Lucy Chen, our senior accounts team member for mainland China was visiting the branch and she also joined in the celebrations.

To achieve constant and sustainable success we need to look for ways to grow and improve our day to day activities. We often ask 'what can we do better', and challenge ourselves to find answers. For our team in Asia, as our global business grows, often against difficult economic conditions, we see that what we can 'do better' here in Mainfreight Asia is to improve our communication skills and maintain

a high level of personal service to our internal team as well as our customers. Within Mainfreight, the concept of team work and passion is in our DNA, and building close relationships with our family around the world is key to this success.

In an effort to help our teams communicate better, we have started an English Language Education Scheme for our China team members. This program was first trialled in our Ningbo office and after a successful implementation has now moved to our largest office in mainland China, Shanghai. We intend to put this program in place

throughout all our offices in Mainland China.

The year is almost half gone, and has proven to be a challenging one to date. We look forward to the rest of 2013 with great enthusiasm and optimism...

Onwards and upwards, there are no limits to what we can achieve as long as we work as a TEAM.

**Until our next Team Board Report, from all the team in Asia, we wish all the Mainfreight family around the world a smashing successful year.**



Top Row L-R: Doris Bao, Titi Gong, Cherry Wang, Suki Zhang, Sohie Wang, Seven Shi, Joki Tan, Evoone Tang, Andy Liu  
Bottom Row L-R: Benny Tang, Johnny Zhao, Ricky Zhou

# Europe



## Wim Bosman & Mainfreight Group Europe – Mark Newman

The last 12 months have seen us take significant steps in preparing our business for the challenges of the coming months and years in Europe and worldwide.

In Forwarding, Holland, Belgium and France have completely reorganised their operating structures in order to simplify and streamline the way we move our freight within Europe. The goodwill shown by our team members during this time of quite significant disruption has been truly inspiring. We must now capitalise on the momentum created and turn these changes into margin and profit. In Eastern Europe Poland, Ukraine and Romania have really grasped our vision of not only supporting Western Europe, but developing

strong trade within their own Eastern European community. In June we add customs capability in St. Petersburg port to our rapidly growing Russian organisation.

In Logistics, the significant problems of the last three years are finally being overcome. Utilisation of our 's-Heerenberg and Romanian facilities are now acceptable. Our consistent quality and innovation in this business across Europe has meant that we have been able to extend contracts with several major customers over the last months.

Our Air & Ocean business has, without question, taken its place as an equal partner in our European supply chain. The 2012 branch of the year award went to our airfreight

office at Schiphol, a testament to the entrepreneurial spirit of our Air & Ocean teams across Europe. Very successful sales campaigns, now supported enthusiastically by our worldwide network are another indication of a business poised for success.

Continuing to develop measurable quality and customer focus across the supply chain continues to be a priority. It is also crucial that 2013 sees rapid improvement in revenue, margin and profit. It has been a tough time, but if everyone in this great business pulls in the same direction, Europe's problems do not have to become ours.

**Good luck.**

### Things to do better

1. Use e-mail less, pick up the phone and make a friend
2. Be proud of your branch, but realise our strength is in the whole supply chain
3. Live the philosophy that teamwork is all about making your fellow team members look good!
4. To successfully promote from within we must hire people that are better than us
5. Do not make Europe's problems, our problems

### Beata Krawczyk is the "Woman In Logistics"

We are delighted to announce that this year's "Woman in Logistics" congress, held in Poland, was very special. During this event a panel of experts in the field of logistic chose the winner of the "Woman in Logistics" award. The congress is dedicated to women who manage companies that are both suppliers and recipients of various kinds of logistic services.

This year the "Woman in Logistics 2012" title was awarded to Beata Krawczyk, Managing Director of Wim Bosman Polska. The judging panel is appointed by editors of the Pracujwlogistyce.pl portal and is comprised of representatives (managers) from companies in the

TSL sector, representatives of institutions of higher education and a representative of trade press.

Sixteen candidates from across the country were chosen, all female managers with experience in the TSL sector. The jury based its decision on a number of factors, including: career path, willingness to take on new challenges/ professional development, professional successes, how passionate the candidate is about her work and work-life-balance.

The underlying goal behind the "Woman in Logistics" award is to promote women in logistics in a broad sense of the term, present their professional achievement,



*Beata with the Woman in Logistics award.*

involvement in development of the sector as a whole and honoring their successes.

## Mainfreight Automotive

Mainfreight Rotterdam has started offering Automotive services in partnership with Direct Express Inc in the USA. We handle the transportation of vehicles from USA (Los Angeles, Houston, Jacksonville and New York) to Europe and arrange temporary storage in our warehouses. We also offer a door-to-door delivery option into Europe.

It is our job to ensure that these vehicles and parts arrive from the USA in good condition and are transported to their final destinations in Europe. Classic cars, modern cars, motorbikes and camper vans are transported in a standard shipping container with a special suspension system inside. The metal racking system to stow the cars in the container is an environmentally friendly option compared to stowing using timber.

Recently a team member from Direct Express Inc has flown over from the USA in order to demonstrate the use of the metal racking system to the team members of Mainfreight in Rotterdam.



## G'day mates! Ceryl van Hasselt reflects on his Australian adventure

A year flies by and I am at the end of my time Down Under at Mainfreight Logistics Australia. I was given a very warm reception by the close-knit 'Mainfreight family', which certainly made me feel at home. The branch where I spent the majority of my time (Moorebank) has developed enormously in a year. In the beginning, approximately 35% of the warehouse was still empty, while we now sometimes wonder where we can place all of the incoming pallets. Healthy profits are reported every week, and last week we achieved the best audit score of all of the branches, with 95%! The audits at Mainfreight are very prestigious and are part of the competition for the Branch of the Year award. The list of points of attention is endless, which is why we are very happy with the score that we have strived so hard to earn as a team.

The last period was focused primarily on learning, not only about the culture and IT systems of



*Ceryl van Hasselt and his Australian team members.*

Mainfreight, but also about all processes within Logistics. I have become familiar with all Logistics processes – unloading containers, order picking, stocktakes, replenishment, admin, setting up productivity measurements, cost-price calculation, etcetera. Less everyday jobs were also part of the work, such as painting forklift trucks in Mainfreight blue, teaching Excel to the team and mopping paths after the sprinkler installation had

generously decided to share 10,000 litres of water with us ...

I would like to take this opportunity to thank all of my "Mainfreight Brothers & Sisters" who have helped in what was an unforgettable year for me and also the Wim Bosman Training and Development Team that spent a great deal of time on making arrangements.

## Wim Bosman Belgium achieves Truck Safety Award

For more than 20 years MMM Business Media in Belgium has selected and honoured the best companies in the transport and logistics sector. During the Transport & Logistics Awards, on February 21, five prizes were awarded in the road transport sector, and two prizes in the logistics sector. Wim Bosman Belgium has earned recognition by winning the Truck Safety Award.

In a packed venue in Brussels, over 1,200 attendees listened to the jury who praised Wim Bosman Belgium for their safety policy. The jury was impressed by the results which were achieved in recent years. In 2010 120 accidents occurred on the road with trucks of Wim Bosman. In 2012, this number dropped by 45%.



Presentation of Truck Safety Award.  
Rudi Debras, Wim Bosman Belgium, third from the left.

The jury was impressed about the way Wim Bosman drivers are guided, and how they are involved in the security policy. Our drivers are asked to actively think about how to work even more safely and how to provide an even better service to our customers. The decrease in the number of accidents at Wim Bosman Belgium

is therefore also the result of personal developments of the drivers, which contribute to the safety. We would like to thank all our drivers, who see security as a daily priority, and we would like to thank everyone who has contributed to the achievement of this award.

## Partner-Level Supplier John Deere

With thanks to all of the team members involved, the Wim Bosman Group has been acknowledged for the fourth successive time as a Partner-Level Supplier in the John Deere Achieving Excellence Program.

When we succeed in achieving this Partner-Level status 5 times in succession we will be added to the John Deere "Hall of Fame".

On 5 March 2013, Mark Newman and Liane Philipsen were personally presented with the award in Moline (Iowa, USA).



L - R: Liane Philipsen, Branch Manager Wim Bosman Logistic Services B.V., Uwe Schmitt, Global Logistics Manager EMEA Deere & Company and Mark Newman, CEO Wim Bosman Europe

## Wim Bosman Belgium goes 'green'

L-R: VIL-chairman Danny Van Himste, Wim Bosman Belgium Rudi Debras and Flemish Minister - President Kris Peeters during the presentation of the Lean and Green Award.

"Honour to whom honour is due: thank to all team members for the perseverance!", says Rudi Debras.



## Driver Rob Rutten

“Let me keep this truck, it is nice and quiet.”

In November 2012, the first LNG truck was taken into use at Wim Bosman 's-Heerenberg. Curious about the findings of our drivers we decided to call our enthusiastic LNG driver Rob Rutten during one of his many trips. We asked him four short questions:

### What is different about driving with a LNG?

“Our LNG trucks (Mercedes-Benz Econic) have a low step and windows all around the cabin. The windows not only facilitate interaction with other road users, but also provide a great view and give you better oversight regarding the situation on the road. In addition, the engine is much quieter than a diesel engine, and the possibility to stand in your cabin makes working much more pleasant.”

### How do you fill the tank of a LNG- truck?

“This is very different to a diesel engine. For example, you must



Driver Rob Rutten is proud of his LNG truck.

wear protective gloves and safety glasses. This is necessary because the liquid may be at a temperature of -120° C. You fill the tank with two hoses instead of one. One hose is a filling hose, which fills the tank with liquid gas. The second hose is a return hose, which removes the gas overpressure from the tank.”

### What are the reactions from other road users and customers?

“People look back. It is a positive experience for me. The windows give you the feeling that you are at the same height as other drivers. In contrast, I sometimes feel like a very small man next to the standard trucks.

It is always fun with customers. When I arrive I am frequently met by curious people working at the customer. I often hear the comment that I am sitting in a futuristic vehicle. Then I feel just like an alien! The majority of questions are about ice on the tank. Customers are unanimous after the explanation about liquid gas - Wim Bosman is on the right track!”

### Would you like to go back to your DAF CF with a high cabin?

“I will keep this one. Nice and quiet, so I do not have to turn the radio up. I also like the user-friendliness, which gives me less physical stress, a real bonus!”

## Moldavia Route

We are happy to announce, that we have started a regular service on the Poland – Moldavia route. Opening a regular service on this route is consistent with the strategy of Wim Bosman in Poland. We wish to capitalise on Poland's convenient location in order to organise LTL and FTL transit haulage from EU to our Eastern neighbours.

To provide service for these routes, we use our partner terminal in Pruszków. In the future we plan on moving to Rzeszów – which is

closer to the EU/Ukraine border. Our partner terminal in Pruszków offers not only handling of goods, but also storage, consolidation (groupage) and customs.

At the beginning of February we invited partners to cooperate with us in the field of LTL/pallet haulage to Moldavia, as well as FTL haulage to other CIS countries, such as: Ukraine, Soviet Union, Saint-Barthélemy, Baltic States, Azerbaijan and Kazakhstan.



Next to that we also hope to work with partners from the Baltic States on an agreement regarding regular LTL services from Poland to Lithuania, Latvia, Estonia and Finland, starting in February.

## Airfreight to Africa

The last few months Mainfreight Schiphol South-East has handled more freight towards Africa. Both cargo from Europe as well as cargo from the USA and Asia has been shipped to Africa via Schiphol. Direct connections towards Africa from the USA and Asia are limited so transshipping via Schiphol proves to be a good solution. Cargo we shipped to Africa includes amongst other items: medicine, high-tech equipment, oil and gas equipment, machines and raw materials. The coming months we will focus more on developing this trade lane to Africa.



## Specialized Contract Renewed for 4 More Years

Specialized and Wim Bosman have extended their contract for four more years. Eugene Fierkens, General Manager Specialized Europe, expressed his satisfaction about the quality and flexibility of the offered services. All attendees at the signing of the new contract were praised for their hard work the last year and this hard work has been rewarded with this contract renewal. Congratulations!



Mark Newman, CEO Wim Bosman Europe (left) and Eugene Fierkens, General Manager Specialized Europe (right).

## Mainfreight Moves Airfreight Office to Schiphol South-East

The airfreight office of Mainfreight B.V. has moved to Schiphol South-East. Located in the Dutch 'heart' of airfreight Mainfreight's customers will experience many benefits in terms of quality and speed of services.

Schiphol is number three on the list of European cargo airports with regular cargo flights. The Netherlands can, with its favourable geographical location and cargo from all over the world, offer excellent connections. Schiphol has an intricate hub and spoke network.

"We are now not only between all the airline handling companies, we have a direct connection to our warehouse, we see our airfreight physically arrive, but we also play to our growth last year and possible growth in the next few years," says Mike Lighthart, Branch Manager Mainfreight Schiphol South-East.

Some facts and figures about Schiphol:

- 3,974,443 passengers in March 2013
- 136,663 tons of freight in March 2013
- In March 2013: 68,302 tons incoming freight and 68,361 tons outgoing freight

Air freight is an important part of the total supply chain solution of Mainfreight. Also from Schiphol South-East we maintain close contacts with many airlines and our international network of offices and agents. The Mainfreight team is very eager to provide our customers the best quality service.



## Teaching children about road safety

Last week, Gerry Helmink, Administrator at the Evening Desk in 's-Heerenberg went to primary school 'De Woelwaters' in Uift (NL). During the traffic week he gave explanation to kids from Group 7 and 8 about specific transport issues, such as the dead angle and road safety.



## Our Team – Martin Devereux

I'm confident many of you reading this will be scratching your head wondering where the year has gone. Christmas and the never-ending summer, or winter, are but distant memories and we are already staring down the barrel of the silly season.

Across our business we now have fully operational training teams working in four regions: Europe, Australia, New Zealand and the USA. Whilst each of these teams is in a different stage of their development they all share the same motivation of developing our team and therefore our business.

We are working hard on developing a common language with our sales and our leadership training. Our Australian and New Zealand sales teams are all currently learning from the same framework and discussions are underway with our USA and European teams to extend this in those regions also.

Likewise our leadership framework is taking a similar structure globally. Other than Outward Bound we are also delivering a common leadership programme through TMS (Team Management Services). We have worked with TMS in New Zealand for over 13 years but we now work with them in Australia, shortly in the USA and potentially in Europe next year. These two programmes complement our current Team Leader training which is now in operation in New Zealand, Australia and the USA. Asia and Europe are the next areas for our teams to focus on developing.

### New Zealand – Rachel Hustler

It has been another busy but rewarding time where the training team have been delivering to all New Zealand branches Andrew Coulton's forklift roll over story. The sessions are geared towards raising awareness and taking ownership of



**Australia TMS Course**

*Back Row (L-R): John Richardson (TMS Facilitator), Corey Braid - MFAO Sydney, Kris Williams - Chemcouriers Sydney, Grant Draper - MFAO Australia, Colin Vearer - Chemcouriers Brisbane, Mike Reid - MFT Sydney, Steve Phillips - MFT Adelaide  
Front Row (L-R): Kris Maddaford - MFL Prestons, Paul Fraser - MFL Brisbane, Ogi Vuksanovic - MFAO Brisbane, Steve Butler - Owens Brisbane, Samantha Ward - Training Team, Ashley Taylor - MFT Brisbane, Peter Robinson (TMS Facilitator)*



**New Zealand TMS Course**

*L - R: Peter Robinson (TMS Facilitator), Trevor Mitai (Chemcouriers Auckland), Rhys Stunell (MF Logistics, Westney Road, Auckland), Megan Stallard (MFT Wellington), Matt Dalton (MFT Wellington), Tracy Curtis (Daily Freight Auckland), Mike Munns MFT Auckland), Louise Warren (OT Auckland), Charles Simpson (MFT Masterton), Elaine Wong (MFAO Christchurch), Giovana Tabarini (MFAO Perishables Auckland), Shane Williamson (MFAO Tauranga), Joylene Malofie (OT Auckland), John Richmond (TMS Facilitator)*

health and safety in our workplace regardless of which area of the business the team are in. Our goal is to get all team identifying and finding solutions to dangers in the workplace.

These sessions have been well received and our teams are starting to understand the impact they can have as individuals on making their workplaces safer. It has been very rewarding seeing our teams identify issues and then develop the

solutions to fix them as well. Whilst not all safety issues are able to be fixed by our team the reality is the majority of factors which lead to a safe environment are in the hands of our team.

Over the next few months our team will be delivering new, mobile, training programmes at your branches. Courses such as “load restraint” and “loading mezzanine

## Australia – Shona Taylor

Being united as “One Mainfreight”, understanding the power we have in the market place with all brands working together and understanding each part of the supply chain is imperative for our 100-year vision. Within Australia there has been a big push on educating our teams on who we are in an Australian context.

For our business to succeed we must empower and encourage our teams to make decisions and contribute as much as they can. Stable and knowledgeable team members are fundamental to our success as is the creation of an environment where people wish to develop themselves and their teams. Our culture is a great culture and stronger than most realise.

In the past six months our teams have delivered training programmes to assist our teams to better service their internal, and external, customers. Domestic and International induction programmes continue to be delivered and we anticipate our first Logistics induction course later in the year also.

Safety has been a big focus thus far and specialised load restraint and chain of responsibility courses have been delivered on-site in our branch environments.

floors” will take place in your branch with your equipment and with your freight. Whilst our induction courses continue to educate our team on “the way we do things around here” the need to provide more regular operational refreshers is equally important.

The final objective our team is focusing on is cross training themselves to further add value to

These have been well received and it is evident our team appreciates the investment in them and their development.

During the next six months we will be concentrating on how to run our “Positive Action Team” Meetings in the most effective way. These meetings are the most powerful way to improve and sustain the quality in our business. The meetings allow our team to identify an issue, provide a solution and implement a change that will improve our business and our quality and service to our customers. Communication is key in any business; excellent communication can be the difference between gaining,

our business. Erica and Alexia are currently educating themselves on a different aspect of the business so as to allow them to swap roles in 2014. The intention is for Alexia to focus on our Transport business and for Erica on our Logistics business. This decision will move both Erica and Alexia out of their comfort zones and expose them to different parts of our ever-changing business.

keeping or losing a customer. The perception of our reputation and service is the difference between being ordinary or great.

This year we have introduced the sponsorship of two more Books in Homes schools; this takes us to seven sponsored schools in Australia, a total of 1,486 children. We welcome Broadmeadows Primary School in Melbourne and Matraville Soldiers Settlement School in Sydney to the Mainfreight family. Thank you to the team members around Australia who have participated in the Book Giving Assemblies; the Books in Homes and our schools appreciate the effort you all put in.



Broadmeadows Primary School – enjoying their books

## USA - Raewyn Glamuzina

Here in the USA, our training programme has been focused on the following:

**Mainstreet**, our new domestic platform which is set to go live June 10. Led by John Eshuis, his team has worked tirelessly for many months behind the scenes, which has culminated in recent video, webinar, face to face and Q&A training sessions for our Domestic teams. This has all been critical as our team build up knowledge of, and confidence in, the use of and understanding Mainstreet to ensure a successful roll-out.

**Cargowise**. Mark Neumann has had an integral training role as Mainfreight Air & Ocean USA began operating under the global Cargowise single database system. Mark recently spent a week in Melbourne with Rob Cotter and his team as they continue to develop global uniformity in the use of Cargowise. Currently Mark is working on training in Global Workflow Milestones and Order Management that will continue to enhance the service we offer our local and global customers.

**Audits**. Our Air & Ocean audit is now underway after some revision.



*Domestic Induction and Mainstreet international guests enjoy lunch in Carson*

Changes have been made to ensure we concentrate on measuring processes and safety issues that are relevant and important. Our Domestic audit is currently under review to align with our new operating system Mainstreet. We will utilise the audit results as training needs analysis as we strive for continuous quality improvement.

**Graduate Recruitment**. We continue to see great interest shown in our graduate programme. As we welcome our new team members it has been fantastic to hear how our unique culture, our ability to offer true career opportunities and our graduate website has made us stand out from the others. We need to become more visible, increase our

brand awareness and become an employer of choice. To this end we continue to form strong relationships with local colleges and begin to attend on-campus events.

Early May saw the introduction of our first Team Leaders workshop held in LA. Over two days our team engaged in discussion, worked together in break-out groups and developed their plan of action towards becoming a great team leader. The feedback received was extremely positive; our next course will be Chicago in August.

We continue to provide our group "Welcome to Mainfreight" and "Easy to do Business With" training sessions as we travel. I look forward to seeing you soon!

## Europe – Anke Caspers

In developing our teams in Europe we use the FARE approach. Last half year this has resulted in the following activities.

**Find**: we are known by people interested in entry level career opportunities. Our efforts to promote these career opportunities have seen our team attend careers events, participate in internships and apprenticeship and also host organised in-house days in 's-Heerenberg and Ostend to see who we are and what we're doing,

**Attract**: we offer guaranteed development. Empowered by our "promote from within" culture

our management trainees have participated in a two-day leadership experience involving internal and external coaching and project work. Whilst not new to our business this is seen as a differentiator by potential team members.

**Retain**: we have a strong learning environment and this year have delivered, and supported, personal development training, forklift and hazardous goods training, systems training and also leadership training for our Branch Managers. At this stage this has been a focus for our NL managers but we anticipate the involvement from other European managers in the future.

**Energize**: we challenge personal boundaries and have encouraged our team to continue their learning and development. So far this year we have seen six of our team experience Outward Bound, have actively involved our teams on structural changes within our business and worked very hard to aid them in learning about our unique culture.

We will strongly move forward with our mission: *to empower leaders building high performing teams that deliver outstanding results.*

## Working Abroad – Some Insights from our Team Working Away from Home

### Europe Exchange: “Amazing Experience” – Akash Varma

I have just returned back home to New Zealand after an exciting year with the Logistics team in Ostende, Belgium. The experience was a real eye opener especially considering the size of the Daikin account and the service that we provide for them.

It was awesome working within a different culture and being involved in some exciting projects over the past 12 months. The variation of work was challenging. I worked on redesigning warehouse layouts, making processes more efficient, leading within the team in the operation and being involved in a WMS changeover. It allowed me to achieve one of my goals of getting a real understanding of how things operate in the MARC CS system and in Wim Bosman Logistics. The team I was involved with exemplified the Mainfreight mantra of hard work, with an unbelievable attitude and working at times crazy hours “to get the job done”.



*Akash at Nou Camp Barcelona FC*

I was lucky enough to get some travel in and visit some amazing cities during the exchange. A few highlights include visiting Marrakech, Berlin, Barcelona, Disneyland Paris and watching Manchester United play at Old Trafford.

The team in Ostende were fantastic hosts and a great group to work with. I would like to thank them again for their hospitality and for

really making the exchange one of the best experiences of my life. I am now ready to join back up with the team in New Zealand and apply what I have learnt from the past year. I would recommend the opportunity to anyone interested in immersing themselves in a new culture and team environment, with the proviso that it is definitely not a holiday.

### Lucy Partridge – European Training Team

I am wearing my moon helmet, eating the unknown and navigating my way around this unfamiliar terrain. Oh no, wait – it’s just another day in Europe! I have been here six months now but sometimes feel like I am on another planet. A planet where you can get into the wrong side of a car and drive to a new country. A planet where it’s ok to have chocolate pastries for breakfast and a planet where the term ‘sweet as’ means nothing.

So this means adventure. There is adventure in the smallest things – going to the supermarket used to take me an hour while I searched through the unfamiliar brands and figured out what the Dutch word was for everything. There is adventure in going to new places so easily and wandering through their streets. There is adventure in sampling some of the 75 different beers each café seems to have! And then there is Cargowise – the adventures of training Russians, Parisians, Belgians and Nederlanders – each with their own processes, regulations, values and approaches. The adventure so far has been an awesome ride – bring on the summer edition!

*Lucy Partridge fits the clog! Despite the common assumption, no one wears clogs!*



*Lucy in Paris*

## Technology – Kevin Drinkwater

One of the highlights of the year to date was one of our former IT team members winning the 2013 Australian Branch of the Year Award. Wayne Harris was a long time team member of IT, firstly based in Auckland from 2000 and then in Melbourne when he transferred to the Australian IT team in 2003. Wayne was looking for new horizons and it was suggested that his sharp analytical brain might be suited to our Logistics business. So after a bit of consideration, and might I say doubt about the ability to transfer from bits and bytes, to cartons, pallets and racking, Wayne took on a 3 month trial move to get a feel for life in logistics. He succeeded with flying colours and was so successful at picking up the concept he was quickly thrust into the role of branch manager at Noble Park – a branch which was, at best, limping along. That was 18 months ago and the branch has had such a turnaround in morale, performance and profitability that this year they won the most coveted award against all Australian branches - the Australian Captains Bat, the Trophy for Australian Branch of the Year - a well-deserved BOTY win.

Our IT teams take great pride and satisfaction in Wayne's achievements.

It also serves as a lesson that any of us can succeed in any part of the business with the right attitude. Since the beginning of IT in Mainfreight we have had a large proportion of the team hired from within the operations of the businesses. This has given us a wonderful advantage, as so many of the team know what it is like to actually do the jobs that many of our system users are undertaking.

This however is the first time that anyone, other than perhaps myself, has gone from IT back into the business. I would like to think that there will be more of our IT team that will be attracted back to the business



*L - R: Wayne Harris is congratulated by Kevin Drinkwater (left) and Rene Van Houtum GM of Logistics Australia, after being presented with the Australian Branch of the Year Trophy for 2013.*

side. There are great advantages for everyone when this happens as you take a great understanding of our systems to many within the business and you get to understand more of the business.

So let's not think of going into IT as a one way street!

This is also worth considering if you are one of our grads or anyone who is highly motivated towards advancement – a spell within the IT team will be very beneficial for you as you progress in the business. For that reason it is our intention to have two rotating graduate positions available within the New Zealand IT team and one in Australia for a minimum term of six and up to twelve months.

And talking of graduates, I recently had the pleasure of speaking at a Driving Force forum. These forums are organised and hosted by the New Zealand training team and held on a regular basis. They are attended by many graduates but are open to anyone in the organisation who

wants to know what is going on and/or advance in their career at Mainfreight. We had a great turnout and lots of good questions. We encourage other countries to invite

someone from your IT team to present from time to time.

We have been impressed by branches which take similar initiatives and recently presented at one of CaroTrans Los Angeles's lunch and learn sessions. It is a good chance for the team to be updated on the direction and latest innovations in out technologies plus it gives them the opportunity to tell someone from IT about any issues they may have with the systems.

Whatever the session it never surprises me how often team members bring up issues that have not been notified to IT or remain unresolved. We really want to know the things that are inhibiting, or making you less efficient, in your jobs. Most of the time

issues boil down to two reasons – either the system needs to be improved or the training needs to be improved. So if you have any issues please ensure the appropriate person in your branch and/or IT is aware of it and you get feedback as to where it has been placed on the priority list. If you don't get that feedback from your IT team, in a reasonable timeframe, you are welcome to let me know.

Do remember that we have a large number of young people in our business who have significantly more under-utilised intellectual capability than many of us. We need to stimulate them more mentally by giving them some projects to undertake, individually or in teams, outside their normal duties of loading, picking orders, customer service and sales. Australian Logistics has adopted this approach recently and some of the ideas that have come out of these exercises have resulted in significant improvements and cost savings.

## Server Replacement in New Zealand Complete

Our entire central computing hardware, which serves Australia, New Zealand and other parts of the Mainfreight world, was replaced during a period of three months beginning last Christmas, with no disruption to the business during normal working hours!

A big vote of thanks needs to go to David Hall and his team for excellence in planning and

execution, in what amounts to the equivalent of open heart surgery while the patient continues to walk, run, jump and do everything else they are used to doing. And at the end of the operation they suddenly have boundless extra energy and brain capacity!

Disaster Recovery has been tested with the new equipment and worked successfully.

Dave and his team have only achieved this success through working an incredible number of hours during weekends and at night. We relied a lot more on our own team to do the implementation this time, which has given them very valuable experience and improved their skill levels.

Well done!

## Mainchain Global

As the balance of our Group's customers and revenue moves more to the Northern Hemisphere we are presented with bigger challenges in how to deliver our technologies.

The centralisation of Cargowise, our Air & Ocean system, to Chicago, was the first initiative in this area. The first six months of its use has proven what a successful strategy this has been.

We have now turned our attention to globalising Mainchain, our customer portal that is used all over the world, to ensure customers experience the best possible speed

when they look at their information. As the main operational databases holding this information are in the country where the customer resides we have had to take the opposite approach to Cargowise and decentralise Mainchain.

The first stage in this is to have three instances of Mainchain running around the world – the current one in New Zealand will be supplemented by servers in Europe and the USA. This will mean that customers will be sent to the closest server wherever they log on from. So not only will a European customer use the Netherlands based server but an Australian

customer visiting Europe will automatically be directed to the Netherlands server to give them the best speed.

This strategy is important as Europe and the USA have the fastest growth rate of new Mainchain users and it is proving to be competitive edge in these markets – even against our largest competitors.

Overall we now have over 14,000 registered Mainchain users and we have over 5,000 customers logging on to it on a daily basis. It is pleasing to know that a concept devised in 2002 continues to be an enabler for our customers.

## Our Online Face - Brett Horgan

Every month our sites and portals worldwide receive over 240,000 visits from customers looking to find out more about what we can offer them, or to use our online tools. These customers and potential customers see us online more often than any other way. So it's crucial that we treat our online presence as the face of our business.

### Mobile Responsive Design

The way we use the web has changed dramatically in recent times. Now with thousands of website visits from mobile devices each week, we need to make sure we are easy to deal with even on

the smallest screens. To improve this experience for these customers we've used a design principle called "Responsive Design". The page detects how big the customer's screen is and automatically rearranges the content to fit - the

menu collapses down and the side columns will stack on top of each other to make more space for the core content. Next we'll make improvements for wide screen users.

Web Layout

Tablet Layout

Mobile Layout



## Speed

We've made an effort to reduce the time that customers have to wait for pages to load. With on-going refinement our page load times are now 40% faster than last year!

## Mainfreight Automotive and Online Shopping

Our Kiwishipping / Mainfreight Automotive business offers retail customers a means to import goods and vehicles from the US where they can take advantage of lower prices or greater selection. There is much online business to be gained here and we have created websites for both Automotive [www.mainfreightautomotive.co.nz](http://www.mainfreightautomotive.co.nz) & [www.mainfreightautomotive.com.au](http://www.mainfreightautomotive.com.au) and online shopping with [www.shopus.co.nz](http://www.shopus.co.nz) to target the growing number of online purchases being shipped from the US.

## Online Booking and Estimate Improvements

Our Cash Sale Online Booking and Estimate feature had a major upgrade in 2012 after a lot of research and customer feedback. It's a tough act to balance our operational needs with ease of use for a customer who may be completely unfamiliar with freight, but we now get very positive feedback from users. Since the upgrade we've been fine tuning it with a bigger goal in mind, and soon this will be available in Australia too.

## Europe

Working with our brothers and sisters in Europe we're currently working on getting more of our online resources onto the same base technology. Soon you'll be able to check out:

[www.mainfreight.eu](http://www.mainfreight.eu) and [www.mainfreightautomotive.eu](http://www.mainfreightautomotive.eu).

## Email Notifications

We've just kicked off a project to upgrade the emails that our various systems send out. These go to customers, receivers, our own team and third parties to alert them of delivery status, as packing slips, issue notification and dozens of other purposes. For a long time these emails have been fairly plain and not all that clever when it comes to wrong addresses etc. We're tackling this with an overhaul that will put out consistent, nicely branded (for every brand) emails with all sorts of clever unsubscribe and contact options to be really easy to deal with.

## Brand Sites

Chemcouriers and Owens websites are on their way for Australia and New Zealand! We are creating new images for the site and are intent on working closely with the branches to come up with the right content. While the look and feel of these sites is important, it is the words on the page that are the effective sales tools and useful resources for our customers.

*Chemcouriers site*

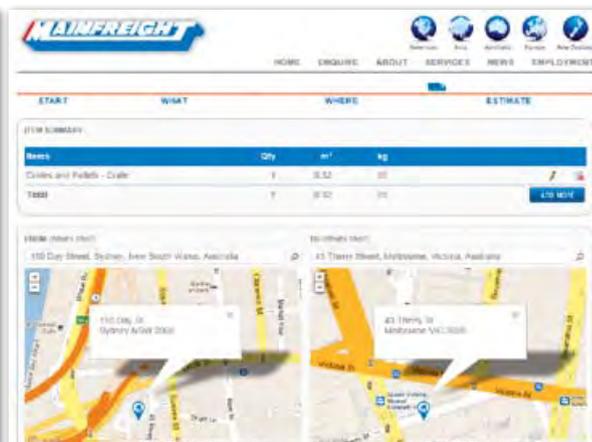


## Business Driven and Sales Focussed Content

With an emphasis on driving sales we now deliver customers to our contact information over 50,000 times a month. On a day to day basis this mainly revolves around the content of the websites – making sure the pages are constructed in such a way as to rank well in search engines, presenting a compelling sales pitch to readers and providing an appropriate call to action for each service (contact details/book online etc.).

If you've ever thought that our customers are missing out online please email us your ideas at [webmaster@mainfreight.com](mailto:webmaster@mainfreight.com)

*Address validation for online customers*



## Next 6 months

Another big second half of the year lies ahead for the IT team. We have already proven we are more than up to it! Thanks once again for some incredible efforts.

## EU Infrastructure Update - Steven Depuydt

The last couple of months we moved a lot of team members:

- **The Netherlands:** We moved almost 180 team members from the forwarding department in 's-Heerenberg (due to reorganization).
- **The Netherlands:** On March 27th we moved our Airfreight team members to a new office on the airport of Schiphol.
- **Belgium:** We moved the team members from the forwarding department in Oostende (due to reorganization).
- **Belgium:** In August, Belgian Airfreight team members will move to a new location.
- **France :** We moved the team members from the forwarding department in Paris (due to reorganization).
- **France:** From April 1st we have a new Airfreight branch on the airport of Charles de Gaulles in Paris.
- **Finland:** We moved our office from Hamina to Kotka.
- **Russia:** Team members in St Petersburg moved to a new office (in the same building).
- **Poland:** Recently, we went twice to Poland. First to have a look what and how we can connect these two branches to our network. Since then Emile and Jelmer have visited again to renew the network infrastructure. This is the first step to take these branches on board. In the past they had their own non-Wim Bosman network.

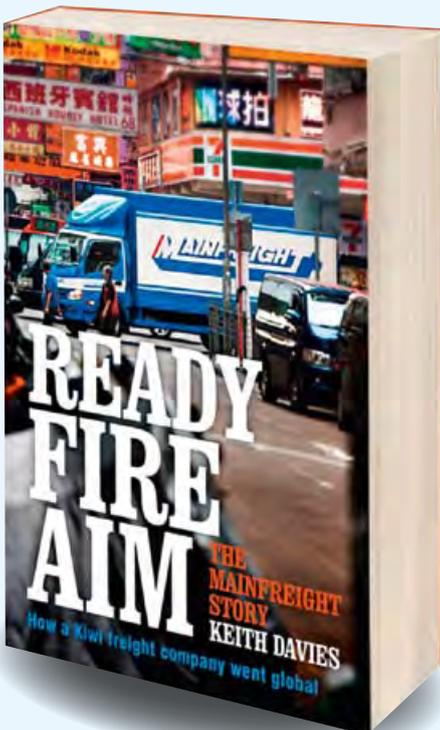
As expected, the team carried out extensive testing at each of the sites to ensure there were as few problems as possible with all the changes. Going above and beyond the call of duty, at times their testing was extended to include the cafeteria and cafes (in France) and the local vodka (in Poland). Such dedication is truly admirable!

It certainly wasn't the easiest year to be travelling around. We have just had one of the roughest winters in years with some very low temperatures and also a lot of snow. Check out these photos!



## Ready Fire Aim

That's the book title of the new Mainfreight history to be published in August – marking the Company's 35th anniversary.



This is the story of how our company was built on the belief that With Passion Anything is Possible. Go anywhere as long as it's forward. In the process we revolutionised transport in New Zealand and then took our message to the world.

Ready, Fire, Aim contains a much reduced and revised version of the earlier history, With Passion Anything is Possible and then goes on to trace the company's growth through acquisition. From the early days there was a vision to expand but as Mainfreight could not afford to buy flourishing, profitable businesses we bought ones in need of radical surgery.

And did it all go smoothly?  
Of course not.

This is a book that makes it clear Ready, Fire, Aim is no mere slogan. It is a Mainfreight way of life laid bare by a thorough examination

of success and failure; the development of our unique culture; and what is described as the single most empowering moment to date - to think of ourselves as a one hundred year company. Now anything is possible.

Written by Keith Davies, who authored the earlier edition, the book is described by publisher Random House as 'an illuminating, entertaining warts-and-all exploration of Mainfreight's remarkable journey from a small transport company at the bottom of the world to a truly successful global logistics company'.

Ready, Fire, Aim is the story of how we, the men and women of Mainfreight, did it.

The book will be distributed to all team members and will also be on sale in New Zealand bookshops and online as an eBook.

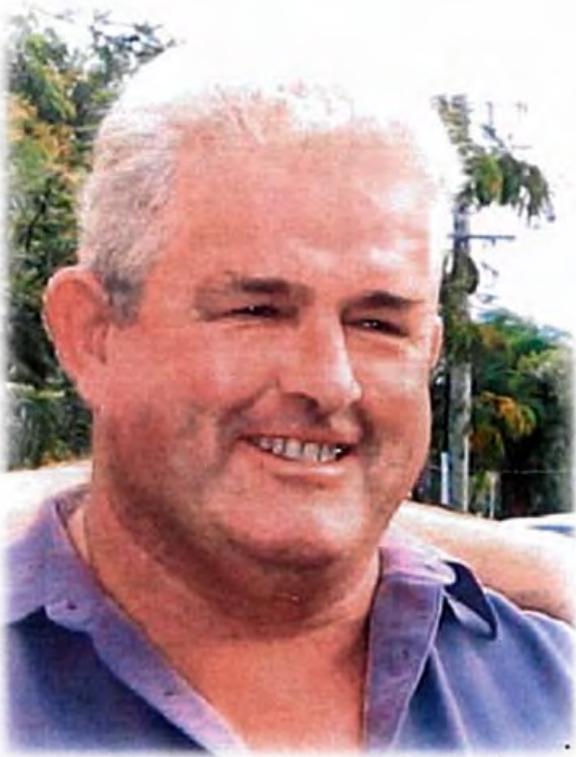
## SERVICE ACHIEVEMENTS

The following members of our team have celebrated, or will shortly celebrate 20 years or more with us:

Mike Tapper	45 years	Daily Freight, Auckland
Ken Ganseberg	40 years	Daily Freight, Christchurch
Frans Larue	40 years	Wim Bosman Logistics Geleen
David Priestley	40 years	Daily Freight, Wellington
Paul Dieker	35 years	Wim Bosman Transport 's-Heerenberg
Carl Howard-Smith	35 years	Mainfreight
Fons Keijser	35 years	Wim Bosman Transport 's-Heerenberg
Bruce Plested	35 years	Mainfreight
Ala Aiono	25 years	Mainfreight Metro Wellington
Alan Allport	25 years	Mainfreight Tauranga
Hedy Berntsen-Hendriksen	25 years	Wim Bosman Forwarding 's-Heerenberg
Charlie Camenzind	25 years	Mainfreight Hamilton Owner Driver
Rob Cotter	25 years	Mainfreight IT Melbourne
Marcel Destreel	25 years	Wim Bosman Logistics Geleen
Marcel Duvigneau	25 years	Wim Bosman Forwarding 's-Heerenberg
John Kawau	25 years	Mainfreight Auckland
Sue Moses	25 years	Daily Freight Auckland
Allan Murray	25 years	Chemcouriers Auckland
Allan Niethé	25 years	Mainfreight Auckland
Frank Overgoor	25 years	Wim Bosman Forwarding 's-Heerenberg
Guido Roes	25 years	Wim Bosman Overslag 's-Heerenberg
Barbara Vincent	25 years	Mainfreight Wellington
Mike Dunn	20 years	CaroTrans CFS Auckland
Glenn Eranger	20 years	Mainfreight Dallas
Deborah Hendrix	20 years	Mainfreight Dallas
Nick Hyde	20 years	Mainfreight Taupo
Pat Kirwan	20 years	Mainfreight Phoenix
Mary McCloughen	20 years	Owens Auckland
Alby Mahuika	20 years	Mainfreight Wellington Owner Driver
Roger Mortier	20 years	European Freight Services bvba Ostend
Kerryn O'Neill	20 years	Mainfreight Napier
Catherine Simmons	20 years	Mainfreight Air & Ocean Tauranga
Eric Taylor	20 years	Mainfreight Logistics Hemmant Brisbane
Franck van der Heyde	20 years	European Freight Services bvba Ostend
Wim Verpoort	20 years	European Freight Services bvba Ostend
Estelita Vincent	20 years	Mainfreight Transport Clayton Melbourne
Rob Williams	20 years	Mainfreight Auckland
Anita Seegers	20 years	Wim Bosman Forwarding 's-Heerenberg
Angelique Stefas-Vinkenvleugel	20 years	Wim Bosman Forwarding 's-Heerenberg

Thank you for your loyalty, dedication and hard work. What an achievement!

## Bereavements



### Dave Leon Mainfreight Perth

Dave Leon, one of our much admired owner drivers, passed away on Thursday 22nd March after a short illness. Mainfreight Perth is coming to terms with this loss of such a gregarious gentleman, someone who always had a joke, no matter how bad it was; could have you enthralled with one of his many historical stories; loved speaking French to the office ladies and he will be sadly missed by all of our team members.

Au revoir cher ami.

### Robin Jago Mainfreight Palmerston North

Owner driver Robin Jago passed away in late May. Robin was a Mainfreight owner driver for 25 years and loved what he did. He loved his trucks and his team, the gear always looked like it was bought yesterday. He always loved having a bit of fun and we will all miss him, the depot is certainly a little emptier without him here.

Rest in peace, mate..



## Mainfreight Excellence

Each year we hold meetings for our Sales teams and Branch Managers in our various countries/regions of the world, and as part of this we honour outstanding performance by giving various awards for sales achievements (with the ultimate award being for Salesperson of the Year) and for the best performing Branch of the Year.

In the past these achievements have been highlighted in the individual business reports, but our ultimate goal once all our regions are following a similar methodology, will be to then crown an overall Branch of the Year for the global business – a spectacular goal for any of our 226 branches everywhere in the world!

And so, we have collected the award winners here together in one section – Congratulations to all of you. Your efforts and successes are inspirational and are what make this Company special!

### New Zealand

#### Branch of the Year

Branch of the Year in New Zealand was awarded to Mainfreight Wellington – a fantastic result for the Wellington team who have only been in their new purpose-built facility since the end of 2011.



*Nathan McEldowney, Mainfreight Wellington Branch Manager, with the well-earned award of New Zealand Branch of the Year and a swag of Pledge plaques for the many Wellington brands*

#### Franchise of the Year

Our four New Zealand franchise operations - in Gisborne, Greymouth, Timaru and Cromwell - all compete fiercely for the honour of being awarded Franchise of the Year. This year, for the third year in a row, Mainfreight Gisborne (Dave & Elaine McLauchlan) has taken the prize – a fantastic result.



*Carl George presents Dave "Kooka" McLauchlan with Franchise of the Year award*

#### Salesperson of the Year

Hamish Quinn is proof that with passion and the right attitude, anything really is possible. Hamish is extremely passionate about our business and our customers. Building on his extensive operations background, he has developed his sales skills and knowledge across our service offering and is now regarded as a "trusted advisor" to many customers. His ability to relate to a wide range of people has resulted in him growing his existing customer base and developing significant new business for the Mainfreight Group.

#### Other Sales Awards

Domestic (Transport and Logistics)

- Most Call Numbers:  
Henry Whyte, Mainfreight Christchurch – 1,683
- Most Billed Sales:  
Ryan Smith, Owens Auckland – \$1.1 million

Air & Ocean

- Most Call Numbers:  
Paul Lowther, Air & Ocean Auckland – 1,041
- Most Billed Sales:  
Sonia Taylor, Air & Ocean Christchurch – \$1.4 million



*Hamish Quinn, New Zealand Salesperson of the Year with the Jonathan East Memorial Award*

## Australia

### Branch of the Year

A milestone for Logistics Australia was achieved during the traditional Branch Manager dinner. For the first time, a Logistics branch was proclaimed Branch of the Year! The honour went to Noble Park, showing great results in all areas: revenue growth, profit growth and improved quality. Well done and congratulations to the Noble Park team!



*Aladin Basic (Sales Manager of the year), Kevin Bradley, René van Houtum, Wayne Harris (Branch Manager Noble Park) and Brad Greer after proclaiming Noble Park as Branch of the Year.*

### Sales Executive of the Year

During the Sales conference in February this year, Aladin Basic was proclaimed Group Sales Executive of the Year! Until September 2011 Aladin was Branch Manager of the Logistics Noble Park branch in Melbourne. Coming out of his "comfort zone", he transferred successfully to a business development and account management role and is now managing a couple of key customers while acquiring new business.



*Rodd Morgan presents Aladin Basic with his Sales Executive of the Year Award, shortly after he received the award for Logistics Sales Rep of the Year from Brad Greer*

### Other Sales Awards

- Mainfreight Transport Sales Rep of the Year Liam Thompson, Mainfreight Prestons (Sydney)
- Mainfreight Air & Ocean Sales Rep of the Year Jessica Hayes, Mainfreight Air & Ocean Perth
- CaroTrans Sales Rep of the Year Jade Fogwell, CaroTrans Brisbane

## The Americas

### Mainfreight USA Domestic Branch of the Year and USA Branch of the Year

Mainfreight USA is pleased to recognize Dallas – Domestic Branch as the Mainfreight Branch of the Year. This is the second year in a row that Dallas has claimed the Mainfreight Branch of the Year award but they had their sights set on the "BIG" award. They wanted to bring the "Born in the USA" Stars and Stripes Springsteen guitar back to Texas. They accomplished their goal and are ready to compete for it again next year...

Congratulations to the Dallas Team!

### Other Mainfreight Branch Awards:

- Air and Ocean Branch of the Year went to the Mainfreight Los Angeles Team
- Independent Contractor (IC) Branch of the Year Award presented to San Francisco

*John Hepworth and John Dunn with the "Born In The USA" Bruce Springsteen Guitar. USA Branch of The Year*



### Mainfreight USA – Sales Person of the Year

Mainfreight USA held our national sales conference in Scottsdale, Arizona from April 28-May 1. We recognized Brian Heidrich from our LAX branch as sales person of the year. Brian was also recognized for reaching the Million Dollar Elite group. Seven team members reached this level – Alan Nadeau- Dallas, Mark McCrory- Houston, Mike Pilgrim - Houston, Scott Eranger- Dallas, Tom Zalesky-Dallas and Peter Burke - NSC and Brian.



L-R: Robert Angstadt, John Hepworth, Brian Heidrich, Tom Valentine

### CaroTrans Branch of the Year Award

Grant Morrison at CaroTrans Los Angeles and his team delivered a solid performance this year and led the company in revenue, margin and profit growth. Sales are up 14.2%, total gross margin is up 15.3% and profits jumped 56.9%. Well done team !!!

Congratulations to Grant and the entire Los Angeles team...this is the second year in a row to capture the title!!



CaroTrans Los Angeles Team with their coveted award

### Salesperson of the Year Award – CaroTrans

Alice Macgregor of the CaroTrans Los Angeles branch was presented with the “CaroTrans Salesperson of the Year” for 2012/2013. Such an achievement does not come easily, and we commend Alice for the hard work and passion she has delivered as a key member of the CaroTrans USA team since relocating from Christchurch three years ago.

Alice is not new to winning awards and showing her commitment to excellence. In 2009, Alice received the “Salesperson of the Year” for Mainfreight New Zealand, while working out of the Christchurch office.

#### Other CaroTrans Sales Awards:

- Revenue Increase Award  
Ryan Cantwell from the Cleveland Branch
- Most calls recorded in On Sale  
Mercy Bitong from the Los Angeles Branch



Andrew Dickie presents Alice Macgregor with her award

### Europe

During the Europe Branch Managers Meeting in February various prizes were awarded, including the prize for the best European branch and the European sales person of the year. The branches that achieved their targets for 2012 were also recognised.

- European Branch of the year 2012:  
Mainfreight Airfreight Schiphol - Mike Ligthart
- European Sales person of the year 2012: Nick Verwey

#### Congratulations target achieved 2012

Wim Bosman Transport Netherlands: Bertil ter Maat  
Wim Bosman Logistics Geleen (NL): Rob Zonneveld  
Wim Bosman Logistics Genk (BE): Rob Zonneveld  
Mainfreight Airfreight Schiphol (NL): Mike Ligthart

**ONCE AGAIN: CONGRATULATIONS!**



The winners L-R: Bertil ter Maat, Nick Verwey, Mike Ligthart, Mark Newman and Rob Zonneveld



*Annabel Mahnke (Director Mexico Business, Mainfreight USA) with NZ Prime Minister, John Key during his state visit to Mexico City*



*Nathan McEldowney, Mainfreight Wellington – always ready to expand his business in new directions...*



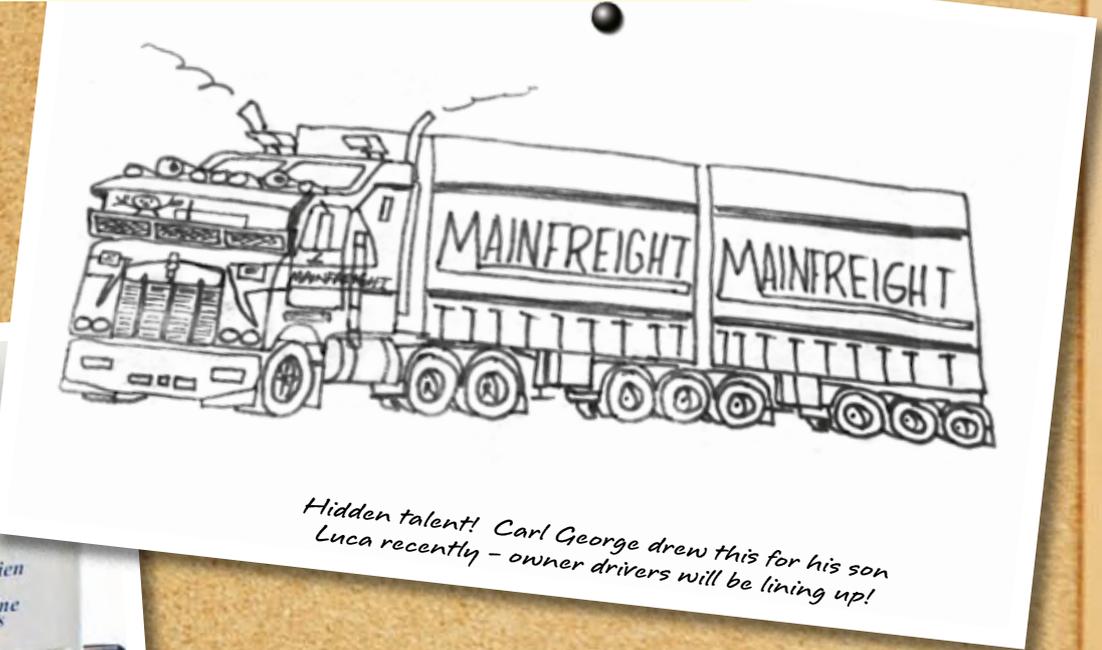
*Bearded Blossom aka Stuart Adam Thorn (Mainfreight Wellington)*



*Thomas Akolo from Bromley School – recipient of the Mainfreight 'Excellence in Attitude' award for his school*



Each of our new facilities that opens is graced with a plaque, with wording chosen by the Branch – this one is Palmerston North's



Hidden talent! Carl George drew this for his son Luca recently – owner drivers will be lining up!



Jaques Niati, Wim Bosman Paris – congratulations on making it onto the Legends Wall!

# Feedback

**From:** Graeme A  
**Sent:** Thursday, 30 May 2013 8:25 a.m.  
**To:** Mike Swindells  
**Cc:** Wayne Ellis  
**Subject:** Marton Delivery

Hello Mike and Wayne,

Please accept my sincere thanks for the delivery of the ANZ bank containers to Marton.

I think the drivers put in an extraordinary effort, in spite of the snow and cold, to get these from Auckland to Marton in time, via Hawkes Bay! That's real Kiwi's for you.

Everything arrived in good condition.

Please let the guys know we are very grateful.

b/rgds,  
Graeme A

**From:** Mitch Gregor  
**Sent:** Thursday, 30 May 2013 17:14  
**To:** AKL01 Sales  
**Cc:** Don Braid  
**Subject:** FW: Apples

See guys... read the great feedback below. Your tickets that you got were worth it!  
Thanks for this... never underestimate the goodwill this creates for our company.

Mitch

**From:** Don Braid  
**Sent:** Thursday, 30 May 2013 17:02  
**To:** Mitch Gregor (MFT AKL)  
**Subject:** Fwd: Apples

Mitch,

This would be one of a number we have received regarding the attitude and appearance of our guys, Jonny and team, can you pass on our thanks and appreciation for their professionalism including how they deal with the boys in blue... we should look after that by the way.

Cheers  
Don

**From:** Bruce  
**Date:** 30 May 2013 3:18:37 PM NZST  
**To:** Don Braid  
**Subject:** Apples

Heh Don

Already munching into my second apple of the day, like a lot of people I guess, every year I ask myself why can't we buy apples like this in the supermarket? Seems mankind are close to discovering the God Particle or Dark Matter, but they can't figure out how to get fresh, tasty fruit into the Supermarket, go figure.

Thanks again and the bucket will go on the yacht where it will give years of faithful service. I did wonder about mentioning if you could get buckets with the lip not quite as sharp, as they have been pressed into service when the toilet isn't usable but I appreciate that is a degree of refinement which would be probably lost on the majority of apple recipients.

Ended up having a nice chat to Johnny Davison and his mate whose name I have sadly forgotten who were on the delivery. What outstanding people, very personable and terrific Mainfreight representatives. They really appreciate the opportunity that Mainfreight has given them and you just know they will repay it tenfold.

Bruce

**From:** Susan S  
**Sent:** Wednesday, 1 May 2013 12:41 PM  
**To:** FX Direct  
**Subject:** Feedback regarding delivery of paper

Good Afternoon

This is also an opportunity to pass on feedback regarding the Fuji Xerox paper delivery person to our office at 151 Queen Street you're Owner Driver Chang Wan Kim O/D 6825. He is amazing! He delivers to all four of our floors, is friendly and obliging and works with incredible speed and efficiency. We are very pleased to be working with him and highly value the effort he puts in each time he is on site at our Queen Street office.

Thank you  
Susan

**From:** Rodney T  
**Sent:** Tuesday, 16 April 2013 07:06  
**To:** Grant Smith; David Tolson Mitch Gregor  
**Subject:** Fw: Exceptional Service

What a neat story - exceptional

**From:** Sharon W  
**Sent:** Monday, 15 April 2013 04:45  
**To:** Shona  
**Subject:** Fw: Exceptional Service  
Dear Shona,

Thank you for taking the time to forward us your feedback regarding the service provided on Saturday.

This was achieved with all Teams involved working together to provide you a solution on the day: Mainfreight, Call Centre and our Albany Home Store.

At Farmers, we work hard to provide "exceptional service" to all of our Customers and in regards to this delivery, it is great to know that the communication between all areas involved ensured a solution for you.

I have ccd in all areas that worked to provide you the service so that TMs involved will be acknowledged and made aware of your "great feedback".

Kindest regards,  
Sharon W

**From:** Shona  
**Sent:** Sunday, 14 April 2013 11:12  
**To:** Sharon W  
**Subject:** Fw: Exceptional Service  
Please pass this message on to all concerned.

I am just writing to thank your Company [and its workers] for the exceptional service we received this weekend. Our daughter was moving house and asked us to wait at the new house for the new bed and couches she and her flatmate had bought from Farmers Albany Home Store. The delivery men were prompt, friendly and efficient. To our horror, the new bed base was too big to fit up the stair case. However, the helpful delivery men suggested we try an obtain a split base for the bed.

So daughter [Jen Schroder] got on the phone using an 0800 number and was able to arrange for a split base to be delivered. To our amazement, this came in a smaller van with two other delivery men an hour or so later. Once again, so helpful and efficient. They not only took in the split base, but set the bed up and took away the large base that wouldn't fit. To our surprise, both teams took away all the packaging which was so appreciated as we already had a ton of packaging of our own.

Your extremely efficient staff helped to resolve a minor crisis for us with a minimum of fuss and I cannot tell you how grateful we are for all their help.

Jen's flatmate [who bought the bed] is a radio DJ and will be retelling this story on his radio show on Monday.

Many thanks once again  
Shona S

**From:** Brett Horgan  
**Sent:** Thursday, 21 March 2013 15:25  
**To:** Nikki Cooper; Carl George; Nathan McEldowney  
**Subject:** Facebook Message



**Feedback on facebook.com/mainfreight**

**Kim H**

Excellent customer service

Hi there

I wanted to pass on how wonderful your Wellington based team are. This morning I went to drop off a large chair in three packages, as I now 40 weeks pregnant this wasn't an easy task. I got to the front door and the sign said to head to reception upstairs, I turned around to head back to the car to call my husband to say I can't do this (everything gets a bit much when you're this pregnant!). A team were in a meeting downstairs and one of the guys followed me out to the car and said to leave the chair packages and the ladies upstairs will help then someone else will unload the chair. I got my 2 year old out of the car and headed up stairs. I was greeted by friendly faces and my wee boy got to watch the trucks being loaded from upstairs in the office, he thought it was great. Everything was handled so efficiently and nothing was a problem. I then drove around to have everything unloaded.

As far as customer service goes you're team are outstanding!

Many thanks, the help I received really made my day.  
Kim

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**From:** Glenn Reed  
**Sent:** Wednesday, 6 March 2013 1:28 PM  
**To:** MFD MEL  
**Subject:** FW: The staff at Clayton branch

Fantastic work team. Not often we get the compliments so please all take the plaudits and pat yourselves on the back

Thank you

Glenn

(PS – no I don't know this lady nor did I ask her to write this)

**From:** Heather C  
**Sent:** Wednesday, 6 March 2013 13:02  
**To:** Glenn Reed  
**Subject:** The staff at Clayton branch

Dear Sir, I just wanted to write to say how impressed I was at how helpful your staff were yesterday when i came in to collect my little shed. From the lovely lady at reception, through to your warehouse staff and your forklift driver, they were all wonderful to deal with.

The whole place seemed to have a very positive atmosphere and I would like to extend my compliments on how great they all are.

Kind Regards,  
Heather Campbell

**From:** Fiona Mcaree  
**Date:** 12 March 2013 9:32:10 PM NZDT  
**To:** Don Braid, Kevin Drinkwater  
**Subject:** Thank you

I know that Alan has emailed you, but I want to say thank you too. Thank you for being such an important part of our Bairds family, and for making us part of the Mainfreight family. I know that I speak on behalf of us all when I say how proud we are, to be part of Mainfreight.

I invited a friend today, who had never been to our school before. I always bang on to her about how great our school is, and how amazing you guys are. She was really emotional today when she saw it all in action. Like us, it has made her question why more companies are not doing what Mainfreight does. Thank you for wrapping your arms around our school and helping us to make it great for our children.

Kevin, I wish you could have seen and heard our parents when you announced the scholarships. Mainfreight have now made possible the opportunity of a very bright future for our children, and our parents truly got the significance. I have thought of a few students myself!

Thank you for the last 20 years. I'm very excited about the next 20!

Take care

Fiona

(Please pass on to Bruce as I don't have his email)

**From:** Vicki P  
**Sent:** Thursday, 14 February 2013 17:05  
**To:** Mitch Gregor  
**Subject:** Great Service

Dear Mitch

I wanted to write and say how very impressed I have been with the service Lee Tuimauga has given me over the last few days.

A quick history of my situation. I arranged collection of a fridge and bike for last Tuesday, 5th February. However, the booking was never actually loaded, so the collection was finally made on Thursday 7th. I was told at this stage that it would leave Auckland that day for arrival in Christchurch by Tuesday 12th. I phoned Mainfreight on Tuesday to check and was told that it did not actually leave Auckland until Monday 11th February. You can now understand how frustrated I was becoming by being let down twice by Mainfreight. At this time I was put onto Lee who immediately recognised what had happened, listened to me and then went about making this problem go away. She emailed "Howie" in Christchurch, copying me into the email and I was kept up to date all through the procedure. Lee did tell me that it would be either Friday, 15th or even Monday 18th that the packages would be delivered. I received a message from my son in Christchurch this afternoon and told that everything had been delivered and all in good shape.

I was thrilled to get this message and I just wanted to say thank you to Lee for making this work. She really understood the situation and put me at ease. She is obviously someone who takes pride in her job and I am very grateful for that. She managed to turn a negative situation into something extremely positive but most importantly she listened and made a big effort to put everything right. She certainly deserves a big pat on the back and recognition.

Once again thanks

Kindest regards  
Vicki P

**From:** Bob D  
**Sent:** Tuesday, January 29, 2013 4:02 PM  
**To:** Michael lin; Vicky Zhao  
**Cc:** Tom Valentine  
**Subject:** Thank you

Dear Michael and Vicky,

Thank you for meeting with me, Wade and Peter last Tuesday. I really enjoyed our time together.

The lunch was fantastic! We are so fortunate to have the two of you looking out for our business in Qingdao. I am enjoying the tea every evening (out of my new tea pot that I received as a Christmas present.)

Whether here in the States or in China, Mainfreight always treats us as though we are much more important than we deserve.

Thank you, again, and best regards,  
Bob

**From:** Oscar Rossini  
**Sent:** Friday, February 01, 2013 8:22 AM  
**To:** Shane Michalick  
**Subject:** Fwd: Thank you

Fyi

**Subject:** Thank you  
**From:** Rick E  
**To:** Johanna Toro, Lauren Queli, Oscar Rossini, Craig Meador

Good morning all – First I want to thank you for the wonderful lunch yesterday. The food was delicious and company was excellent. I waited until this morning to send this because I was trying to organize the flood of thought and emotion going through my mind right now. It didn't do any good. So, let me try to express my thoughts on our Mainfreight relationship. In my career I have dealt with many fine companies who have served me well. And yet there is something very special about our partnership. The service and willingness to go the extra mile that I have experienced with Mainfreight are unmatched in my 45 year career. It is somehow amazing that this grew out of sales person coming in to my place of business and saying "Hi My name is Lauren Queli and I represent Mainfreight. I don't have an appointment but can you give me a few minutes of your time?" It was fortunate for both our companies that she decided to cold call on me, and that she was so knowledgeable. I have enjoyed the help of a very special contact at Mainfreight. Johanna is without a doubt the most attentive and helpful representative I have ever been blessed with. She would stand out even more if she were not surrounded by so many like minded people. Every company I have ever dealt with has come in and told me "Our commitment to service is unmatched in the industry". Mainfreight is the only one who was able to maintain that level of service throughout the relationship. I applaud the company's vision and their unwavering determination to make sure they provide everything that they promised. As I get ready to take a step back and begin to slowly extricate myself from the day to day business, I look back at a long and varied career and feel very fortunate that we had the opportunity to partner with a company like Mainfreight. You are outstanding. Thank you again for everything.

Fondly  
Rick

**From:** Jessica H  
Sent: Wednesday, 19 June 2013 13:01  
To: Hy Goh (Mainline Singapore); Stephanie Goh (Mainline Singapore)  
Subject: MFIAS - Mainline Global

Hi Stephanie

Just want to say a million thanks for your patience and superb customer service. You have been a great help to resolve and clear the goods that were stuck at custom.

Jessica

**From:** Alan W  
Sent: Friday, March 15, 2013 09:53 PM  
To: Stephen Monaghan  
Subject: Acknowledgement

Dear Stephen

Nine days ago we needed a large parcel transported semi-urgently to Wellington.

Thanks to your co-operative and friendly staff the parcel was tracked and delivered undamaged to the correct address on time.

If your organization has a customer service award system, can I please nominate both Kate and Jeanette to be joint winners for their exceptional patience, effort and cooperation.

Thank you

Regards  
Janeen and Alan W

#### Feedback posted on Website

I just wanted to say thanks to your Levin driver on 25 March who was fantastic when dropping off big insulation bales at my elderly father's place before I went down at Easter to install them. The driver was fast and really obliging, and did a great job. Please pass on our thanks.

Rob H



#### Feedback on [facebook.com/mainfreight](https://www.facebook.com/mainfreight)

**Robyn S**

We received a delivery today of a new lounge suite. Delivered by Northland Mainfreight team. And I have to say they were AWESOME! Not only did they deliver when they said they were going to but unpacked and assembled the suite leaving us with a complete and operating suite. This was all done quickly and I thought they were great. Thank you so much Mainfreight for great service.....not something we see every day!

like · comment · share



Asia



Australia



New Zealand



Europe



USA



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[www.facebook.com/mainfreight](https://www.facebook.com/mainfreight)



**Bruce Plested received his 35-year Service Certificate at the New Zealand Branch Manager's meeting in March**

**CONGRATULATIONS BRUCE!**



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WIM BOSMAN