



Denise and Matthew

A rewarding experience

Earlier this year Mark Germann, manager of our Auckland branch, drove into work and noticed a woman and boy outside the gates looking in.

When Mark asked if he could help, the pair - Denise McKeown and her handicapped son Matthew - said they visited a couple of times a week so that Matthew could look at the "big trucks".

Matthew has a liking for our flash-looking trucks, Denise said.

Mark talked to them for a while and later organised a ride in a truck for Matthew with Operations Manager Scott Phillips. Afterwards Mark said he was surprised at how a two hour drive in a truck could have such an impact on someone. Denise and Matthew left with a Hookers shirt, calendar and pens. Down the track Mark and Scott received the following letter:

"Hi Mark and Scott. Thank you so much for making the day so memorable for Matthew. He loved the day especially since it was in such a big truck! I really appreciate the time taken out of your busy schedules to make Matthew's day, if not month!

"Thank you for the gifts too, Matthew wore the shirt today and was even keen to sleep in it last night. Your kindness was very touching, and won't be forgotten. Warm regards Denise and Matthew."

Doing our bit - for Life Education Trust

As children grow they may face a number of negative influences that can lead to poor health, low self-esteem and abuse of people and substances.

The Life Education Trust is a non-profit organisation which teaches health to more than 280,000 primary and intermediate school children nationwide each year. Linked into the school curriculum, the Trust visits schools in the Taranaki region by invitation, and by Hooker Pacific truck!

Up to three times a week, Hooker Pacific hauls either of the Trust's two mobile classrooms to different schools within the province, says the Trust's chairman Steak Goodin.

"The children are taught about the wonder of life, with the aim of showing them how to reach their full potential," Steak says.

"We do this by taking children on an adventure in a mobile classroom that is equipped with sophisticated sight and sound techniques to capture children's imaginations. Hookers maintain and haul our classrooms for free which is a huge saving to the Trust's operation."



Teacher Bruce Karen and Room 9 children from Inglewood Primary School with Trust Educator Julia McNeil



Allan Henderson

Our man in Manawatu - Allan Henderson

We welcome Allan to the team as Hooker Pacific's new Manawatu Branch/Sales Manager. Allan comes with 20 years of experience in the road transport industry and has comprehensive knowledge in sales, key account and branch management.

Allan has spent most of this time in the lower North Island and we are sure he will be well known to a lot of you in the transport logistics field.

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EDITION NO. 7

CONTAINERS - FASTER, SMARTER AND EASIER WITH WESTPACK



Hooker Pacific's WestPack Manager Les Magrath at Port Taranaki

Hooker Pacific and Port Taranaki's joint on-wharf cargo handling venture WestPack has risen in meteoric fashion since it began two years ago.

Designed to end the need to deliver containers to another site, then unpack or pack goods before returning the container to port, the operation has clearly filled a gap.

Part of being a modern container terminal means you have to provide services above just loading and unloading ships, says Port Taranaki Business Development Manager, Jon Hacon.

"We had no hesitation in forming a joint venture with Hookers. We were both thinking about it at the same time. Great minds think alike. Hooker Pacific had the truck resources, we had the land at the port and we share many of the same customers. We have a lot of empathy

with their culture and they with ours," Jon says.

WestPack, which has both NZ Customs and MAF accreditation, provides professional container packing/unpacking, cargo handling, and storage in a dedicated 5000sqm covered warehouse at the port.

With services that can be tailored to suit customer needs, the operation handles everything from loads of timber, soap, pet supplies, fertiliser, office supplies, heavy cement, motor vehicles and household furniture, to name but a few.

Its advantages are many, such as containers can be filled to their maximum weight capacity and not their maximum road weight limit,

WestPack can arrange shipment and take care of documentation, insurance and customs requirements, and having containers devanned reduces container storage and detention charges.

With five full-time employees, WestPack handles some 200 containers in a normal month and the arrival of offshore drilling rig Enasco 107 in September will see WestPack running at full capacity, says Hooker Pacific's WestPack Manager, Les Magrath.

"With three offshore drilling rigs to operate off Taranaki at the same time we will have to look at expanding our service, with the large amounts of equipment being brought in by contractors to work on these projects," says Les.

That looks like a certainty, due to Taranaki being one of the few ports nationwide with the capacity to cater to the global trend for using big Panamax-sized ships.

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Dear Readers

Thanks for tuning in again. Things have been happening around here lately. During this year we have grown considerably and recent acquisitions have placed our Group at the top end of the NZ Transport Industry.

We not only completed a 100% purchase of 5STAR DISTRIBUTION LTD, but also went on to acquire 100% of the highly respected TRANSPORT NELSON LTD GROUP (TNL). These companies come with good work and great people - we are proud to have them in the fold.

We also bought ACTUS TRANSPORT LTD into the Group. They operate a fleet of specialised Bulk Feed Tankers on major contracts throughout the North Island.

Our total operation now comprises some 500 Heavy Trucks and 620 Trailers, not to mention another 200 Light Vehicles. With a turnover of \$200 million

we are a substantial organisation by NZ Standards. Everyday our 930 people contribute to this successful growth - without them and our clients we would just be a collection of great trucks! This issue will again introduce some of these customers and staff. Enjoy reading about them.

We also cover our WESTPACK operation - a JV with Port Taranaki Ltd. This is typical of the longstanding relationships we have formed over the years. Hooker Pacific and the Port first linked up in 1883 when we were appointed agents for Northern Steamship Co vessels calling at Port Taranaki. Sadly the old Northern S.S.Co has gone the way of most NZ Coastal Shipowners, however Port Taranaki and Hookers remain and are currently working together on several projects which aim to utilise the "Blue Highway" once again. Notable among these is the TNL involvement in the transportation chain for the massive Pike River Coal project - now nearing finality - and we intend to tell you more about this in our next issue.

See you then Jim

5STAR NOW STANDS FOR RATING



5Star management team: (L-R) General Manager Operations – Richard Tyson, Management Accountant – Judy Cattle, Commercial Manager – Glenn Taylor, and IT Manager – Colin Burrow

5Star was formed in 1984, by Hooker Bros, United Carriers Whangarei, Thames Freightlines, Provincial Freightlines and Hawke's Bay Transport, which were all trading into and out of Auckland.

It was designed to avoid the need for five depots, and five sets each of staff, and pick-up and delivery trucks, says Alan, who is also a director of Hooker Pacific.

The company operated for nearly 12 years, then Thames Freightlines and Provincial Freightlines merged, and Hawke's Bay Transport left the group, leaving just three stars: Hookers, United and the newly-merged Provincial Freightlines.

5Star continued to develop, with a warehousing operation, and then in 2001-2002 bought 50% of TNL's shareholding. Today 5Star is flourishing, with 60 trucks (plus 20 owner-drivers), 100 staff, depots in Auckland, Hamilton, Palmerston North and Wellington, and an agency base in Tauranga. The company operates six days a week, except for November and December, when it becomes a 24/7 operation.

"We use Hookers in their areas of the North Island, and the company has a supply agreement with United and Provincial. We also subcontract the South Island deliveries to TNL," Alan explains.

During the hours of darkness when most of us have curled up and fallen asleep, the night staff and drivers at 5Star FMCG Distribution's main depot in Auckland are hard at work getting some 20-25 loads out for delivery.

While an unsuspecting public slumbers, the company is busy ferrying goods throughout the North Island, including some of New Zealand's most popular food and beverages made by the likes of Lion Nathan, Nestlé, Griffins, Sanitarium, Goodman Fielder and Coca-Cola.

Luckily, quantity and quality go hand-in-hand in this company, with staff and managers big on attitude and big on service. Every week 5Star handles between 17,000 and 20,000 pallets, says Alan Terris, Managing Director of 5Star, in an attempt to convey the sheer volume and magnitude of this operation.

"It's great," Alan says of the workplace culture. "We're hands-on, very customer-focused and we have a can do, will do attitude. The staff are very, very valuable assets to the company."



A 5Star Truck loads up with Lion products

WestPack, continued from page 1



(L-R) Les Magrath with Port Taranaki's CEO Roy Weaver and Business Development Manager Jon Hacon

The harbour is now one of the four deepest container ports nationally following a dredging programme completed in late June. Its new depth of 12.5 metres accommodates Panamax-sized ships, and Port Taranaki has resource consent to dredge down to 14m if required, which would make it the country's deepest, says Jon.

"There are 13 international trading ports in New Zealand – down from 135 in 1865," says Jon.

"Nine are container ports and the ones that aren't servicing containers are the ones that can't go deeper, because the ships that call are getting larger and larger."

A further ace up the Port and WestPack's sleeves is the harbour's positioning. "New Plymouth is a natural final load port – the last port of call in New Zealand. The other attraction is our natural proximity to Australia. We're undertaking strategies to open up a courier service between ourselves and Australia. All this means increased volumes and increased business for WestPack," says Jon.

A cracker contract



Richard Tyson and Tom Rosentreter

The elimination of paperwork and a can-do attitude are just two things that ensure good teamwork between 5Star and Griffins.

Griffins supply chain manager Tom Rosentreter says the company inherited 5Star as a contractor because Griffins was with Provincial Freightlines when it merged with other trucking firms to become 5Star.

And Griffins is more than happy with the arrangement.

"They've got a can-do attitude and they are very customer-focused," says Tom. "They want to look after us and they want to look after our customers as well."

"Another strength is that 5Star are quite system-enabled. They've got information systems and IT systems that are probably more advanced than most transport companies. We transfer a lot of data electronically to them. It eliminates a lot of paperwork and double-handling."

Griffins, New Zealand's market leader in the biscuit category, has been long-established, having set up in 1854 and overcoming the setback of two factory fires within its first 50 years of operation.

It now has 950 employees within New Zealand. The company has three factories – two in Auckland and one in Wellington, and an Eta "snacks" food factory in Auckland, with the Griffins head office in Newmarket.

New Zealand is its main market, but Griffins also sells various brands in Australia, as well as around the Pacific Islands.

Tom says they have in excess of 400 products, including Mallowpuffs, Snax biscuits, and Toffee Pops – which consumers buy some 20,000kg of weekly.

Griffins operates 24-hours-a-day during the working week and several 5Star trucks are at its Otahuhu warehouse every hour preparing to take product to North Island supermarkets or transferring product from the factories to the warehouse.

The Griffins contract is important to 5Star and accounts for about 20% of its total activity, says 5Star general manager, operations, Richard Tyson.

The voice at the end of the line

Everyone knows his voice, but few Hooker Pacific staff and clients outside of his Onehunga colleagues would recognise Les Banks.

Les is the Auckland dispatcher based at the Neilson St depot. He co-ordinates all the loadings ex-Auckland for anywhere in the North Island. He reckons he can take in excess of 100 calls a day (among his many other chores), and says after all the jaw-bashing at work, he looks forward to quiet evenings.

Les loves the variety and challenges the job brings. "Things like matching up the loadings. The planning of the loads can be anything from a carton to 300 tonnes."

On the weekends, Les is a regular fixture on the RNZAF golf course and also likes a bit of fishing. After a career in the NZ Army spanning 22 years, Les entered the transport industry in 1987 – he's worked at Hooker Pacific for six years – and says he's definitely a man for the office, rather than the big rigs.



Les Banks

Making sure it's cold and on time

Think Speights, Lion Red, Steinlager, Stella Artois, Baileys and Waikato Draught.

And keep on thinking, because these are just some of many mouth-watering Lion Nathan products delivered throughout the North Island by 5Star FMCG.

Lion Nathan is one of New Zealand's largest corporate companies, employing more than 1800 Australians and 1400 Kiwis, and selling a wide range of local and imported beer, wine and spirits, says the company's National Distribution Manager, Bruce Edmunds.

5Star has an all-important role in delivering all Lion Nathan pack, keg, and wines and spirits into all North Island areas outside of Auckland.

"Logistics service providers have regular and ongoing contact with Lion Nathan's customers, who often form their view of Lion based on the performance of its delivery contractors," says Bruce.

"It is important to Lion Nathan that its suppliers are flexible, proactive, constantly looking for improvement and have a dogged customer satisfaction culture."

The relationship between 5Star's original members and Lion Nathan goes back many years, but two and a half years ago 5Star was formed to focus purely on its fast moving consumer goods (FMCG) customers. At that point 5Star only completed warehousing and distribution in Wellington along with deliveries into Waikato and Taranaki.

Lion Nathan tendered the operation last year and 5Star was successful in becoming North Island lead service provider (except Auckland Metro) and began a three year contract last November.

As lead service provider 5Star manages all deliveries and contractors that deliver for Lion. 5Star and its contractors deliver everything from one keg of beer to the Kawhia Hotel to multiple truckloads in to the Progressive and Foodstuffs Distribution Centres. Volumes vary from 1300 pallets daily at peak to 450 off-peak.



Operations Supervisor Tony Ashton (left) with driver Siona Teulilo