

Market leaders in shipping, bulk fuels & gas supply, commercial fishing & horticulture in the Pacific region.

Christmas Best Wishes from Reef

To All Our Valued Customers and Suppliers,

Thank you for your business and support during the year. 2011 has been a difficult year for many in the Pacific, and economic forecasts suggest another challenging year for us all in 2012. The RWC was a highlight and we hope our valued customers and partners who attended the games and the festivities after at the Crow's Nest, enjoyed the experience. Because of your support we have been able to assist many worthwhile social and educational programs and charities during the year including, Lototaumafai School, Papakura Rotary Club, Kiwianas Club, Little Sisters of the Poor, Fred Hollows Foundation, Oceans of Books, Miss South Pacific pageant, Cook Islands Rugby and Okaiocanikart Art Gallery. During the coming year we will strive to improve our customer service, communication and business offering and look forward to strengthening our relationship with you.

May God Bless you and have a safe and prosperous 2012.

Tupa'imanaia Seiuli Phillip McNicholl



Clients from Raro after the final at Crow's Nest.

RWC 2011 Reef hosting proves a hit

What an outstanding RWC 2011 New Zealand and the world recently enjoyed, and for New Zealanders, the tournament was topped off by Captain Richie McCaw lifting aloft the Webb Ellis trophy, the coveted symbol of world rugby supremacy, last won by New Zealand in 1987. Reef Group was privileged to host over 400 valued customers and friends over the course of the tournament both at all Eden Park games experience and pre and post match drinks and food at the Crow's Nest, the purpose built hosting facility situated five minutes walk from Eden Park. The exercise provided an excellent way to thank our many valued customers for their patronage and support over the years, plus bring a wide array of people from a broad cross section of businesses associated with Reef Group together in a fun environment, often ending the evening with karaoke, ukulele and guitars. The occasions were full of colour and frivolity with guests proudly representing their teams with much colour, fun and friendly banter. For Reef's many customers and friends based in the Pacific it was a wonderful opportunity to see their own teams run out in a RWC fixture at Eden Park. For the majority of guests who supported the All Blacks, the party went late in the evening especially after the epic final with France. All in all, whether your team were winners or losers, the Reef hosting experience ensured that the hosting experience at the Crow's nest, were just as much as a highlight as the games themselves.



Samoan supporters celebrate victory over Fiji



Taubmans Paints Patrick Rasmussen and friend with Reef Shipping's Ewen Grant and Shelly Wright at Eden Park

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Lavagas launched in NAURU

Lavagas recently celebrated the launch of Lavagas Nauru with a celebratory dinner attended by local stakeholders and Lavagas Technical Adviser Campbell Hope.

Lavagas has partnered with Reef Shipping's new agent, in Nauru, Capelle & Partner, who have signed up with Lavagas and quickly received their air operated cylinder fill pump system and an 11200kg LPG ISO. They in turn purchased over 500 13kg and 100 45kg LPG cylinders to meet the estimated need of the private and commercial customers on Nauru.

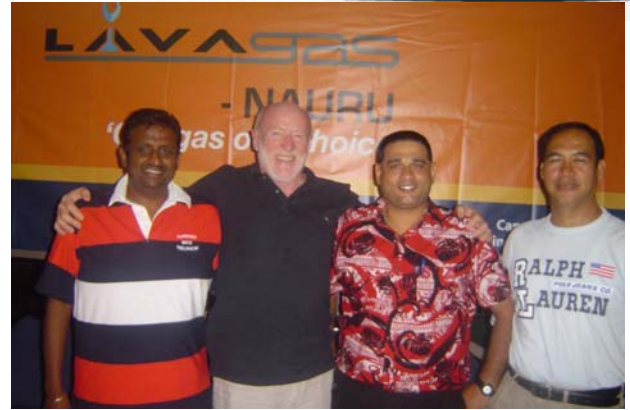
In November, Campbell travelled up and with the help of a very keen team of boys, assembled the system into a purpose built filling shed that would have to be the best in the Pacific. Situated along side the Island's Petroleum Product Tank farm, with security fence and gate house, the building has a full concrete floor, high roof, and white painted slatted walls to let the cool air through. The ISO also has its own concrete base, but quite the hardest job was knocking the 2m earth peg into the hard phosphate rock.

The team of 'LPG' boys all underwent a day's theory training in the classroom before hands on cylinder filling began. Before the official opening promotion each member of the team had filled over 20 cylinders, was very proficient with the safe filling procedure so duly received their 'Fillers Certificate'. Posters and banners advertising the coming of 'Lavagas Nauru' had been put up at strategic locations round the island. Then on my last day, a large marquee tent was erected outside the office of Capelle and Partner, with a speaker system and suitably decorated, plus seating arranged for official guests.

Chris and Anjay, company directors, spoke on behalf of their General Manager Sean Oppenheimer who was over seas at the time, to the assembled crowd, which included the past President of Nauru, his wife and children, before we were entertained by a troupe of island dancers, beautifully dressed in traditional costume. Each attendee was given a raffle ticket and the three lucky winners took away a full 13kg LPG cylinder. Campbell talked about LPG safety and its multitude of uses before demonstrating how to assemble a cooker, connect it to the cylinder and light it. The customary food and drinks were partaken by all and Lavagas Nauru was officially launched. The launch of Nauru marks Lavagas' further penetration into the Pacific bulk gas market having already established markets in the Cook Islands, Niue, Tuvalu, Kiribas, and Vanuatu.



Cylinder being filled



Anjay, Campbell, Rohit, and Crispin in front of their huge banner



The LPG Cylinder Fillers Team with Capelle Management and Campbell at our celebratory dinner



Campbell and the opening ceremony demonstrating how to put a cooker together

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Reef honoured by Rotary

Reef Shipping was recently recognized by The Rotary Foundation of Rotary International for its contribution to supporting the work of Rotary in New Zealand and across, Reef shipping Trade Manager, received on behalf of Reef the "Certificate of Appreciation" from members of the Papakura Rotary Club who were in Tonga as part of a delegation visiting some of the work their branch have supported with the assistance of Reef Shipping.



Ewen Grant, second from right, receiving Rotary's Certificate of Appreciation on behalf of Reef Shipping from members of the Rotary Club Papakura

Reef Management visit Niue

Last week Phillip McNicholl and Geoff Gillott visited Niue for discussions with the Niue Government, local business and staff at Vaiea Farm, reaffirming Reef's ongoing commitment to the people of Niue through its shipping services and Vaiea Farm noni operations. The visit was well received by all the stakeholders in Niue. Below Phillip addresses the staff at Vaiea farm as part of a BBQ put on by Reef to thank staff for their efforts over the past year.



Southern Reef makes large shipment to

In October the Southern Reef was chartered by Downers to load a consignment of machinery in Tauranga to be used as part of their contract to reseal the airport runway at Christmas Island. Loading the consignment required careful planning to ensure everything fitted on the vessel, it very much became a jig saw puzzle. Howard Roscoe from Reef Shipping was on hand to supervise the load. A special mention should be made of Capt Anasa Lalanabarabi who skilfully managed the discharge at Christmas Island. At times sea conditions were such that the ocean swell stopped cargo operations and the vessel had to leave the berth and go to anchor. Port facilities and shore handling equipment are limited at the port in Christmas Island and this tested the skills of everyone involved, however the shipment was handled successfully. In April the machinery will be returned to NZ.



Southern Reef with a full consignment of Downers machinery, steaming to Christmas Island

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Pure Pacifika opens juicing plant in Samoa

Earlier this month Reef subsidiary Pure Pacifika Ltd officially opened the new noni juice processing plant at Vaitele. The Vaitele plant is the cornerstone operation of Pure Pacifika Samoa that also includes a large storage and collection warehouse at Salelologa village in Savai'i and a further storage facility at Asau Village on the western end of Savai'i. The Vaitele operation employs 43 staff both working in the factory and as drivers and collectors as part of a comprehensive collection model. The Salelologa and Asau depots employ 21 staff combined. A further 7 staff are employed at the Letui nursery set up by Pure Pacifika in partnership with the local village. The Vaitele Processing Plant has the capability to process 3 million litres of juice a year and the Samoa operation is set up to collect and store 5000 Tonnes of fruit per annum. The official opening was attended by a number of Government Ministers, local business community and the officiating Reverend Lafaiali'i of the Vaitele CCWS Church. Jacqui McNicholl cut the ribbon to mark the opening of the plant.



Phillip and Jacqui McNicholl celebrating the opening of Pure Pacifika's Vaitele Plant



Rev. Lafaiali'i brings a word of inspiration and encouragement

Pure Pacifika sponsors 25th Miss South Pacific Pageant

Pure Pacifika were privileged to be key naming right sponsors of the Miss South Pacific pageant, hosted by the Samoa Tourism Authority held in Apia in early December. The prestigious event celebrated its 25th year of existence which made it an extra special week of celebrations and competition. For Pure Pacifika the opportunity to sponsor the event provided a great fit with excellent branding and positioning as a new business operation in Samoa but also given Pure Pacifika's wider Pacific business interests. It was also a chance for Pure Pacifika to support and celebrate all that is unique and special about our Pacific women. The event was won by Miss Fiji, Alisi Rabukawaqa. The first runner up was Miss Hawaii, Kawena Ka-Malamalama-O-Nalani Souza, second runner up- Miss Tonga, Liberty Hinalei Afeaki.



Reef Group's ANZ Manger Maikash Ali, with Miss Fiji and eventual winner of the pageant attending the opening of Vaitele Plant



Phillip and Michael with Miss Hawai'i and Miss Cooks

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More RWC 2011 Reef hosting photos



Gary Low and Friends from Fletchers Construction



Mark Glover from Mainfreight, Mad Butcher and Gerry Elbourne.



Kevin Ansell and Martin Round from Davem Worldwide

Reef welcomes new Staff

- Rebecca Sumeran—Customer Services
- Leigh Harland—Container Control
- Michael Gore—Financial Controller
- John MacLennan—General Manager
- David Page—Reef Bulk Fuels GM
- Christine Kloppers—Reef Bulk Fuels
- Toni Goodare—Accounts
- Dora Hamadi—Accounts
- Lucy Sudbury—Accounts
- Tima Alhaddad—Accounts
- Mac Leauanae— Pure Pacifika
- Sabrina Tian—Pure Pacifika

*Merry Christmas 2011 and
New Year 2012
From all of us at Reef
Group .*



*Thank you for your patronage
and support, be safe and
enjoy the festivities... looking
forward to seeing you all in
2012*

