

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

### A Mid-Year Message from Phillip

Dear Friends,  
Midway through the year and so much has happened, what with the BP disaster and natural events around the Planet, you can't help but wonder whether the path man is taking will lead to more distress and unrest. I was recently asked what it is that you enjoy most about your job; my response was "that everyday is different and brings new challenges." However if I was asked what I disliked most about my job I would probably have given the same answer! I now recall being asked the same question a few years ago and answering that the best thing about my job is being able to help other people, particularly those less fortunate. So for me the focus now is to do whatever I can to better the environment and to do more for those in need. To do so Reef needs to deliver quality of service (something which has been a challenge over recent times!) and continue to look for opportunities to better the fortune of our customers. Please let me know where you see opportunities to improve our service or assist you in trade development, for together we can make a positive impact on this planet! Kia Manuia, Phillip McNicholl



### Reef Commences Majuro service

Reef Shipping recently commenced its Marshall Islands service, a significant new step for the company in providing a comprehensive Pan Pacific shipping service. The *Southern Pasifika*, Reef Shipping's 510 TEU / 6030 DWT cargo vessel now services Majuro, offering an 18 day service ex Suva, with cargo ex New Zealand / Australia and Asia being transhipped over Suva. Reef Shipping is also offering an extended service from Majuro to the Federated States of Micronesia (Kosrae/Chuuk/Pohnpei) and Guam.



The Southern Pasifika, now servicing Majuro

### Pure Pacifika Noni at Shanghai World Expo

Pure Pacifika Niue Noni is currently been showcased at the Shanghai World Expo as part of Niue's exhibition stand within the Pacific Pavilion. The Niue Island stand focuses on Niue's unique handicrafts and export products such as noni and honey. Pure Pacifika noni bottles are displayed and juice is available for tasting. The significance of this opportunity for small Pacific economies is highlighted by Bernadette Ganilau, Director of the Pacific Pavilion "this is a once in a life time show case opportunity for the Pacific Islands. This six months window of opportunity presents the Pacific with great global exposure for our people, our countries and products. This is a prime opportunity to showcase the Pacific to the world and to establish the brand 'South Pacific' in Asia, and particularly, the key emerging market of (mainland) China". Seventy million visitors are expected to visit the expo over the next six months.



The Pacific Pavilion at the Shanghai World Expo

### New Member of Reef's "Pounamu Club"

The annual "Pounamu Club" lunch which acknowledges and celebrates staff who have been employed at Reef for ten years or more, was held last month at the Sky City Tower restaurant. This year's event was an extra special occasion with Captain Rupert Fairbrother being officially acknowledged for his 10 year service to the company. Rupert who is Line Manager Operations with Reef Shipping, started at Reef in 2001 and has been an integral part of the shipping team. As always, the occasion was filled with lots of fun, reminiscing and good fellowship.



Latest member of the "Pounamu" Club Rupert Fairbrother proudly wears the "Pounamu" presented to all "Pounamu Club" members Celebrating with fellow members Jill Kupu and Ewen Grant.

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### Supporting the Community –The Reef Way

As this edition of Beyond the Reef highlights, over the last two months, Reef has been as busy as ever supporting a number of worthwhile community projects. It is an integral part of the Reef culture to ensure we play our part to make a difference wherever we can across the broad spectrum of communities we serve. An example of this is with one of our longer existing relationships, *Loto Taumafai* special needs school in Samoa. Over the last 7 years, Reef has contributed to Loto Taumafai's resource needs and hosted the annual Christmas party which brings 500 special needs students together to receive presents and enjoy a special lunch provided by Reef. As we have built this relationship we have become more aware of the acute needs of special these students in Samoa. With such a large number of students with medical conditions such as muscular dystrophy, spin bifida, and other birth defects, these students are largely immobile and extremely dependant on family members to carry them around, simply because they do not have conventional mobility equipment such as wheelchairs. Having become aware of the lack of basic equipment that would enhance their mobility and hence enjoyment of life and lessen the burden on families, Reef coordinated an effort through it's key networks to drum up support for mobility equipment. As a result another Kiwi company, Inter World Ltd (an import-export company based in Takanini,) kindly imported 66 brand new wheelchairs from China. Reef Shipping provided the container to move these and other donated "goodies" such as hospital nappies, portable DVD's (for students who are largely bed ridden) , First Aid equipment for each of the students' families and Reef Freight staff kindly loaded and packed the container to Apia. It has been a wonderful privilege for Reef to assist on this worthwhile project and we wish to express our thanks to the wider "Reef" family for their support.



Michael Jones and Reef freight depot Manager Rhys Tracy-Inglis , receiving the donated first aid goods destined for Loto Taumafai School in Samoa

### Rugby Dinner Event Proves a Winner

The Super 14 rugby season provided Reef an opportunity to host key customers and clients for a night of high octane action-packed rugby at Eden park, complimented by dinner and beverages at the excellent Dominion restaurant, a stone's throw from the hallowed turf of New Zealand's premier rugby stadium. This season, a number of special guests of Reef Shipping, Reef Freight and Reef Bulk fuels, enjoyed a fun night out and the occasion has proved a great success. Reef will be hosting clients to the All Black Eden Park Tri Nations test against South Africa and all of Auckland's NPC home games.



### Reef supports Heart Charity Fundraiser

Reef was privileged to supply two free containers for auction at the inaugural "NZ Samoan Good Samaritan Heart Mission to Samoa Trust" Charity Ball and Auction held at the Sky City last month. The containers were one of the most highly sought after auction items and collectively raised \$4500 for this worthy cause. Michael Jones also organised a signed All Black jersey that sold for \$850. The NZ Samoan Good Samaritan Heart Mission was established to help Samoa's poor who suffer from serious heart problems to receive surgical assistance. The Patron of this Charity is Samoa's Head of State, His Highness Tui Atua Tupua Tamasese, who was the key note speaker for the evening. His address to the large crowd of New Zealand Samoans and fellow Kiwi's focused on the special relationship between New Zealand and Samoa and the goodwill New Zealanders have shown the Samoa especially in time of need— "Samoa is humbled by and forever grateful for the support that people from all over the world have given during our times of need. Our relationship with New Zealand is especially close. We share many things in common: from rugby and netball through to the Pacific Ocean and genealogy. As peoples of the Pacific we share a love and respect for the environment, for history and for life. And, as humans, we can share in something more basic: we can share in that feeling of happiness and contentment when we perform out of love a simple act of kindness". As a company, His Highness' comments certainly remind us of the importance and significance of playing whatever part we can play in "simple acts of kindness" towards our fellow man.

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### Reef Supports Project to Supply Books and Art Equipment to the Pacific

Reef Shipping has entered into a partnership with Oceans of Books, a New Zealand based charity that sends new books and some high quality second hand books across the Pacific to libraries and schools. As a partner in this charity, Reef Shipping will ship pallets of books to various Pacific Island schools across the Pacific over the next 12 months initially. The first shipment of two pallets of new books will be sent to Loto Taumafai school in Apia plus 2 pallets of new art equipment donated by Auckland Girls Grammar. Oceans of Books founder and Manager, Jeff Evans explains "Our aim is to have an ongoing program of collecting new and quality used books in New Zealand (through schools and corporate donations) and ship them up to school libraries in the Pacific. Initially we hope to provide books for schools in Niue, Samoa, Tonga, The Cook Islands and Tokelau, and ultimately throughout the Central Pacific". The next shipment will be for the Aitutaki SDA School which was severely damaged as a result of Cyclone Pat earlier this year. Reef was also able to assist the grand efforts of Auckland Girls Grammar School who raise thousands of dollars to supply art supplies to schools in Samoa' tsunami hit region. Reef shipped all of the goods to Apia and organised for the handover to Loto Taumafai School.

### Vineti Returns to Reef Freight

Reef freight recently welcomed back Vineti Tofavaha, from maternity leave. With new born babe Bessie now 5 months, Vineti is back and raring to go. In her absence Joan Moore filled in admirably in the Customer Services "hot seat". Reef Freight is also looking forward to the return of Depot Manager Karlene Woodman, who's baby Neve is doing extremely well, allowing mum to return to work mid July. "Welcome back Vineti!!!"



Vineti, back in the thick of things at the Reef Freight depot.

### Pacific Art Exhibition on Show at Reef Building

A new art exhibition has been gracing the walls of Okai@Reef gallery at Reef's Beach Road Building. A range of work entitled "Atarangi Whenua – Shadow Land", is a collaborative work by visual artist Penny Howard (Ngapuhi/Pakeha) and poet Doug Poole (Samoa/Palagi). The works produced both lyrically and visually are an expression of two different artists' narratives of finding ones cultural identity. An exchange of dialogue takes place between Penny's sculptured wood silhouettes and Doug's poetic verse as they explore memories of whanau and aiga; whakapapa and gafa, against the backdrop of colonization and the Pacific Diaspora.



Reef's Michael Jones and Ocean of Book's Jeff Evans, with the first pallet of books on their way to Loto Taumafai special needs school in Samoa



Penny Howard, exhibiting her art at Okai@reefgallery

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### Reef backs Community Boxing Initiative

Former All Black Inga Tuigamala is playing his part to revive community based boxing in New Zealand. Inga, whose two sons are nationally ranked amateurs staged the Plantation Boxing Extravaganza in West Auckland early last month. Reef shipping co sponsored the event as part of its desire to see boxing utilised as a vehicle for encouraging youth to participate in a disciplined sports environment. The night also honoured some of the boxing "champions" of today and yester year including David Tua, Paea Wolfgramm, Monty Betham, Alex Su'a, Lance Reville and Maselino Masoe.



Two young amateurs go to toe-to-toe in front of an excited West Auckland audience

### Staff Birthdays Celebrated in April and May

#### April:

- Kim Gordon
- Michael Jones
- Alison Ludemann
- Myrna Sebolino
- Mele Tui

#### May:

- Rupert Fairbrother
- Rohitesh Kumar
- Phillip McNicholl
- Musarrat Munshi
- Serah Oloi
- Latoya Buckley
- Karan Prasad



**Happy Birthday from all the team at Reef!!!**

### Introducing Reef's Newest Team Members...



Herman Hengerveld

Mike Greer

Herman recently joined Reef Shipping as Financial Controller for the Shipping business. Herman was born and raised in South Africa ( he proudly admits he is as a Springbok supporter, and believes it is a good idea to one day, retire as an All Black supporter) He is married to Sharon, a graphic designer ( best in the whole world according to Herman ), and they have two children, Ashley and Chad. Herman has been involved directly or indirectly in shipping for most of his working career working in countries like Ghana and the Netherlands before he and his family settled in New Zealand two years ago. Herman loves sports and the outdoors and is an avid golfer. His passion is cooking and especially Italian food. Herman 's idea of nirvana is "standing in the kitchen cooking, surrounded by friends and good wine". He also added, that in his next life he would "love to be a full time chef who gets to play golf all day"...dreams are free Herman!

Michael is a former Deck Officer in the Merchant Navy, and is qualified as a Chartered Shipbroker in the UK. Mike has a Diploma in International Marketing from the Auckland Institute of Technology and also completed The Galbraiths Shipping Course in London. Mike also has his Real Estate licence and has spent time at sea on a Bulk Carrier, Tuna vessels and Oil supply vessels off California. When he came ashore in the 1980, he worked for shipping companies Columbus Line & Gearbulk and this lead to working in Japan in the 1990's, importing and shipping cars with Armaucp Car Carriers as their General Manager Sales and Marketing. In 2004 Michael worked for Reef Group as their Commercial Manager involved in Pure Pacifika and NFP. The last five years Michael has been selling commercial property for Barfoot and Thompson. Michael has two young boys and has wide ranging interests including boating, chess, motor racing, rugby and skiing. Michael will be working as Business Development Manager for the Group, focusing on Reef Bulk Fuels and other business areas.