

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

Heralding in a new decade— Honouring our past and celebrating new beginnings

As this is the first newsletter for 2010, and marks the beginning of a new decade in the journey of Reef Group, this edition both honours our past and celebrates some new beginnings.

Tom McNicholl— “Pacific Pioneer 2010”

Last month, family and friends joined together at the Grange Golf Club in Papatoetoe to celebrate the presentation of the “Pacific Pioneer 2010 Award” to Tom McNicholl, Reef Shipping’s founder. Tom, was awarded the prestigious Pacific Pioneer Award at the New Zealand Pacific Business Council’s annual “Pacific Pioneers” dinner. The award recognises a business leader from within New Zealand and the Pacific, who has been a pioneer in advancing regional trade and commerce.

The Deputy Prime Minister of Samoa, Hon. Misa Telefoni Retzlaff presented Tom with his award, whilst also providing the key note speech for the evening. Reef Group’s Michael Jones also addressed the audience. Both guest speakers highlighted the challenges of promoting two way trade in the Pacific given the huge trade imbalance in the region. Tom’s own recollections of the early days of his commercial endeavours, entertained and fascinated the audience who had gathered to honour him.

Tom’s story is inspirational. Having arrived in New Zealand as a young man from Yorkshire, he quickly established a successful building company, and went on to represent New Zealand in soccer.

In his mid 20’s, Tom was lured to the adventure of Minerva Reef south of Tonga, hoping to catch crayfish, only to discover after much effort, that, unlike New Zealand crayfish, the herbivorous Pacific species had no value.

Down but not out, Tom turned his attention to a new challenge, salvage of a Japanese fishing vessel *Fuji Maru* stranded on a reef outside Suva. “Expert” opinion that the vessel was unsalvageable only fuelled Tom’s determination to succeed. Through dogged determination, Tom salvaged the vessel, and returned her to service as *Labasa Princess*, his first commercial cargo vessel.

In subsequently establishing a successful New Zealand and Pacific shipping service, over succeeding years Tom had to overcome many more challenges, including the regional dominance of the Union Steamship Company, and the closed shop of the Australasian maritime trade unions.

He ultimately achieved lasting employment for the Pacific Islanders he had enlisted to crew his vessels, on what were New Zealand-owned ships. Ironically, Reef is now the only remaining, wholly Kiwi-owned international shipping line.

To this day, our ship *Southern Tiare* is manned entirely by Tongans, and a number of our other ships have Pacific Islanders in their crews. Tom’s pioneering spirit and independence lives on, as does Reef’s enduring and special relationship with the Pacific and its’ peoples.



The McNicholl family celebrate Tom’s “Pacific Pioneer 2010” Award



The “Fuji Maru” under tow into Suva Harbour after a successful salvage



Tom and Deputy Prime Minister of Samoa, Misa Retzlaff

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Welcome upgrading of Reef's fleet— MV's Southern Lily II, Florence and Southern Fleur

Three new ships have been brought into the fleet of vessels Reef jointly operates on key trade routes in the Pacific.

The new generation vessel *Southern Lily II* arrived in early January, replacing the original *Southern Lily* on the New Zealand to Tonga, Samoa and American Samoa trades. At 13000 DWT, the new ship has 60% more capacity than her predecessor, a service speed of 17 knots, and is the largest ship in Reef's fleet. She will enable

Reef to offer a fixed day, fortnightly schedule through Nuku'alofa and Apia, Pago Pago. To cater for growth in the trade between Australia and the Pacific, Reef and our AusPac service partners have introduced another new ship, the 10,700 DWT *Florence*, to the New Caledonia, Fiji, Samoa, American Samoa and Tonga trades out of the east coast of Australia.

This represents another increase in capacity, up from the previous 8,000 DWT *Forum Samoa II*. The third and most recent addition to the new line up is the *Southern Fleur*, introduced in late January to replace the *Southern Trader*.

This provides our New Zealand to New Caledonia, Fiji and Vanuatu service. Launched in 2003 with a capacity of 728 TEUs *Southern Fleur* is also larger than the ship she replaces, by some 35%. She also has an operating speed of 17 knots, and we are confident *Southern Fleur* will maintain the advertised 18 day schedule for these ports. We believe that the introduction of these newer, faster, larger ships further demonstrates the ongoing commitment from Reef and its

partner lines to provide a premium service to our customers throughout the south west Pacific.



The Southern Fleur



The Florence

Federated States of Micronesia and Marshall Islands now serviced by Reef Shipping

Reef Shipping's reach into the Pacific Islands has been further extended with the recent granting of an EAC License to carry cargo into the Marshall Islands, Federated States of Micronesia and Palau. Reef Shipping will now add a port call every 18 days into Majuro in the Marshall Islands. All cargo for any of these Micronesian destinations will be transhipped via Suva from Reef's services out of New Zealand and Australia. The ship servicing these trades is *Southern Pasifika*, a 6,000 DWT multi-purpose container vessel with a capacity of 510 TEU. Cargo destined for the FSM (Pohnpei, Chuuk, Kosrae) and Guam, will be transhipped at Majuro and on carried by Matson Navigation's fixed day dedicated feeder ship *Islander*. This is an exciting new development for Reef, offering a vastly improved schedule and service for New Zealand exporters to this strategic region of the Pacific.

Reef sponsors Niue Rugby for 2010

As part of Reef's ongoing support of Pacific Island sports teams, we have agreed to sponsor the Niue Rugby Football Union for the 2010 season. This kicked off with support of the Niue RFU's participation in the IRB's Wellington 7's tournament held in mid February. The Wellington 7's tournament provided a perfect stage upon which the Niue team could perform, especially against the "big boys" drawn in the same pool, New Zealand and South Africa. Although Niue is probably the smallest union in the World, with only a few hundred registered players to draw from, the team played with a lot of courage against South Africa and New Zealand. Despite heavy defeats on the opening day, on day 2 Niue caused one of the upsets of the tournament, defeating Scotland 17-12. Niue then went on to face France in the semi final of the Bowl, where they again showed they are a growing force in Pacific rugby by pushing France all the way. Unfortunately, French finesse was ultimately too much for them, and they lost 26-12 to bow out of the tournament at that stage. Nonetheless, having seen what they are capable of, Reef is pleased to be able to wish Niue Rugby all the best in remaining 7's tournaments and in 15 man programme later this year.



Niue goes heads to head with one of the rugby giants, South Africa

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Pacific Art exhibition on show at Reef Building

Reef is passionate about nurturing Pacific art by promoting up-and-coming Pacific artists. We are excited to once again be hosting Pacific art exhibitions on our premises. For many years, Reef Gallery, formerly based at Reef house on Symonds Street, provided an important space for this talent to be showcased and sold. In conjunction with Auckland based Art exhibitors Okaiocanikart (owned by long serving champions of Pacific art, Marilyn Kohlhase and Bridget Marsh), Reef is proud to present the "5 boys of the Reef" art exhibition throughout March. This impressive art exhibition brings together five talented 'island boys' based in the Pacific and Australia:-Abraham Lagi from Fiji, Daniel Waswas from PNG, Cook Islander David Teata, Niuean artist Kopotama Jacobsen and Laben Sakale from PNG, to exhibit a variety of dramatic canvases, including wood block, ink, watercolour and print works. Marilyn Kohlhase sees this partnership with Reef as "an exciting development for Okai artists" She notes that "sustainability is a core value that Reef and Okai share. Okai is committed to working with artists to build sustainable livelihoods, and Reef Group is committed to environmentally friendly practices across all its operations in the Pacific region."



Art by Cook Islander David Teata—"Waka Toa II", Framed embossed wood block oil on Tiepolo paper



Art by Papua New Guinean Daniel Waswas- "Untitled Taiwan 2009 II" -acrylic on canvas

Reef Babies Doing Well

The new decade dawned with the wonderful news of the safe arrival into the world of 2 new babies to Reef staff members. Reef Depot Manager, Karlene Woodman, gave birth on the 24 January to Neve Bella Woodman-Stade, a beautiful baby girl weighing 3.4kgs. Three days later, fellow Reef depot staff member Vineti Tofavaha (whose husband Will also works at the depot) celebrated the arrival of Siokapesi (Bessie) Helinisia Tofavaha. Both Reef Freight babies are doing extremely well, as are their doting parents.



Siokapesi Helinisia Tofavaha



Neve Bella Woodman-Stade

Reef Cafe re opens at Reef's Beach Rd Building

Recently opened Reef Café is fast becoming a popular coffee and light foods option for workers and passers by within the vicinity of Reef Building. Well placed in the ground floor of Reef's Beach Rd building and situated in the heart of the Vector Arena and Ports of Auckland precincts, it offers a mix of great coffee, tasty café morsels, and excellent service against a pleasing backdrop of shipping and oceanic themes and memorabilia. A collection of original shipping posters celebrating the grand era of 1930's ship travel and adventure adorn the café walls. Grace Naicker, who previously operated Reef's in house catering and cleaning service, has taken over the lease, and is putting her own special touch on the business.



Grace and the nautical themed Reef Cafe

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Introducing Reef's newest team members...

David O'Driscoll



Originally from Ireland and on his second stint in New Zealand. David joins Reef Fishing as replacement for Graeme McRae in charge of procurement for the fleet of fishing vessels. David hopes that if he stays in New Zealand long enough he will witness Ireland defeating the All Blacks at Eden Park (dreams are free David!!!). Although a keen

sportsman and follower of all sports, soccer is his passion and David continues to play midfield for Central United Over 35s where he is nicknamed "the enforcer". Too many years fishing (and enforcing?) have left him looking a bit the worse for wear but he remains reasonably fit from soccer and jogging a few nights a week. David is married to Julie and they have 2 boys and 2 girls.

Shelly Wright



Shelly was previously employed with PFL, as Sales Manager for the Samoas and Rarotonga trade lanes. Shelly hopes to bring her sense of humour, quick wit and knowledge to an already well established team. Shelly resides in Pukekohe with her husband and 15 year old daughter which she says is sometimes more challenging than

working in the Islands. In her spare time Shelly enjoys classic cars, reading, walks and spending time with family and friends.

Mele Tiu



Mele recently joined Reef to replace Grace who is now running the Reef Café on the ground floor of the Reef Building. Mele has been married to Jotama (Reef Shipping Customer Service Consultant) for 16 years and they have one son (Moses,10). Mele enjoys cooking and baking. In her spare time she also loves to read a good book.

Philippa Smyth



Philippa has a background in Logistics and Shipping Software Development, and in the past has worked for Sofrana, Fesco, Transamerica (Greybox Logistics). Most recently she was with Tasman Orient Line as Commercial Manager – Logistics before taking time out to have 2 boys – Micah & Toby. She has been involved with the development of a Pricing Software System for Shipping Companies and was involved in the testing and

implementation of Sealiner BIDM for Tasman Orient Line. In her free time she loves writing, cooking and catching up with friends over a good coffee!

Maureen Jenkinson



Maureen recently returned to NZ to be with family and friends after 13 years in Australia.

Maureen' comes to Reef with an extensive background in shipping, which is varied covering roles in exports, imports operations and Container Control. Maureen's outside interests include watching Rugby League, Rugby, Cricket (mainly 1 day and 20/20) . Like Shelly she also has a passion for classic cars but,

most of all, Maureen loves spending time with her nieces and nephews and having a glass of Red with friends.

Staff Birthdays Celebrated in January/February

January:

- Lui Tautolo
- Jotama Tiu
- Maria Abracia-Adato
- Tony Kuyk
- Wil Tofavaha

February:

- Ewen Grant
- Melanie Strapp
- Toni McColl
- Murray Bigham



Happy Birthday from all the team at Reef!!!