

Activities at



Mission: - "To be an industry informative avenue in which to enhance networks and relationships in a relaxed atmosphere"

www.isoclub.asn.au

Volume 17 Issue 3 7 September 2020

Due to Coronavirus the September meeting has also been cancelled



HOPEFULLY THE SITUATION WILL IMPROVE AND WE CAN ORGANISE A MEETING BEFORE 2020 BECOMES LAST YEAR!

If there are no new cases across the state for two weeks, Melbourne will move to the fourth step on **November 23**.

In hospitality, group limits will be capped at 20, with **50 seated diners allowed inside**.

T

o the pages of history

© Aleksei Nikolaev

The following has been extracted to cover the passing of another shipping name into the pages of history. The full story is available by clicking the hyperlink!

Source: - <https://theloadstar.com/apmm-to-axe-damco-and-safmarine-brands-in-restructure-affecting-27000-jobs/> By [Mike Wackett and Alex Lennane](#)
01/09/2020



Maersk is to phase out the Damco and Safmarine brands by the end of the year, in a major restructuring of its brands which could see some 27,000 jobs affected and some 3,400 jobs lost.

The news, broken by *Loadstar Premium* last week, is a further step towards Maersk's strategy of becoming an integrated transport and logistics company.

AP Moller Maersk [APMM] confirmed this morning that Safmarine would be integrated into Maersk, "to enhance customers' access to the global integrated offering", along with forwarder Damco's air and LCL businesses, which will be "combined" with Maersk's products.

The Cape Town-headquartered line, formed in 1946, was acquired by Maersk in 1999, but apart from the integration of management functions in 2011, Maersk has been extremely wary of the commercial implications for its African trade of shelving the "together we go places" identity of Safmarine.

And a source involved in the African trade told *The Loadstar* today discarding the Safmarine brand would "not go down well".

"There is a really close fraternity between the 'Safmariners' and customers, built up over many years, that the impersonal strategy of Maersk will never achieve; there will be a lot of unhappy shippers," he said.

Finger licking good

The last two paragraphs above can be supported by recent examples of companies changing brands that "did not go down well".

Rebranding can be hugely expensive. It's not unusual for a large company to spend many millions of dollars on a rebranding effort. Usually a rebrand is just how marketers navel-gaze, but some rebrands are so bad that they drive customers away or make them angry.

But one example of a positive rebranding has occurred during our Covid-19 restrictions. KFC dropped "finger licking good" to not conflict with health department social distancing regulations and what you can touch.

Some examples of bad decisions are:-

- ❖ BP redesigned its logo so that the company might appear more ecofriendly. Naturally, nobody noticed until BP was responsible for the largest oil spill of all time. At that point, the new logo suddenly became woefully ironic



- ❖ Remember *New Coke*? New Coke was introduced and a few days later the production of original Coke was stopped. This joint decision has since been referred to as 'the biggest marketing blunder of all time'

- ❖ The classic example may be the Chevy Nova, which in Spanish roughly translates to the Chevy doesn't-go -- though strangely, the accidental joke didn't significantly affect the car's sales south of the border

Where did they go?

In 2007 our membership of shipping companies and agencies read as under: -

Adsteam Agencies	Maersk Australia Pty Ltd
ANL Container Line Pty Limited	Marfret Shipping Agency
APL Lines	Mediterranean Shipping Company (Aust) Pty Limited
Asiaworld Shipping Services	MISC Agencies (Australia) Pty Ltd
China Shipping (Australia) Agency Co. Pty Ltd	Mitsui O.S.K. Lines (Australia) Pty Ltd
City Network P/L	Neptune Shipping Agency
CMA / CGM	NYK Line (Australia) Pty Ltd
Djakarta Lloyd Australia Pty Ltd	OOCL
Evergreen Marine Australia	Pacific Asia Express Pty Ltd
Fesco Lines Australia Pty Ltd	PAN Logistics Group
Five Star Shipping & Agency Company	Patrick Shipping
Flinders Shipping Agency Pty Ltd	Regional Container Lines (RCL)
Gearbulk Australasia Pty Ltd	Safmarine Australia Pty Limited
Globe Star Shipping Pty Ltd	Seaway Agencies Pty Ltd
Hamburg Sud Australia, Pty. Ltd.	Sofrana Shipping Agency
Hapag-Lloyd (Australia) Pty Ltd	Swire Shipping Agencies
Hetherington Kingsbury Shipping Agency	Toll Shipping
'K' Line (Australia) Pty Ltd	

There were a lot of interesting characters employed by those companies and the ISO Club is much better for their involvement.

Chris Ryan was the President that year and remarked at the September meeting that the AFL draft and player trades were insignificant when compared with the movements of personnel in the shipping companies.

Perhaps that was the catalyst for amalgamations, and the demise of a number of agencies and branch offices.

That year we were still holding ten meetings a year. Over the year 213 individuals attended meetings. The average attendance was 46 and we served 487 meals

A significant demise to recall was on 11 September 2007 when **Alan Ralph** succumbed to his battle with cancer.

New Silk Road

In the last issue of *Activities* a significant volume was given to the New Silk Road and the movement of containers from China to Europe by rail.

It has since been determined that the seaports on the China coast are not connected to rail

A confrere **Jialu Zhang** Business Development Manager China of ProMedia Group provided the following verification. [We acknowledge her courtesy to take time and supply the information]

The New Silk Road we kept on following with our articles are mainly about the rail connection between China and Europe.

In China, it's called China Europe Express. It's mainly developed for connection west and inland of China with Europe. Those cities like Chengdu, Chongqing, Xi'an, Urumqi are far away from sea ports like Shanghai and Guangzhou.

In the past, there were no efficient ways of exporting the goods from inland China to Europe. In order to relocate factories from the coastline of China to inland, inland cities contributed subsidies to attract the coastline factories to relocate. Therefore, most rail connection along the new silk road do not originate from Chinese sea ports.

In 2 months, we will launch a rail dictionary for industry colleagues to check the suitable suppliers. I do know some companies in China who offer the last mile from inland cities to coastline by rail transit instead of trucking.

The inland rail connections in China is time consuming and doesn't have much cost advantages, therefore it's not widely used for connecting international traffic. I hope our new "rail dictionary" will be an informative tool for you and your colleagues

Mission to Seafarers and Stella Maris

It has been our practice to donate any residual funds to the above organisations that support seafarers who visit the Port during their ships layover.

With reduced attendance numbers the coffers are not very substantial, so a donation was not made last year.

Safe to say this year will be even more drastic.

Any private donations to either organisation are tax deductible.

That maybe a way that we can show support!

Web site sponsor

Our web site is graciously sponsored by **Adam Cowell**



So if you have any need for some internet works please keep Adam in mind. adam@adamcolwell.com will get you in touch

AND FINALLY

Vladimir Putin, wanting to get on the good side of voters, goes to visit a school in Moscow to have a chat with the kids. He talks to them about how Russia is a powerful nation and how he wants the best for the people

At the end of the talk, there is a section for questions.

Little Alina puts her hand up and says "I have two questions.

"Why did the Russians take Crimea? And why did we send troops to Ukraine?"

Putin says "Good questions" But just as he is about to answer, the bell goes, and the kids go to lunch.

When they come back, they sit back down and there is room for some more questions.

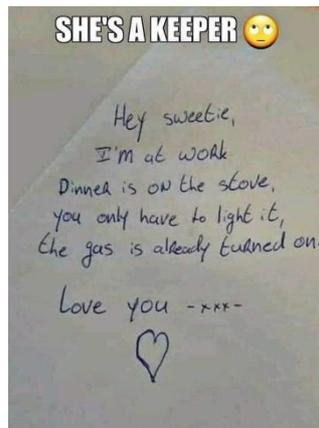
Another girl, Tatiana, puts her hand up and says "I have four questions"

My questions are - Why did the Russians invade Crimea?

Why did we send troops to Ukraine?

Why did the bell go 20 minutes early?

And where is Alina?"



THE 2020 COMMITTEE OF MANAGEMENT

President Andrea Studnicky Containerliners	President Rosie Cirillo
---	--

Compiled by Michael B Halley Honorary Secretary

