CMA/CGM - ANL Container Line

Oceania brand rationalisation programme and leadership changes

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Some 18 months ago, the CMA CGM Group started a programme to simplify the various shipping line brands operating across various parts of the world. This was done in a staged approach which saw some brands retired from particular markets and some brands having their scope expanded. This has been very positive for ANL, now being recognised as the CMA CGM Group's leading carrier for Oceania. This was a real vote of confidence in our local management team and the strong agency network across the region.

ANL's long history brings with it strong market knowledge coupled with quick decision making, all focused on providing the best service to our customers. We work hard to understand our customers' needs now and into the future, so as to adapt our offer. This is a continual process as container shipping and ANL evolves, we see changes like new routes, new port calls, innovative digital tools and expanded value-added services.

Recently leadership changes have also been announced. I will move from my current position as Chief Executive Officer for ANL, to the new role as Executive Vice President to drive a new third air freight logistics business pillar, beginning 2021, based in the CMA CGM Head Office in Marseille. - Current Managing Director of CMA CGM Group Agencies (Oceania), Shane Walden has been newly appointed as the CEO of ANL. Fulfilling Mr Walden's current role, existing Vice President for Business Development (CMA CGM & CEVA Logistics), Paul Haeri will lead the CMA CGM Agency cluster across Australia, New Zealand, Papua New Guinea, Timor L'este, Papeete and New Caledonia. ANL is maintaining a strong leadership team in Australia, which gives the organisation powerful local capabilities.

Proactivity in the face of challenges

While we always work closely with our industry partners, this year was cause to see this from a different perspective. After seeing containers fall overboard from the APL England we knew that proactivity and a strong network was of the utmost importance. Within hours of debris washing up on New South Wales beaches we were able to deploy clean-up crews, working in step with the RMS, to complete daily checks at 40 different sites. This work is still active and will continue until the job is done. On the vessel side, the teams at the Port of Brisbane, as well as MSQ and the Mission to Sea Farers all pitched in to ensure both the vessel discharge operations and the crew needs were tended to as safely and professionally as possible.

We have a strong working relationship with AMSA, now more than ever, and have worked with them on a number of items. We will continue to work with them to ensure our fleet continues to comply with all Australian and Oceania region standards, through proactive measures. Furthermore, we will continue to communicate with them on our extensive search operations for containers overboard that are possibly situated on the sea floor.

Waterfront disputes – counting the cost

ANL, like all shipping lines, has been seriously impacted by the industrial actions in Sydney. Some vessels have faced wait times for berth up to 15 days. There is not only the significant extra cost of the vessel to consider but also massive costs for port omissions, cargo transhipment and change of vessel rotations.

The effect of this disruption is felt right down the supply chain with not only extra costs but also disruption and delays to goods. When one part of the supply chain, like the container terminals, is not working then the whole chain breaks down. We saw this with gridlock in the empty container depots in Sydney as the evacuation of empty containers was impeded by the problems in the terminals.

Experiencing disruption like this is not sustainable in the long-term, not just for shipping lines but for the whole Australia economy. Especially an economy already reeling from the Covid19 downturn.

Navigating through the global pandemic internally

While managing the effects of the global pandemic, our teams have demonstrated great success in working from home. However, during this time, it has been brought to the forefront that life in the office is being transformed. As workplace flexibility has certainly shown some benefit, office spaces create an environment for meaningful connections, effective collaboration, problem solving and innovation – an environment that cannot always be replicated online.

In saying this, the purpose of the office has also changed. As we move forward into the new year, ANL will look to provide employees with an inspiring atmosphere that will encourage the share of knowledge and strengthen relationships with both customers and colleagues. It will be a hub dedicated to creativity and innovation. The future of the office will undoubtedly be better balanced, but also provide a better sense of purpose.

Navigating through the pandemic as an industry

The industry has seen myriad impacts throughout the supply chain. The lockdowns, shift in demand cycles, change in cargo mix and balancing of important health regulations have caused vessel delays, port omissions and deviations, overall, these factors impacted general schedule reliability which in turn created issues for our clients and theirs.

Port Regulations in Australia are not national and the disharmony between the different ports create a lot of additional requirements to balance vessel, crew and customer needs. While the industry has rallied together, the pandemic showed us that we need to develop together and collaborate to ensure the continued strength of our space.

In a time where it is very challenging to manage crew change over, we have done our best, with the support of various authorities, to support our team at sea but the situation is still unsettled. The transport of goods is essential, and the people who we rely on to do this at sea must be considered essential workers in international trade.

ANL – always moving forward

ANL is always looking for development opportunities to improve our network and enhance our service to customers. Apart from main trade lane expansion we are also growing our presence in the Pacific Islands, on the back of our purchase of Sofrana a few years back. Regional ports around Australia are a particular focus for us. Ports like Townsville and Darwin and, more recently, Esperance and Port Hedland have been added to the ANL/CMA CGM network. We are very excited by our new Pilbara Connection, as this region shows continued growth and would benefit greatly from a direct shipping service with Asia. In all these ports we offer a personal approach, while also bringing the power of our global network for not only containers but also project cargo for infrastructure projects, oil and gas, plus mining developments.

Sustainability in Oceania

As part of our collective focus on innovation, the CMA CGM Group also launched a sustainability programme aimed to capitalise on the three key pillars of: acting for the people, the planet and for responsible trade.

Additionally, the group has committed to the goal of becoming carbon neutral by 2050. Some of these actions included the decision to not use the Northern Sea Route, as it presents significant danger to the natural ecosystems, as well as the launch of an LNG powered fleet of vessels. This began with the launch of the CMA CGM Jacques Saade: a world first LNG powered 23,000 TEU container vessel, which will reduce GHG emissions by up to 23 per cent well to wake.

ANL also launched a set of initiatives dedicated to Oceania. Over the coming months, the local committee will look to roll out a number of projects. The programme includes the creation of a Reconciliation Action Plan (RAP), creation of a coral regeneration fund designed to support long-term research and short-,term conservation initiatives for the Great Barrier Reef as well as an educational and art-based programme to raise awareness of sustainable shipping practises while celebrating the cultural diversity throughout the Oceania region. Actions relating to the 2050 carbon neutrality goal are also in the pipeline, with a biofuel trial and zero emission feeder vessel soon to be announced.

SAL VOTING MEMBERS

- ASIAWORLD SHIPPING SERVICES PTY LTD
- BBC Chartering
- CMA CGM
- EVERGREEN LINE
- GAC
- HAMBURG SÜD
- Hapag-Lloyd
- HMM
- INCHCAPE SHIPPING SERVICES
- "K" LINE www.kline.com.au
- LBH GROUP
- MAERSK LINE
- MSC
- MOL
- MONSON
- NEPTUNE PACIFIC LINE
- NYK LINE NIPPON YUSEN KAISHA
- AS ONE, WE CAN. ONE
- OLDENDORFF
- OOCL We take it personally
- PAE PACIFIC ASIA EXPRESS
- QUAY
- SEAWAY
- SHIP AGENCY SERVICES
- Smit Lamnalco
- SVITZER
- SWIRE SHIPPING
- WALLENIUS WILHELMSEN LOGISTICS
- Wilhelmsen Ships Service