



SwiftNEWS

ISSUE 2 - FEBRUARY 2007

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CRM

Customer Relationship Management

Sea Swift is a customer service industry and in our 20th year we are building upon our already strong customer relationships by formally embarking on a process of Customer Relationship Management or CRM.

The concept of CRM is not new to Sea Swift. We have been applying the principles of CRM in our business for over 20 years however in 2007 we will build on our relationships by aligning our services to be more in tune with customer requirements rather than focussing on what we produce.

Its all about relationships

There are three steps to building strong customer relationships:

1. Determining mutually satisfying and achievable outcomes between Sea Swift and our customers
2. Establishing and maintaining an open and honest customer rapport
3. Creating an environment where our operations produce positive feelings in our customers.

By following these steps Sea Swift aims to provide a better service to our customers and become the transport provider of choice in the marketplace.

All relationships are conditional. An organisation needs to make a profit to survive and grow and customers want good service, a quality product and an acceptable price.

We will not assume what customers expectations might be , we will ask. As part of our CRM strategy we will be communicating with our customers through customer surveys to obtain feedback on our overall performance from our client's perspective

As our customers perspectives will change we will continue to seek feedback on our performance.

We will welcome any customer complaint. If a customers reasonable expectation has not been met and it is within the capability of our operation we want to know so that we can monitor, measure and improve in order to meet that expectation.

Initially we have improved our freight marking and labelling standards which has resulted in a significant reduction in mishandled and misdirected freight. This translates to many customers receiving their freight earlier, minimised complaints and dissatisfaction and more satisfied customers

Our operations department have rolled out an improved vessel load plan and manifesting process where we now have additional controls on freight handling and will ultimately result in the ability to trace freight through its journey from acceptance to delivery.

We look forward to keeping our customers informed through regular updates in our newsletters and via our website.



Sea Swift are proud sponsors for Relay for Life:

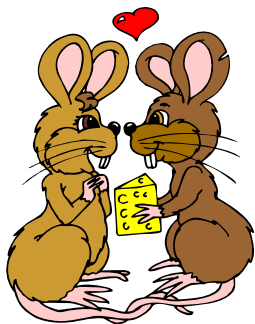
Continually throughout the year we raise funds through:

- Cake Stalls
- Book Sales
- Raffles

If you would like to contribute or have a sponsorship idea, Please contact Jenifer Stuart on 40351234.



Queensland Cancer Fund



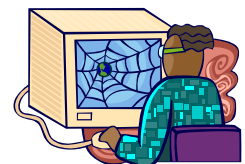
Sea Swift have a new website on the way!

Over the next few weeks you will find a new website at our existing address as www.seaswift.com.au You will find a new look site and menu interface.

As time progresses we will be adding some great interactive features for our customers.

These will include....

- ONLINE CONSIGNMENT TRACKING
- VIEWING INVOICES AND STATEMENTS
- ON LINE PAYMENTS
- REGULAR NEWS UPDATES



Be Sure to add our website to your favourites.

Newcastle Bay



The vessel underwent an extensive refit . The work was conducted by Sea Swift engineering and included work on the main engine, gearbox, stern gear and fwd crane, minor hull repairs and general blasting and painting.

Cargo Acceptance Made Easy

Sea Swift have introduced a new process in freight acceptance. With appointment of a Cargo Acceptance Officer, who provides assistance with completing consignment notes, verifying account details and ensuring all freight is clearly marked.

When delivering goods to Sea Swift, we accept Account customers, Credit card and EFTPOS.

This is part of the continuous improvements to ensure your freight is delivered.



Danny Ridley -Cargo Acceptance Officer

This is a true story.

An interviewer was talking to a female production-line worker in a biscuit factory. The dialogue went like this:

Interviewer: How long have you worked here?

Production Lady: Since I left school (probably about 15 years).

Interviewer: What do you do?

Production Lady: I take packets of biscuits off the conveyor belt and put them into cardboard boxes.

Interviewer: Have you always done the same job?

Production Lady: Yes.

Interviewer: Do you enjoy it?

Production Lady: Oooh Yes, it's great, everyone is so nice and friendly, we have a good laugh.

Interviewer (with a hint of disbelief): Really? Don't you find it a bit boring?

Production Lady: Oh no, sometimes they change the biscuits...

Moral of the story: Don't assume that things that motivate you will motivate someone else and recognise that sources of happiness may vary widely between people.



MV "Kestrel Bay"
 Busy in the Gulf of Carpentaria exchanging fuel, water & stores for product.

Many thanks for a great picture , Paul Fauntleroy

Hey Santa...

What sort of sleigh is that?



Guess who these happy kids at NPA are chasing. Rod Norris, Sea Swift's Depot manager at Seisia kindly organised with Cape York Ice & Tackle, to provide Santa lolly bags for Christmas.

Thank you Rod

Back in time.....

Cairns Post 1992.....

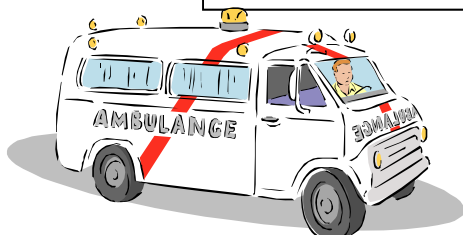
They do things differently in the bush and a recent story from Bamaga in far north Queensland proves the point..

A local ambulance officer was called to help a seaman who had broken his leg aboard the cargo ship M.V "Trinity Bay".

In a case of bush logic the crew brought the vehicle to the patient by using the ship's crane to lift it aboard. The patient was loaded inside before it was lifted back onto the wharf in what must have been a tense few minutes.

When the ambulance officer Jim Andrews arrived he found the worker already splinted by the crew—but no one could figure out how to get the poor bloke off the ship and into the ambulance.

Footnote: As there was only one ambulance officer, the ships' master doubled up as ambulance driver while the officer remained with the patient.



Our Mission Statement

Purpose
Sea Swift is a leading marine transport and logistics provider, servicing remote communities in Northern Australia.

Vision
Our vision is to be recognised as a leader within our industry and at the forefront of best business practice in marine transport services.

Our Goals are to be

- A service provider of choice within our industry and in the market place.
- Recognised as a trusted partner by our customers
- Seen as an employer of choice by our employees
- Accepted as a socially and environmentally responsible member of the community.

Values – Our Principles
In order to achieve our mission and realise our vision, we must:

- Comply with Sea Swift Pty Ltd Corporate principles.
- Remain customer focussed
- Ensure we manage our operations with professionalism and integrity
- Add value to and further the interests of our clients.
- Exercise due skill, care and diligence to maximise our opportunities and competitiveness.
- Proactively and continuously improve our processes.
- Conduct all aspects of our business fairly and honestly.
- Respect each others views and cooperate in a team environment to deliver our vision.
- Provide our employees with a safe and healthy work environment.



Torres Straits Volley Ball Competition

The Australia Day tournament took place in Bamaga 24-27 January. Sea Swift assisted with sponsorship for the event supplying trophies and the volley balls.

Teams from Thursday Island, Badu, Warraber, Kubin, Darnley Island and Umagico joined the Bamaga and Seisia teams to compete for the winners trophy.

Thursday Island Ladies and Mens teams were the winner 's of the competition.

Congratulations to all





WIN A TRIP ON THE MV "TRINITY BAY"

In Celebration of our 20th Year Anniversary, Sea Swift offer's our customers the chance to win a return trip for 2 people on the MV "Trinity Bay".

How to enter: All you need to do is send your freight with Sea Swift. All consignments sent between 1 February 2007 and the 9 March 2007 will be automatically entered into the draw.



Date of Draw: The draw will take place on 14.03.07 and the winner will be contacted.

Conditions of Entry: 1. Each con note will count as one entry. 2. Only the payee will be entered. 3. Payees details must be completed in full to qualify as a valid entry. 4. Prize consists of a return trip for 2 people in a share facility cabin aboard the MV "Trinity Bay". 5. Prize is valid from 14.03.07 To 14.03.08. 6. Prize is not transferable or redeemable for cash. 7. If the payee is unable o be contacted within 14 Days of the draw a redraw will take place. 8. The decision of the company is final and no correspondence will be entered into.



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