

WYMAP GROUP – complementing and innovating for the aviation and logistics sector

Paul Zalai, Director FTA speaks to Andrew Pawley, Chief Operating Officer, Wymap Group



- The Aviation Group – Airline Sales and Service and domestic door to door, with offices located in Sydney, Melbourne and Auckland.

Over recent years we have diversified and expanded the businesses, aided in no small way by the confidence our customers have in our ability to adapt to their own individual, as well as the industries evolving needs.

As a group we are very proud to have managed to maintain and grow some fantastic corporate relationships over the long-term, which remains our strategy moving forwards.

2. PAUL ZALAI - How do you manage such growth and diversification?

There are a number of factors that underpin what we have achieved and how we have achieved it.

As Justin (referring to Justin Bailey, Wymap Group founder and director) is commonly heard to say – “we are in the people game”, that is, we can have assets and services, but nothing is achieved unless our people want out get out of bed, perhaps at 3am on a cold, wet winter’s morning, and make good things happen every day for our customers.

We have developed and hold precious a fantastic culture and range of skillsets amongst our team, which goes to the heart of our recruitment processes, be they for senior management roles, drivers or casual at call staff.

From a one truck operation established in 1981, we now operate three recognisable brands across five ports including internationally with our Auckland operations. The brands are well positioned in their particular market segment;

- Wymap Group – offering landside and airside Transport Services in Sydney, Brisbane, Melbourne and now Auckland;
- Bailey Personnel – Recruitment & Labour Hire in Sydney, Brisbane, Melbourne and Perth;

1. PAUL ZALAI - Wymap Group has evolved over the years, who is Wymap Group in 2019?

Paul, Wymap Group has been a well-recognised transport brand in the aviation transport sector for many years. However, as a wider group of companies, we support a myriad of activities in and around airports, everything from passenger check-in, ramp operations, cargo screening, to door to door interstate express deliveries.

In addition to culture our values are at our core:

Safety, Value, Progress, Produce

As a business associated with aviation, we hold safety as a pillar of what must be non-negotiable within our business.

We must individually provide Value in what we do each day and collectively provide Value to our customer.

We must Progress as individuals and as a business.

And we must Produce to the highest levels of standards and productivity.

Notwithstanding all of that, we remain free thinking in our approach to opportunity and continue to invest in technology and people to build trust in our relationships, through the transparency this provides.

3. PAUL ZALAI - What's the outlook in 2019 and what can we expect from Wymap Group

Certainly 2019, in particular 1 March 2019, represented one of the significant changes in the airfreight market with 100%, piece level screening. This change places challenges and therefore opportunities across all our businesses.

We have developed a training program for security screeners that brings a different value proposition than that of a traditional security labour model.

There will be further enhancements to MapTrak which has unique air waybill tracking and messaging functionality.

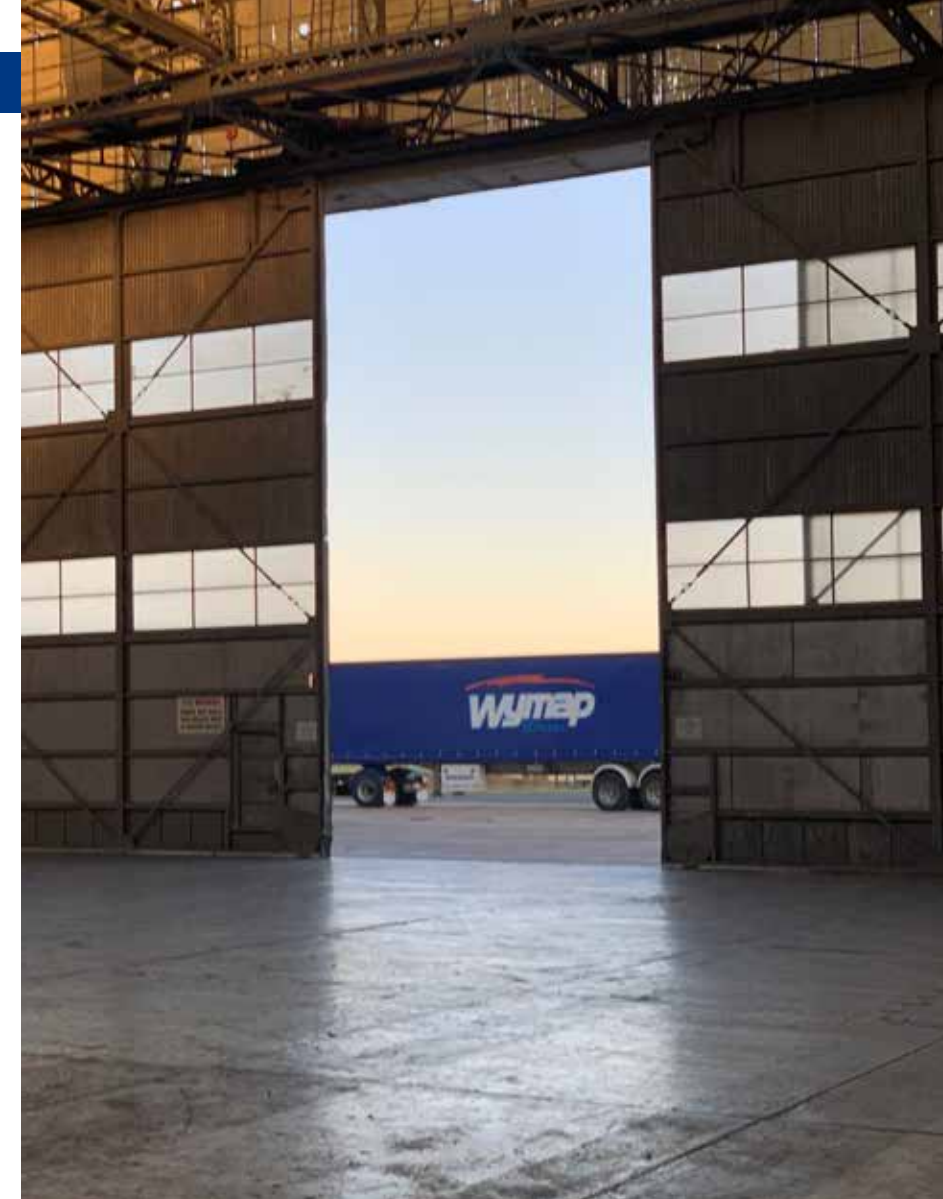
We will continue to reinvest in fleet and specialised equipment to match customer needs, such as that of the pharmaceutical industry.

And we will continue to develop our domestic door to door product, including our airfreight Pharma product as a growth area following the recent TGA, legislative changes.

The one thing I will stress is that as we grow our products and potentially become engaged deeper in the supply chain, we are not positioning to become anything other than a collaborative and complementary partner to our customers.

4. PAUL ZALAI - What are the challenges right now?

Safety is a major focus in our business, as is security, for the sector as a whole.



One of our many challenges is the education of what the legislation mandates and how that translates into the practicality of day to day operations.

We have invested extensively in our safety regime and just as the new export security processes came into place on March 1, the Chain of Responsibility requirements under the NHVL, came into place in October 2018.

Previous industry standards and practices have had to be challenged to ensure compliance and this remains a focus for us as a business. There are varying degrees of understanding across the forwarding sector and continuing the education and constructive dialogue in this respect is a priority.

That said the broader macro-economic factors will drive volumes and demand and we need to maintain an agile focus

and importantly flexible approach, in this respect.

5. PAUL ZALAI - Is there any fun in all of this right now?

Probably a great question to finish on Paul. Wymap has a reputation for enjoying some of the fun things in life when we can.

I would like to reflect on the words in large, bold letters on the CEO's wall.

Family, Work , Fun.

The premise is that Family is the most important thing in all our worlds. We operate in a sector that is 24 hours a day 7 days a week and we can't do much about that. With this in mind, so as long as family is taken care of, we get the work ethic and results right then we have every right to enjoy ourselves!

At Wymap we like to have fun and we work hard to get the first two right.

