

# SPONSORSHIP PROPOSAL

The 2019 Container Project -  
celebrating the 50th Anniversary  
of International Container  
Services into Australia

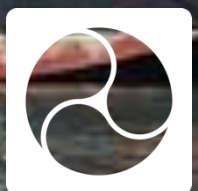
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# The 2019 Container Project – "Celebrating the 50th Anniversary of International Container Services into Australia"

## **OVERVIEW**

The 2019 Container Group is to produce a short film to commemorate the 50<sup>th</sup> anniversary of first international container service that arrived on the Australian coast from the United Kingdom and Continental Europe in March 1969.

## **BACKGROUND**

The introduction of containerisation was arguably the most important revolution in transportation, both technically and economically, over the past century, sitting alongside the invention of the steam engine, the automobile and the aeroplane. Despite this, the general public have limited, if any, knowledge of container shipping and its importance to everyday life in today's world.

## **CHALLENGE**

To improve the understanding of the key role container shipping plays in physically bringing goods from around the globe to the supermarket and retail shelves at affordable prices - the essence of the word 'globalisation'.

## **PEOPLE**

The Project is led by former senior Australian shipping executives including former Australian managers of British shipping consortiums - Overseas Containers Ltd (OCL), Associated Container Transportation Ltd (ACT) and the Australian National Line (ANL) - that jointly developed this pioneering joint service between Australia and Europe.

These former executives are supported by Rounding Up, a corporate advisory firm offering further senior executive experience in corporate, government and not-for-profit industry roles across Australia's trade-related sectors.

Collectively, this Project Group (the "Group") brings considerable networks, content and strategic insights and ideas to the Project.



## TARGET AUDIENCES

- The general public through greater awareness of the role and importance of shipping, specifically containerisation, to their everyday lives
- Educational institutions through access to resource material to use in classrooms, online and through other forums.

## STAKEHOLDER ENGAGEMENT

Key stakeholders engaged on the Project are:

- Australian National Maritime Museum (ANMM) – currently staging an exhibition on containerisation, in Sydney, New South Wales, Australia
- Federal Minister for Trade, Tourism and Investment – letter of support and imprimatur, enabling a powerful media strategy to be employed in and around the various events and activities
- Australian Department of Foreign Affairs and Trade (DFAT) – support from senior officials to provide linkages across all of government
- Corporates - shipping lines, freight brokers, agents, ports, insurers, banks and many others, contributing financial and in-kind support such as access to historical information and footage
- Industry bodies – Shipping Australia, chambers of commerce (between the UK and Australia) including encouragement of members to engage with activities such as broadcasting of the educational film at key industry events.

## ADDITIONAL PROJECT AIMS

While primarily targeting the wider public, the Project also seeks to:

- (i) Bring together the key players in the container industry in Australia to celebrate the first international shipping container service into Australia, and
- (ii) Use this opportunity to consider shipping's future with advances in technology (autonomous vessels, blockchain, ...).





**THE HON STEVEN CIOBO MP**  
Minister for Trade, Tourism and Investment

Mr Martin Orchard  
2019 Container Project Group  
5 Virginia Place  
Forestville NSW 2087

Dear Mr Orchard

I understand the 2019 Container Project Group is considering initiatives to celebrate the 50th anniversary of the first international container ship arriving in Australia in March 1969.

The purpose-built container vessel *Encounter Bay* sailed into Fremantle, laden with sea containers from the United Kingdom and Europe, on 28 March 1969.

The standardised sea container, as we know, revolutionised global goods transportation, making products cheaper and faster to load. Before the container, maritime transport costs accounted for between 5 and 10 per cent of the price of finished goods. Today this is only around 1.5 per cent, an extraordinary improvement in efficiency and productivity.

Australian goods trade has increased a staggering 84-fold since 1969. Nowadays, \$1.2 billion worth of trade passes through Australian ports every day. Australia's geography and the nature of our export profile mean the vast majority of Australia's goods trade – 99 per cent of imports and exports by gross weight – goes by sea.

The 2019 Container Project Group's suggested initiatives for the 50th anniversary celebrations will highlight to the Australian public the importance of trade in Australia's history and development at a time when anti-trade rhetoric threatens to undermine the immense gains we have made as a great trading nation.

I commend your efforts to mark the 50<sup>th</sup> anniversary of the *Encounter Bay*'s arrival, and I wish you every success in your endeavours.

Yours sincerely

**Steven Ciobo**

Parliament House Canberra ACT 2600 Australia  
Telephone (02) 6277 7420 E-mail: Trade.Minister@dfat.gov.au

## KEY OUTCOME

Production of a documentary film to serve as a permanent record for the nation, of the commencement of the container service, in March 1969.

## IMPACT MEASURES

- (i) Wider community engagement as part of ongoing public outreach by federal departments and agencies (DFAT, Austrade) on the importance of trade to Australia's prosperity
- (ii) Numbers of 'hits'/views of educational video through various online and conventional media channels as well as viewing at key industry events
- (iii) Uptake of video content by various educational institutions
- (iv) Increases in interest in public tours of ports and container loading facilities in major Australian cities, and
- (v) Monitoring of overall media coverage with a particular focus on shipping being seen in a positive light.



*Photo: Fremantle Ports*

## KEY ACTIVITY

**Short documentary film (the Production)** - a film up to 22 minutes in duration, to serve as a permanent record of the 50th Anniversary of the Encounter Bay, the first purpose-built cellular vessel from an international container service to arrive on the Australian coast, from the United Kingdom and Continental Europe, in March 1969.



*Encounter Bay*

*Photo: [www.shipspotting.com](http://www.shipspotting.com)*

While primarily to document this nation-shaping event for future prosperity, the Production is also intended to be made available in abridged versions and various formats for delivery across multiple platforms and media channels such as mainstream, online and social media platforms.

The Production will target the general public, seeking to highlight the importance of container shipping to everyday life in today's world. This includes the key role it plays in physically bringing goods from around the globe to the supermarket and retail shelves at affordable prices - the essence of the word 'globalisation'.

The Production is intended to include archival film and photographs of the arrival and progress of the Encounter Bay around the Australian coast in 1969. It may well include documentation recording her construction and launch in Germany, depending on the availability of such material. In addition, the Production may include references to the development of the global container industry since the 1960s.

The Production will be screened, in full, to the shipping and logistics industry, at key industry events in Australia and overseas scheduled throughout the 2019 calendar year.

In addition, the 2019 Container Project Group anticipates that the film will appeal to the educational authorities in Australia, screened in full or in part, as content for the history curriculum in schools and colleges. The film's content may also suit a standing exhibit in a museum.

## SPONSORSHIP OPPORTUNITY

The 2019 Container Project Group invites you to become a corporate partner in this exciting project of national significance.

The Project Group is seeking corporate sponsorships to support its planned production of a short film over the next 3-6 months leading up to and post the 50th anniversary of first international container service that arrived on the Australian coast from the United Kingdom and Continental Europe in March 1969.

An entry level sponsorship of **\$2,500** is open to all potential partners with packages up to **\$15,000** for those wanting more bespoke content to showcase their participation along the value chain, from primary to secondary to export activity.

This higher level of sponsorship would suit those companies or organisations seeking a greater level of participation and exposure from the Production, including a level of exclusivity for an associated increase in the level of support. Given the intended reach and diversity of audience for the short film, the level would only be limited by the imagination of the sponsor involved. There would also be an expectation of such sponsors to contribute additional footage that could be considered for incorporation into the production.

On the Production, sponsors will be acknowledged on the credits in the film with the opportunity for product placement and promotion of products and/or services offered wherever possible, with priority given to early respondents and those that show interest in a higher level of sponsorship.



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Rounding Up 2019

