

Trusted Traders gaining a competitive edge on the world stage



By SENATOR LINDA REYNOLDS CSC,
Assistant Minister for Home Affairs

Freight & Trade Alliance (FTA) and the Australian Peak Shippers' Association (APSA) play an important role in protecting the interests of Australia's cargo owners and shippers, as well as bringing together importers, exporters and industry groups. Collectively FTA and APSA remain at the forefront of all emerging supply chain issues, and I believe it demonstrates what can be achieved through collaboration between the Australian Government, industry and our international trading partners.

Australia has a proud history as a trading nation. My Government initiated the Australian Trusted Trader program to manage the increasing volumes and greater complexities Australian businesses were facing within the international supply chain. Australian Trusted Trader allows us to preserve that legacy and propels us into a future of new economic opportunities.

Australian Trusted Trader has fundamentally changed the way we work with our international trading partners in managing the movement of goods across our border. Our strong relationships with our international trading partners has meant we've been able to develop a number of Mutual Recognition Arrangements (MRAs), providing Trusted Traders with unprecedented access to trade facilitation benefits and increasing their access to global markets.

Trusted Traders now have access to seven MRAs, streamlining the clearance of goods at the border with Canada, the People's Republic of China, Hong Kong, Taiwan, the Republic of Korea, New Zealand, and Singapore.

I am excited to see negotiations are underway for additional MRAs with the United States, Japan and Thailand, with more countries to follow.

MRAs are a fantastic advantage of the Australian Trusted Trader program, which we predict will provide a benefit of around \$2.8 billion to industry between 2015–2025.

The program has also experienced significant growth in the last year with the number of accredited Trusted Traders now over 250, with more businesses currently progressing through



Assistant Minister for Home Affairs, Linda Reynolds CSC with 12 newly accredited Trusted Traders

the validation process. It's great to see the program growing at such a fast pace.

Recently, I was fortunate enough to present some newly accredited Trusted Traders with accreditation globes and welcome them to the program. Among them were Kmart Australia and Pandora Jewellery. These new businesses join the likes of other international businesses such as Apple, IKEA and Louis Vuitton.

Hong Leow from Kmart Australia Limited said, "Kmart is thrilled to be an Australian Trusted Trader. As a fast moving, high volume business, this will help with productivity and faster processing times at the border. Fewer interventions will mean our stock will be able to be more readily available on shelves for our customers across Australia."

David Blamires, the Logistics Operations Manager-Pacific Region for Pandora Jewellery, said they were most looking forward to faster customs processing and getting their new ranges into stores quicker.

"I know that being a Trusted Trader means that if a cargo examination is required, we will receive priority processing," Mr Blamires said.

Alex Menta, the Regional Customs Manager from GM Holden has been a Trusted Trader since the program was piloted in 2015.

"For organisations that are consumer centric and where time is critical, it's assuring to know you are going to receive your containers on time – that itself is a massive benefit," Mr Menta said.

While we can celebrate the economic benefits Australian Trusted Trader provides to businesses, the program is also vital to the Government's approach to facilitate trade enforcement. Working in partnership with Trusted Traders allows the Australian Border Force (ABF) to develop a better understanding of how secure and compliant businesses undertake international trade.

This means the ABF can focus their efforts on targeting high-risk, unknown or illegitimate traders.

I am pleased to see the program supporting the ABF and continuing to contribute to keeping Australia's border safe and secure.

Australian Trusted Trader Testimonial – Aqualuma

Since 2005, Gold Coast-based lighting company Aqualuma have been leading the marine industry with LED lighting technology for the world's top motoryachts, superyachts and marinas. Since becoming an Australian Trusted Trader in late 2017, Directors Carl and Grant Amor have expressed how becoming accredited has helped their business' reputation.

"I think the reputation of being a Trusted Trader, that is backed by a body like Australian Border Force, tells people we can be trusted, and from that point of view the program is a sensational thing," said Grant Amor.

Aqualuma deals with a lot of blue chip companies around the world, so becoming a Trusted Trader was an obvious next step for the company as it speeds up the process of getting their products across the border without any delays.



Aqualuma Directors Carl and Grant Amor with Australian Border Force Officer Angelica Nudo-Fountain outside Aqualuma Headquarters

Carl Amor says that since becoming Trusted Traders, large companies have specifically chosen Aqualuma over other companies as a result of their Australian Trusted Trader accreditation status. Evidently, the Australian Trusted Trader logo is quickly gaining traction

in Australia and internationally, as a mark of trust.

"It's very easy to endorse your own company—but when you get an endorsement like this—it's invaluable," said Carl Amor.

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What is the MotusWare story

By SIMON BORG, CEO and founder Motus Ware

Motus Ware Pty Ltd was founded in August 2018 in Melbourne. Although a recent start for the business, we have been working on a process patent in the Blockchain space for the past 12 months. Having now moved to patent pending, we have started to develop our first product based on this patent called Rapid Release.

Our founders are all supply chain professionals having experience across a broad spectrum of disciplines in the industry. This experience and expertise will allow us to bring to market technology that delivers on the promised gains this technology has to offer.

MotusWare product is being designed to work within current systems and bring to market plug and play benefits of Blockchain. Our goal is to offer the least resistance to adoption, offering our clients the power of blockchain technology without the complete re-build of their system that generally goes with it.

Our view on Blockchain and general discussion on new and emerging technologies.

Aside from building a usable application, we believe we should also assist industry to break down some of the hype around the new tech coming into supply chains globally. In my role as Group CEO of Navia Logistics, we have invested heavily into technology for quite some time now. From this experience I have a firm view that none of this will "disrupt our industry". It is quite simply part of the natural evolution of things.

All you need to do is look at history to see that everything evolves. Humankind will always innovate simply as part of who we are. Should we call this disruption or simply humans doing what they always do?

Blockchain will not be the "Golden Hammer" that fixes everything. We see the technology as just one tool that can deliver effective gains, but it also has limitations that are better addressed by using other technologies.

Putting my freight forwarder hat on, my recommendation to the industry is to first understand what your business needs.

Ask yourself what you want to achieve and why? Keep the focus tight and don't get sidetracked with the technology noise. Don't allow yourself to be in a situation where you are simply following a trend because it's a hot button topic.

What is Rapid Release?

Rapid Release is the first product under development by Motus Ware. The culmination of 12 months of planning and preparation, we have already commenced development and have been able to create transactions in a Blockchain.

Rapid Release will allow stakeholders to easily manage cross-border tax obligations using a simple drag and drop function. The process is milestone-based and allows for completely transparent end to end control.

The payment management side of the business will be handled by Veem headquartered out of San Francisco. Veem is the only global payments processor built for small businesses. Their unique multi-rail technology finds safe, frictionless, and cost-effective paths for international transfers to over 96 countries.

We expect to have Beta testing commencing in December 2018, which will show how simple and effective the technology can manage a cumbersome task.

What's next?

The way we have designed Rapid Release allows us to keep the core code as a base functionality that will easily allow additional applications to be built around it.

On that front, we are working on a new patent which will encompass a readable secure container seal to feed data into a Blockchain. At this stage, we can't go too far into the detail however our intent is to create a preventive measure for container tampering, whilst also adding various payment, customs, and documentation functionality.

We are also actively seeking additional industry stakeholders as partners to test and deploy live product.

If you would like to know more about our work in this area or if you would like to participate in our pilot, please email me at simon@motusware.com.au



Simon Borg (third from left) and team - Kathy, Gian, Brendan, Tanim and Larissa



"There is no doubt in my mind that from a reputation point of view, ATT is invaluable"

Grant Amor
Director Aqualuma

Shaping the future of trade

Australian Trusted Trader (ATT) reduces red tape at the border and expedites the flow of your cargo in and out of Australia, providing faster access to market and saving you valuable time and money.

ATT is free to join with no ongoing fees.
ATT is the future, join today.

WWW.ABF.GOV.AU/TRUSTEDTRADER