

SEALINK NEWS

SeaLink Travel Group, Australia is the new owner of Sunferries, based in Townsville, Queensland, effective 28 March 2011. Sunferries provide ferry services to Magnetic Island up to 19 times a day and also to Palm Island times a week. Their acquisition includes three catamarans, plant and a travel agency and gives SeaLink a greater ability to cross-sell numerous products across their various brands and customer groups.

The SeaLink Travel Group is constantly seeking long-term business acquisition opportunities and looks for businesses that carry a strong brand, particularly in tourism and transport fields. The purchase of Sunferries is an ideal strategic fit for the group's growing tourism operations.

SeaLink's Adelaide-based Managing Director Jeff Ellison says "As a result of the purchase, SeaLink will now carry a total of 1.8 million ferry passengers a year through the businesses based in Queensland, its home state of South Australia and Auckland, New Zealand and employ 420 people."

SeaLink's New Zealand acquisition of two years ago – Big B Cartage, now branded FreightLink Cartage will have a new leader as of 4th April. Greg Collins has been appointed to the role of Manage. Greg's face will be familiar to SeaLink customers from his time as one of the crew on Seacat, however he comes from an extensive freight background which will serve him in good stead in this new role. Part owner Andrew Sims will continue to be a member of the board of directors while working in his other business interest.

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