

RIGHTSHIP

Winner: Prime Minister's Australian Exporter of the Year; Business Services Award, 51st Australian Export Awards (2013)

For outstanding international success in professional business services including legal, accounting, administration and support services, business management, marketing services, franchising and licensing, finance and insurance, market research and translation services.

Background

RightShip – owned equally by BHP Billiton, Rio Tinto Shipping and Cargill Ocean Transport – is a ship vetting company which helps exporters get their products safely from one part of the world to another.

Established in 2001, the company addresses a key problem recognised across the shipping industry – a lack of accessible transparent data to enable shippers and charterers around the world to identify and avoid substandard vessels.

Ship vetting both identifies and analyses a ship, enabling RightShip's customers to remove substandard vessels from their supply chain. This minimises the risk of marine incidents, loss of lives, loss of cargo, and environmental damage.

RightShip's online Ship Vetting Information System (SVIS™) contains data on more than 70,000 ships and 135,000 maritime companies and uses a sophisticated algorithm to analyse more than 50 risk factors that have a proven link to incidents and casualties.

Twenty per cent of substandard ship operators account for approximately 50 per cent of total casualties.

RightShip now has more than 240 customers in 42 countries, undertakes ship inspections in 114 countries and generates 84 per cent of its revenue outside Australia and this is expected to increase in years to come.

Approach to business

RightShip is focused on helping industry avoid preventable incidents, while reducing the carbon dioxide emissions emitted by the world's marine fleet.

When the company was established in Melbourne in 2001, 'software as a service' was in its infancy and RightShip had just four staff and two clients.



SNAPSHOT

- Established in Victoria in 2001
- 32 staff (22 in Melbourne, 10 overseas)
- Offices in Melbourne, Houston and London
- Company's online Information System contains data on more than 70,000 ships and 135,000 maritime companies
- Has customers in 42 countries and ship inspections are conducted in 114 countries
- More than 84 per cent of company revenue is generated outside Australia



› 51st Australian Export Awards

PRIME MINISTER'S AUSTRALIAN EXPORTER OF THE YEAR

RIGHTSHIP

By 2008, it had offices in London and Houston and was on its way to servicing virtually every major port city in the world.

According to CEO Warwick Norman, the company's success comes from its unique service offering, commitment to customer service and consistency in delivery.

"When we started, there was a clear gap in the market," says Norman. "Companies were starting to recognise the importance of corporate social responsibility, and marine safety and environmental protection were high on the agenda."

Norman says while there was an expectation the company might do well internationally, they never envisaged the sort of success that would come.

"Our platform has virtually become the industry standard," says Norman. "We have competitors that do bits and pieces of what we do, but no one really offers an all in one solution like SVIS."

This point of difference is certainly recognised by the company's 240+ customers – 30 of those secured in just the last few months.

They include charterers, shippers, ship owners, ship managers, port authorities, terminals, agents, insurers and maritime finance organisations.

RightShip's customer base is now spread almost evenly amongst three key markets – Europe, Africa and the Middle East; Australia and Asia; and the Americas – and there are plans to open offices in China and possibly the Middle East later this year.

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Warwick Norman, CEO, RightShip

International engagement

RightShip's foray into export came in the early 2000s when CEO Warwick Norman literally 'worked out of a suitcase', travelling to key markets around the world introducing his company's unique online marine software platform.

"Our first clients in Australia were BHP and Rio Tinto and they certainly opened a lot of doors for us internationally," says Norman. "Now our service is used in more than 40 countries".

In recent years, RightShip has developed an energy efficiency rating alongside its risk rating to help shippers and charterers to choose a more energy efficient ship.

"In our business there is no cost of delivery, so providing a service is often a great advantage"

Warwick Norman, CEO, RightShip

While international shipping is the most carbon efficient mode of commercial transport it contributes around 2.7 per cent of total global carbon dioxide emissions, comparable to those of a major national economy.

But operating internationally can have its pitfalls, says Norman.

"For example, fluctuations in the Australian dollar can be tough, but by opening offices in another two countries we have seen some natural hedging across three currencies and that's worked for us," he says.

"In our business there is no cost of delivery, so providing a service is often a great advantage. If you are manufacturing something it can be much tougher."

Winning an Australian Export Award

Winning both the Prime Minister's Award and the Business Services Award at the 2013 Australian Export Awards really took the RightShip team by surprise, says Norman.

"We were up against major companies like Virgin Australia, we really didn't think a small company like ours – with just 32 people worldwide – had a chance," he says.

"Winning the awards was hugely motivating. It made our staff realise they are working in a special organisation that has achieved a lot. It also helped cement our reputation in the industry. Recently we presented to the Coast Guard and it really resonated when we told them we were the recipient of the Prime Minister's Award."

Norman encouraged all Australian companies that export to 'have a go' in the 2014 awards.

"If you have a good story to tell and you can tell that story well, then go for it," he says.

"Apart from the great feeling you get if you win, it's a great exercise to go through. It makes you think about how to best present your organisation which can impact the way you do business."

RightShip

www.rightship.com