



# Supply Chain – The Broader Picture

2024 ACA Conference

# Supply Chain FUNdamentals





What my wife thinks I do



What my parents thinks I do



What my kids thinks I do



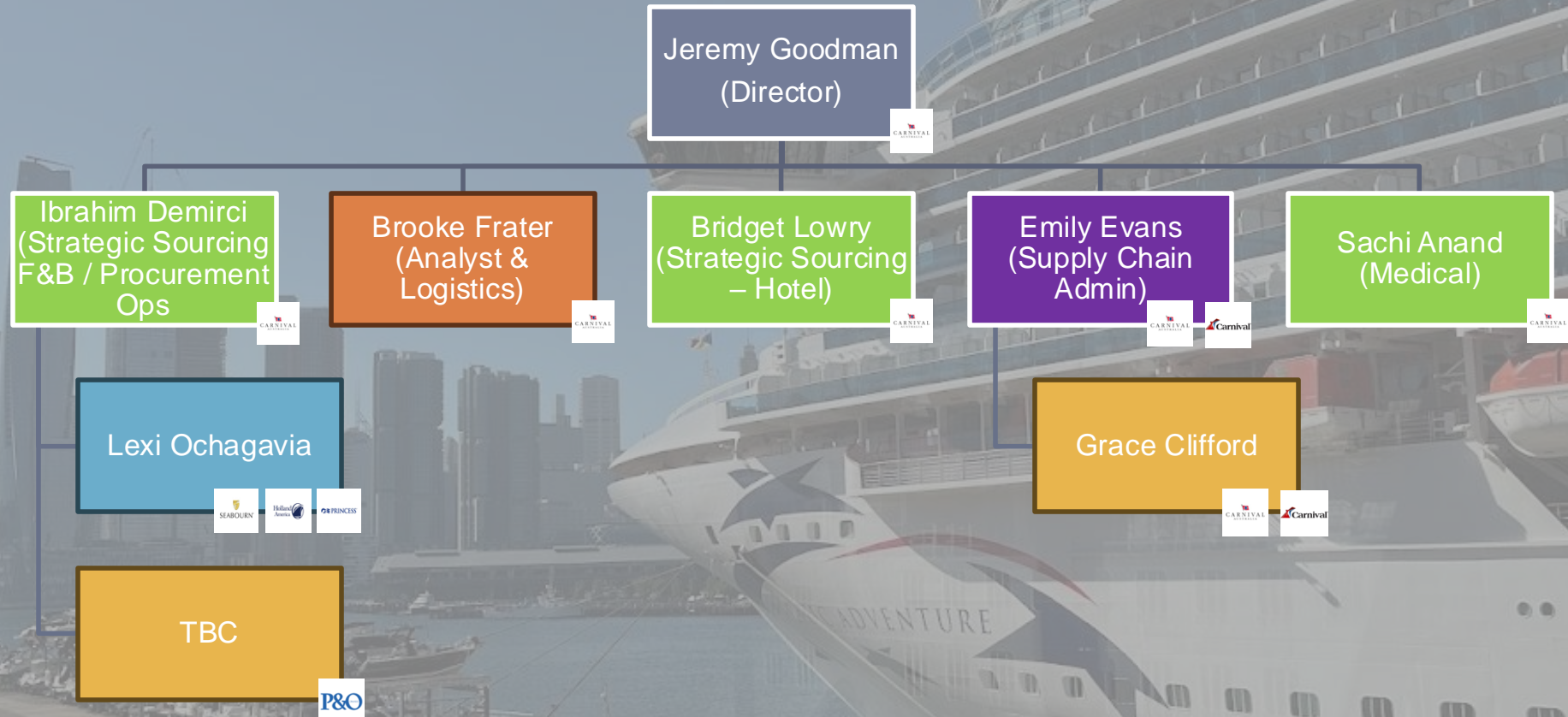
What I do



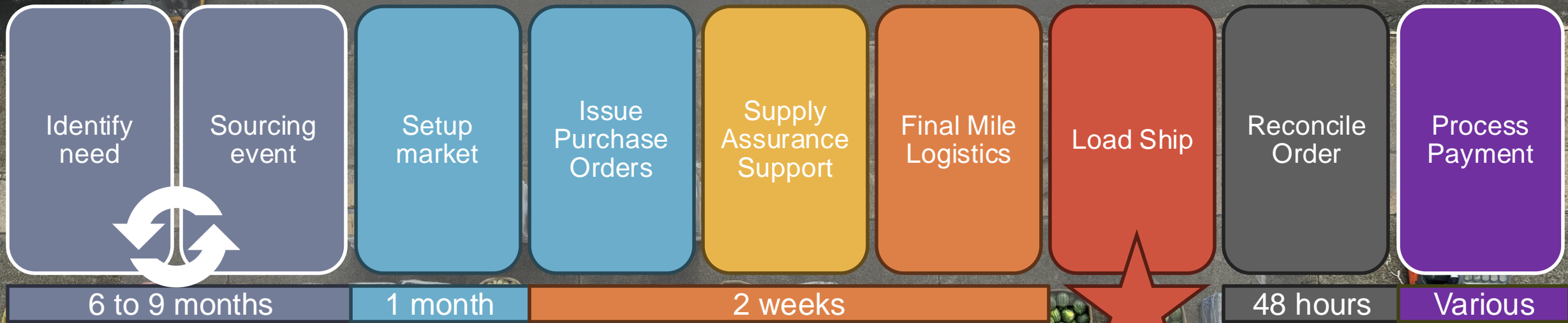
WE  
What do ~~I~~ do?



# Carnival Australia Supply Chain



# The Scope & How's it all done?



# What do we look for in a supplier?

- **Culture fit:** must be capable but Biggest is not always best
- **Vertical Integration:** close control of their supply chain
- **Logistically wise:** fit into our existing distribution channels
- **Geographical spread:** be where we need, when we need it
- **Proactively supportive:** Operationally & commercially
- **Customer of value:** critical to every supply relationship
- **Commercially viable:** Able to carry terms
- **One throat to choke:** streamlined account management



# Spreading the love

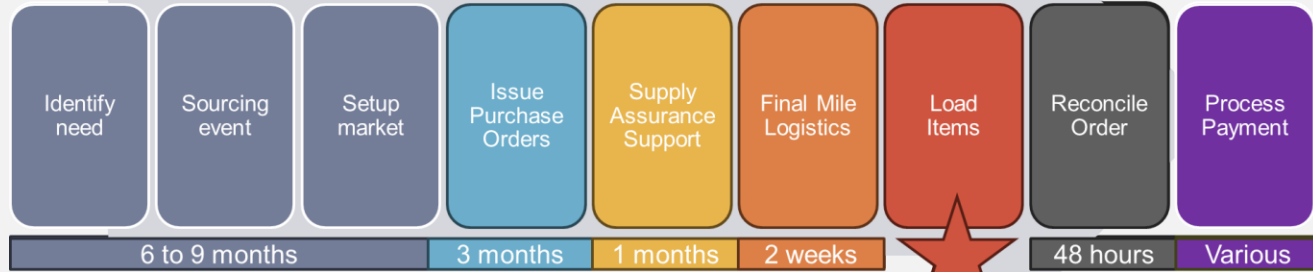
- **Big Business:** Often heavy on infrastructure
- **Small Business:** Strong business with nimble solutions
- **Local Business:** Product unique to area's we cruise
- **Indigenous Business:** Supporting indigenous communities
- **Pacific Business:** Supporting our Pacific neighbours
- **Random Business:** interesting solutions that just work!



*when reputation counts*







Ships all year round: 5  
 Ships Seasonal (Oct-Apr): 7  
 Ships Seasonal (Jun-Jul): 1  
 Ships on World Voyages: 8

**>90% locally sourced (5 brands > 10,000sku's)**

**Primary Loading Ports (Ports with markets setup): 9**  
 (Sydney, Melbourne, Brisbane, Cairns, Darwin, Fremantle, Adelaide, Auckland, Singapore)

**Secondary Loading Ports (ADHOC/top-up supply): 7**  
 (Suva, Lautoka, Port Vila, Noumea, Wellington, Hobart, Broome)

**Average Ship Loading: 400 Pallets (largest loading was 1200)**

**Average time to complete a ship loading: 4 hours (often 3-5 ships/day)**

**Local Spend (AU): ~AUD250m**

**OTIF (On Time in Full): >95%**

**\*\*Each ship produces 15k-20k meals per day!\*\***



# Guess! My! SHOPPING LIST!

Salmon:

60,000kg

Bacon:

200,000kg

Watermelon:

600,000kg

Beef:

950,000kg

Potato:

1,000,000kg

Beer:

1.6m Ltr



CARNIVAL  
AUSTRALIA





# Supply Chain – The Broader Picture



# Logistics and Transportation Challenges



# Partnerships and Collaboration



# Inventory Management and Procurement



# Economic and Market Trends



# Case Studies and Best Practices



# Thank you.

**Jeremy Goodman**

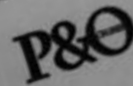
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# Questions?