



News Release

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Coastal Shipping Book Reveals Story 'Far From Plain Sailing'

Coastal operator Pacifica Shipping, founded by Otago businessman Sir Clifford Skeggs, has marked its 25th anniversary by publishing a candid and incident-filled book titled "Spirit Of The Coast."

Sir Clifford, with Pacifica's now retired chief executive Rod Grout, feature prominently as leading figures in the revival of domestic shipping from 1985 when the company was established in Christchurch.

They recount steady growth until the late 1990s when the effects of deregulating the coast resulted in Pacifica cutting its fleet from four ships to two, the same as today.

Rod Grout said the book told the story of a small team of ardent believers in coastal shipping who built a multi-million dollar business from scratch against the might of road and rail operators.

"It was far from plain sailing, but showed beyond doubt that moving freight by sea on the coast is the most economically efficient and socially acceptable form of long-haul transport," he said.

The book, written by Christchurch journalist Nick Tolerton, describes many high and low points in Pacifica's history as well as numerous insights into the personalities and styles of managers, staff, clients and suppliers.

While Sir Clifford and Rod Grout remain the central figures, the Pacifica story is told in a refreshingly honest and entertaining style through its many colourful characters both at sea and on shore.

With over 100 colour images, plus charts and diagrams, the 138-page hardcover book is available on order from Pacifica for \$49.90, including GST, packaging and postage.

For more information: Tel 0800 722 744 or email: info@pacship.co.nz