



## 10 Questions Australian Book Importers Must Answer

Despite the popularity of e-books and the internet, physical books remain a desirable commodity. Many are imported to coincide with specific occasions like Christmas, Father's Day, Mother's Day or even a special event. And while the weight of books and their low dollar value, make airfreight commercially impractical, knowing how to navigate importation regulations, terminology and processes will ensure your books are on your shelves exactly when they need to be. This report details ten crucial questions to answer before the books leave your supplier.

### 1. What commercial markings are required by Australian Customs?

All goods imported into Australia must have commercial markings required by the *Commerce (Trade Descriptions) Act 1905* (CTDA) and the *Commerce (Imports) Regulations 1940*. Books must be clearly marked with the location and country where they were printed. Customs also place restrictions on importing illegal material e.g. pornography or hate literature.

### 2. What duty will I be charged?

Book imports are duty free.

### 3. What are my supplier's terms of sale?

The terms of purchase you negotiate with your supplier affect the shipping costs you are liable to pay. Understanding the following terms will eliminate any nasty surprises with regard to your obligations and any risks involved.

**Free on Board (FOB):** Supplier pays all the costs of getting the goods loaded on the vessel / plane. When you buy goods under FOB terms and nominate Magellan Logistics you will:

- ✦ have agreed rates from the port through to delivery to your door
- ✦ be able to track your shipment
- ✦ understand the most cost-effective shipment method
- ✦ get honest feedback on shipment dates and cargo availability

**Cost Insurance Freight (CIF):** Your supplier pays all costs of insurance and freight. This means that you have no choice as to the service providers used, despite the fact that these costs will be billed to you.

- ✦ Your supplier chooses the forwarder
- ✦ Your supplier's forwarder will choose the shipment method – regardless of the cost to you
- ✦ You may be unable to track your goods
- ✦ The forwarder's Australian agent may only notify you once the goods are at the dock, causing delays in planning wharf clearance, delivery and distribution.

**Ex-works:** You pay all the costs from the supplier's factory to the port plus actual shipping costs.



#### **4. Is it possible to consolidate a partial container with another shipment?**

Yes. In fact, a multi-vendor consolidation can save substantial freight and local port costs. If your shipment is Less than a Container (LCL), we can coordinate other LCLs to make up a Full Container Load (FCL) that complies with weight restrictions and meets your deadline. This can offer substantial savings over shipping multiple LCL shipments .

#### **5. Can I arrange a “Triangle” shipment?**

A “Triangle” shipment occurs when you arrange to immediately export your products to a third country, e.g. shipping books printed in Hong Kong to the USA.

Triangle shipments require attention-to-detail and diligence and we've co-ordinated shipments from various Asian ports to places like Reykjavik in Iceland through to Johannesburg in South Africa.

Engage Magellan to negotiate freight rates, liaise with your supplier and track your order from the Port of Loading to the Port of Discharge. You'll be kept updated on the Estimated Time of Departure (ETD) and the Estimated Time of Arrival (ETA) as well as your shipment's progress. You can even track your shipment's progress on our website [www.bookfreightforwarder.com.au](http://www.bookfreightforwarder.com.au).

#### **6. What method should I use to meet my seasonal deadlines?**

Meeting a seasonal deadline requires an adequate lead time to schedule your goods on a vessel/flight, clear customs and deliver and distribute your goods prior to the season start. To determine the best method of shipping your goods you will need to determine when you need your cargo. Call Magellan for monthly shipping schedules that also include the cut-off times for receipt of cargo, the sailing day and the estimated date of arrival. When calculating transit times, ensure you include the cut-off times for delivery at the port of origin. This is usually 3 days prior to sailing for LCL and 2 day prior for FCL. Consider also the time taken to unload and delivery of your cargo at the port of destination. For example, a shipment shipped from Guangzhou may take 21 days from suppliers door to your door while the port to port shipment time is only 16 days.

So while Seafreight may be the less expensive option, you may opt for air freight for time sensitive products. Ensure also, that your freight forwarder is aware that your cargo is time sensitive. Some shipping lines have minimum container allocations and once the allotted space is filled, will 'roll' the remaining cargoes onto a later vessel. In fact, during peak season, up to 20% of all bookings can be rolled by carriers.

To alleviate this problem, Magellan Logistics uses premier carriers and has space allocations for Asian cargoes during Peak Season.

#### **7. How can I track my shipment?**

Using the Magellan website ([www.bookfreightforwarder.com.au](http://www.bookfreightforwarder.com.au)), you can easily track your books by your order number, the book title or ISBN number. You'll clearly see the shipping, arrival and actual delivery dates. *And* you can export this information in an Excel format for your in-house reports. When you engage Magellan, you'll receive email notifications at the time of booking, time of shipment and prior to your books arriving.



## 8. Do I have all the necessary Customs clearance documentation?

To ensure your cargo is released and cleared through Customs, you'll require a

1. **Bill of Lading** that details the precise contents of the shipment and is issued by the Freight Forwarder to the shipper at the port of export.
2. **Commercial Invoice** that details the items contained in your shipment.
3. **Packing Declaration** this is required for all LCL and FCL shipments. Please contact Magellan Logistics for templates
4. **Fumigation Certificate** This is required if any packaging that may require fumigation eg. wood not treated to international standard IPSM 15, has been used.

For more detail on Customs requirements, please call Magellan for a copy of our **White Paper: How to Avoid Delays with Australian Customs.**

## 9. How can my shipment be delivered?

To ensure safety and expedite cargo deliveries, ensure you stipulate the correct equipment for delivery. Sending the wrong vehicle can result in additional and unexpected charges. Know how your cargo is arriving and what type of vehicle is required.

There are 3 main ways to get your cargoes delivered:

**Standard Delivery:** Truck with container on a trailer that waits whilst you unpack.

**Drop Trailer:** Truck leaves trailer with container on at your premises for unpacking

**Sideloader:** Truck with specialized trailer that has its own lifting equipment will drop the container on the ground at your premises.

Certain time and weight restrictions apply to each method of delivery, please check our free white paper: How to Avoid Delays With Australian Customs.

LCL shipments are delivered by van, utility vehicle or truck depending on the size/ cubic meters of the shipment.

## 10. How can I avoid additional costs?

No one likes unexpected expenses, yet unclear information, inappropriate packaging or importation of goods that are hazardous to the Australian environment can result in wharf or airline depot extra charges.

For example, consumer goods must clearly show the required commerce markings (see [www.customs.gov.au/webdata/resources/notices/ACN0639.pdf](http://www.customs.gov.au/webdata/resources/notices/ACN0639.pdf)). Packing materials must comply with AQIS requirements e.g. wood used in packaging must be treated and stamped ISPM 15 at the country of origin or fumigated. Goods that contain any amount of wood or food are subject to AQIS and / or IFIP (Imported food Inspection Program) inspection and possible treatment once in Australia. For a full list of the affected goods, the documents and treatments required visit [www.aqis.gov.au/icon32/asp/ex\\_querycontent.asp](http://www.aqis.gov.au/icon32/asp/ex_querycontent.asp)



Additional charges may apply in the following circumstances:

Item	Circumstances
FCL Detention (Full Container Load)	If containers exceed following waiting time at your premises: 20' Standard..... 60 minutes 40' Standard..... 90 minutes 20'/40' Sideloader..... 30 minutes total pick up/drop off
LCL Detention (Less than a Container Load)	When waiting time at pick up/drop off exceeds 60 minutes
Via Depot	If importer is unable to take delivery of container and available wharf time has lapsed or if the importer wants to delay the delivery
Tailgate	Quarantine inspection ordered for cargo travelling to country areas.
Steamclean	Quarantine identifies dirt on the container as it is discharge from the ship r and instructs that the container be steam cleaned prior to release from terminal.
Fumigation	Wooden products in the container were not fumigated at the port of origin.
Missed timeslot	The time slot arranged at wharf wasn't used due to a customs holding the container i.e. missing or incorrect paperwork.
Futile trip to wharf	Trucking company has gone to wharf to pick up a container that has been delayed by customs.

A thorough understanding of the purpose, processes and requirements of the Australian Customs Service is vital to the smooth importation of any goods into Australia. For more information visit their website, [www.customs.gov.au](http://www.customs.gov.au) or engage Magellan Logistics to co-ordinate seamless transportation of your goods.

**Shipping Books? Call Magellan Logistics for hassle-free importing.**

**International Callers** please call +61 3 8318 9600  
**Callers within Australia** please call: 1300 651 888  
 Or visit our website: [www.bookfreightforwarder.com.au](http://www.bookfreightforwarder.com.au)

**For more detailed information on Sea Freight Importing, Air Freight Importing or Customs Handling please contact Magellan for the relevant white papers.**