

Creative brief

We need to create two diagrams. One diagram will depict current circumstances and the other will depict proposed/future circumstances. The diagrams will show the freight capacity of Sydney's existing and proposed/future intermodal terminals. This needs to be shown against the number of containers coming out of Port Botany.

Our company, Moorebank Intermodal Company, is building an intermodal terminal at Moorebank and we want the diagrams to show the need for the terminal. That is, that there will be too many containers coming out of Port Botany for Sydney's current intermodals to handle. The 'current' diagram will show that there will be a shortfall in capacity of the existing intermodal terminals to accommodate future port growth.

The diagram should be a stylised bar style graph that distinguishes whether a terminal is an import-export terminal or an interstate terminal or both. This can be done on a colour basis. The bar could be displayed in shipping containers to add interest. The number of containers depicted must reflect the size of the terminal in terms of its capacity.

Current intermodals capacity:

- Yennora – throughput of 110,000 TEU's (interstate and IMEX)
- Villawood – throughput of 20,000 TEUs p.a. (IMEX only)
- Minto – throughput of 150,000 TEUs p.a. (IMEX only)
- Chullora – throughput of 200,000 TEUs p.a. (interstate regional)
- Cooks River, St Peters – throughput of 150,000 TEUs (empty container storage)
- Enfield – throughput of 50,000 TEUs p.a. (IMEX)
- Port Botany – throughput 2 million TEUs p.a. (Port Botany needs to be treated differently because it's a port). Perhaps have two arrows pointing to the intermodal terminals to indicate how the containers are distributed to the intermodals. One arrow to show containers by road (1,700,000 TEU) and the other by rail (300,000 TEU).

Proposed intermodal capacity:

- Moorebank – throughput of 1.1 million TEUs p.a. (IMEX) and 500,000 TEUs (interstate)
- SIMTA – adjacent to our site at Moorebank – 1 million TEUs p.a. (IMEX only) Note that Moorebank and SIMTA are in competition as the entire area only allows for a maximum of 1.05 million IMEX containers. (Show this as a total capacity for the area).
- Eastern Creek – throughput of 500,000 TEUs p.a. (IMEX and interstate)
- Ingleburn – throughput of 40,000 to 70,000 TEUs p.a. (IMEX only)
- Leumeah – throughput of 50,000 TEUs (IMEX and regional)
- Badgerys Creek – this has not been investigated so a transparent bar could be used here
- Yennora – throughput of 160,000 TEU's (interstate and IMEX)
- Villawood – throughput of 50,000 TEUs p.a. (IMEX only)
- Minto – throughput of 200,000 TEUs p.a. (IMEX only)
- Chullora – throughput of 350,000 TEUs p.a. (interstate regional)
- Cooks River, St Peters – throughput of 150,000 TEUs (empty container storage)
- Enfield – throughput of 300,000 TEUs p.a. (IMEX)
- Port Botany – throughput 7 million TEUs p.a. (Port Botany needs to be treated differently because it's a port). Perhaps have two arrows pointing to the intermodal terminals to indicate how the containers are distributed to the intermodals. One arrow to show containers by road (4,000,000 TEU) and the other by rail (3,000,000 TEU).

(Very rough example of basic layout)

