Amity Trader

case study

Powering Digital Change in Moreton Bay

Amity Trader operates the only vehicle ferry service between Victoria Point and Coochiemudlo Island, running hourly for island residents and carrying the food supplies, freight and essential services the island depends on. Bookings were taken by phone or in person, commuter travel ran on paper cards, and recurring deliveries were arranged manually.

Objectives

- Give a predominantly older island community a simple way to book online
- Move beyond phone and in-person booking as the only channels
- Replace paper traveller cards with a digital equivalent
- Support standing bookings for grocery, freight and essential service providers
- Keep hourly turnarounds moving with faster check-in at the ramp
- Maintain accurate vehicle and deck capacity on every sailing
- Give residents visibility of availability before travelling
- Reduce manual administration for a small operating team

Solutions

- Implement the standard FerryHawk cloud-based platform, delivered in one month
- Deliver a deliberately simple booking flow for first-time digital users
- Issue digital traveller cards, purchased and reloaded online
- Enable standing and recurring bookings for essential service providers
- Provide mobile check-in with a live, real-time vessel manifest
- Manage vehicle capacity by dimensions and weight on each sailing
- Show live availability across the hourly timetable
- Support residents and staff through the transition with training on site

RESULTS

Island residents able to book online for the first time
Paper traveller cards replaced with a digital traveller card
Standing bookings for food supplies and essential services
Faster check-in supporting hourly turnarounds at the ramp
Accurate vehicle and deck capacity control on every sailing
Less manual administration for a small operating team
Standard FerryHawk platform delivered in one month

Conclusion

Delivered in a single month, FerryHawk gave Amity Trader a digital foundation suited to the service it runs: the only vehicle link to Coochiemudlo Island, running hourly for residents and the freight the island depends on. Residents book online, travel on a digital traveller card, and essential service providers hold standing bookings — with less manual administration for a small operating team.

Testimonial

Getting started with FerryHawk was straightforward, and the team supported us at every step. Our locals love being able to book online, and having their travel cards on their phones has made a real difference.

Joel Ianna, Operations Manager, Amity Trader