**Media Release**

For immediate release

**Future of the Great Barrier Reef up for discussion at**

**Australian Cruise Association conference**

(August 30, 2017) The role of the cruise industry in helping to protect Australia’s Great Barrier Reef will be covered in the keynote presentation at the popular Friday morning breakfast of the 21st annual conference of the Australian Cruise Association (ACA).

Anna Marsden, Managing Director of the Great Barrier Reef Foundation, will take conference delegates on a journey about the importance of the reef to Australians and the world, highlighting the challenges it faces and showcasing some of the ideas and innovations currently in progress to save it.

This year’s conference is being held from 6-8 September in Mooloolaba, in recognition of the importance of the regional ports to the cruise industry. Every year, ACA pays tribute to a philanthropic organisation operating in the conference location.

Jill Abel, CEO of ACA, said: “The Great Barrier Reef Foundation is dedicated to raising awareness and funding for scientific research essential to the protection and restoration of the Great Barrier Reef. As many of our members operate in the pristine waters of the reef, it will be fascinating to hear how they can play their part in the future.”

Themed **“Together Towards Tomorrow”**, the conference boasts an impressive line-up of Australian and international speakers. From the US, Bruce Krumrine, VP of Shore Excursions for Princess Cruises, Holland America Line, Seabourn and P&O and Matt Grimes, Executive Director, Itinerary Planning, Nautical and Technical Operations from Viking Cruises, based in Europe, will speak directly to the important topic of developing destinations and itineraries.

Local speakers include Steve Odell, Senior VP and MD Asia Pacific for Norwegian Cruise Line; Sarina Bratton, Chair, Asia Pacific for Ponant Yacht Cruises and Expeditions; and Tammy Marshall, founder of innovation and change mangement consultancy, The Bhive.

Their presentations will explore a range of themes from “Opportunities, Challenges and Brand Diversity” and “Future Projections and Trends” through to “Infrastructure and Management”.

A new addition to the program this year will be a presentation on the results of a Demand Study commissioned by ACA which addresses trends and future projections for the industry.

ACA still has conference places available. Reservations can be made via ACA’s website at [www.australiancruiseassociation.com](http://www.australiancruiseassociation.com)

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**About Australian Cruise Association:**

Australian Cruise Association is the co-operative marketing brand for cruise tourism in the Australia and Pacific region and represents a diversity of interests including regional ports, international, national and state tourism agencies, shipping agents, inbound tour operators and companies dedicated to marketing the region as a world class cruise destination.

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