



**AUSTRALIAN  
CRUISE**  
ASSOCIATION

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# Australian Cruise Association **NEWS**

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## Message from the Chairman

*With a full year under my belt as Chairman of ACA, I can happily say, what a great year it has been.*

I sit on a number of boards and I can say with hand on heart, that the group at ACA is one of the most passionate, collaborative and dedicated that I know. Their commitment to working together to deliver an outstanding destination experience for cruise passengers, grow the economic prosperity from the cruise sector and tackle the challenges of such a fast-growing sector is testament to the people involved.

Our ongoing MOU's with NZCA and CLIA continue to deliver great outcomes for the industry as a whole in our region. The Economic Assessments along with the Sustainability Guide

have presented unified and confident platforms for future strategic planning.

Thank you to all our partners and stakeholders for your contribution to our successes and I look forward to building on this in 2019.

On behalf of everyone at ACA I wish you and your families a safe, relaxed and happy Christmas.

**Grant Gilfillan**  
Chairman



## The ACA team gearing up for Seatrade Cruise Global

*We have another great team lined up to travel to Miami in April 2019 to attend Seatrade Cruise Global. As our major international marketing event for the calendar year, we look forward to sharing all things new and exciting that Australia has to offer to the cruise sector.*

We will be presenting a great regional perspective with New Zealand Cruise

Association, Papua New Guinea, New Caledonia and Solomon Islands coming together on **booth # 423**.

Planning our meeting schedule will commence in January, so please contact our CEO, Jill Abel (if she hasn't already contacted you) for a meeting time.

Our Down Under BBQ will also be held on the Wednesday afternoon. Don't miss the opportunity to participate in our great entertainment and hospitality.

# ACA Conference 'Port of Pearls' Broome 2018

September saw 120 members converge on Broome for our 22nd annual ACA conference. Tourism Western Australia and Cruise Broome ensured that all those who travelled to northern Western Australia were in for a great conference and Broome experience. The program was full of international and local guest speakers who enlightened us on the state of the cruise industry and its many broad topics in Australia and overseas.

Delegates enjoyed the hospitality of Cable Beach Resort and for many, the warm weather was a lovely reprieve from the cooler winter months.

Pre and post conference activities saw delegates camel riding on Cable Beach, enjoying scenic flights over the Horizontal Falls and Cape Leveque, tours of the vibrant and eclectic sights that Broome has to offer as well as a port and harbour tour.

A highlight for many visiting the 'Port of Pearls' was visiting the number of pearl farms and shops dotted around Broome and learning about this



thriving, multicultural and historically lucrative business. A fun moment on one particular pearl tour resulted in a perfect pearl emerging from the freshly shucked shell. To the delight of the onlooking group and without any persuasion at all, Philip Holliday from the Port Authority of NSW purchased the pearl for his wife for their pending 25th wedding anniversary. We were

delighted to receive the photo and comment from Phil "I got the shirt & Kath got the pearl - but I also got the girl & she was very pleased!!"

We look forward to seeing you all at next years' conference in Geelong from 4-6 September 2019, where we will bring you another inspiring and fruitful program.

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## Geraldton up there as "Destination of the Year"

Geraldton recently went up against Dubai and Norway for the prestigious 'Destination of the Year' award as part of the Seatrade Cruise Awards 2018.

For the 12th year running, the Awards recognise success stories in the cruise industry from ports, innovative shore excursions and outstanding service to the industry.

Dubai was named the winner at the Awards in September, however City of Greater Geraldton Mayor, Shane Van Styn, said Geraldton had become a very popular destination for cruise ships to stop.

"In February alone, we had a total of five ships visit our City – four of them had never visited Geraldton before," he said.

"Geraldton has really promoted itself as a destination of choice for cruise ships and we've worked hard to foster relationships to ensure we are on the radar."

"Our dedication to promoting cruise-tourism is very apparent as we will have our first over-night stay from a cruise ship, Azamara Quest on Monday 17 and Tuesday 18 December."

The Destination of the Year category is awarded to a region/tourism body/association which has made significant strides in promoting cruise-tourism

over the past 12 months.

Geraldton's nomination for this award stems from a joint initiative by Mid West Ports Authority and the City of Greater Geraldton to recruit a Cruise Ship Officer to develop and grow the cruise ship industry in Geraldton. This initiative was a first in Western Australia and has proven to be very beneficial and successful for Geraldton as a cruise ship destination.

On behalf of ACA, we would like to congratulate Geraldton for making it into the final three nominees for this prestigious award.

# Cruise Industry Sustainability Guide

Together with CLIA and New Zealand Cruise Association, we recently released the first Cruise Industry Sustainability Guide for this region to showcase the work being done by the industry to preserve the world's pristine waterways.

Although cruise ships represent less than one percent of the global shipping fleet, this important sector is taking the lead in several critical areas underscoring their commitment to sustainability and responsibility.

The initiatives fall broadly into five categories:

1. Cleaner Fuel and Reduced Emissions;
2. Recycle, Reduce and Reuse;
3. Waste Management Practices;
4. Destination Sustainability; and
5. Working Together.

The cruise industry is working closely across this region to help drive these

sustainability initiatives. Together, they are also collaborating with a larger global community including government bodies and independent organisations such as the World Ocean Council and the Great Barrier Reef Marine Park Authority to explore best practice.

ACA is very focused on working closely with the cruise lines and ACA members to support port infrastructure needs.

Managing the growth in visitor numbers is also high on the agenda for cruise lines and destinations.

Consultation and education are being provided as to how best to ensure the

visitor experience is maintained while continuing to provide much needed economic income for the destinations.

The guide will be distributed to the members of each organisation, who in turn are being encouraged to send this out to their broader communities, to increase awareness for the important work being done by the cruise industry as a collaborative effort.

ACA is committed to working with the cruise lines, the ports and the destinations recognising the crucial role of connectivity between all parties to develop viable short and long-term solutions for a sustainable and exciting future for our industry.

## Sydney Outback Tours expand into multi-lingual translations

Sydney Outback Tours is pleased to announce that their audio library has expanded to include Italian and Spanish. This is in addition to our German and French translations that were announced last month. Guests are given a listening device (mp.3 player) with a translated recording of our daily commentary.

The key to the Sydney Outback visitor experience is the daily commentary comprising 100+ topics that highlight the diversity of the landscape, flora, fauna, geology and rich heritage of human occupation (both the First Australians and later colonial immigrants) found within the park. These themes are presented in a globally historical context and explained in a way that connects people to the Australian landscape as they come to understand it.

We believe that this level of multi-lingual language will enhance the connection for our international guests. We are ultimately providing them with the ability to gain a greater understanding and appreciation for the fascinating story of this ancient and sacred space.

Sydney Outback Tours will continue to expand the range of languages available in our commentary library.

## John Stoll visits Brisbane

John Stoll, VP Land Programs for Crystal Cruises, recently visited Queensland and enjoyed a day interacting with iconic Australian wildlife.

ACA members, Tourism and Events Queensland and Abercrombie and Kent ensured John saw the best of Brisbane and heard more about Port of Brisbane's new International Cruise Terminal.



# Join us for an unforgettable day on North Stradbroke Island

North Stradbroke Island (Minjerribah), is home to the Quandamooka people. Known affectionately as 'Straddie' by the locals, the island is one of Australia's natural treasures conveniently located on Brisbane's doorstep.

North Stradbroke Island is the second largest sand island in the world, blessed with white sandy beaches, magnificent inland lakes, hidden waterways and scenic walks.

During your day on North Stradbroke Island you will be treated to amazing scenery, 'true blue' Aussie wildlife and an authentic cultural insight into Quandamooka history.

As with all great journeys getting there is half the adventure. From the Cruise Ship Terminal you will be driven to Cleveland as you relax with morning tea onboard Stradbroke Ferries Vehicle Ferry.

Once you arrive at Dunwich (Goombi) on North Stradbroke Island you will embark on an unforgettable discovery of the Quandamooka people with an experienced guide. A visit to the North Stradbroke Island Museum is a must as this small island has a rich and interesting history.

Next stop is Point Lookout where we stop for lunch at the iconic Stradbroke Island Beach Hotel. The hotel, designed in the shape of manta rays, has panoramic views of the Coral Sea.

As we head back to the ferry to return to the Cruise Ship Terminal, we will

have time to explore one of the most photogenic places ever – the North Gorge – or sit and watch the ocean. Be sure to keep a lookout for kangaroos grazing nearby.

Our Stradbroke Island Discovery Tours will take place on 13 March 2019. This is a boutique tour with limited spaces available so please book in advance to avoid disappointment. For reservations please contact Irena Deur on +61 (0)2 9550 0047 or [i.deur@intercruises.com](mailto:i.deur@intercruises.com)

# Amazing Indigenous tourism opportunities

We increasingly hear that travellers are making their cruise decisions based not only on the onboard offerings but also what is happening onshore.

We have exceptional opportunities at our many Australian ports to illustrate that our country is exciting, diverse and offers experiences that cruise passengers can't find anywhere else in the world.

Opportunities to learn about our country's fascinating history, interact with nature, enjoy our world-class food and wine and explore our vast landscapes rate highly with cruise passengers.

Indigenous touring and cultural activities are also standout examples of how we will ensure that particularly our regional ports in Australia remain on cruise ship itineraries into the future.

ACA and our members work closely with indigenous communities to help them become cruise-ready and explore every opportunity to introduce their products to passengers. As a result, we were delighted to be invited to participate recently in the Australian Indigenous Tourism Conference.

Bart Pigram from Narlija Tours in WA – one of the AITC speakers who also worked with ACA at our recent conference - is a success story in our sector. He began his company three years ago and has adapted his tours for cruise passengers giving them an authentic insight into the history and culture in Broome seen through his eyes as a saltwater man. His tours are filled with interesting first-person stories and incorporate one-off experiences such as musical performances by Bart and his family members and the opportunity to try the famous local Nanna Pig's fish soup.

Over the other side of Australia, in Tropical North Queensland, the traditional owners welcome cruise passengers to stunning Mossman Gorge taking them on Ngadiku Walks – sharing stories and legends from their culture. Guests are welcomed with a smoking ceremony to ward off bad spirits before being guided through the rainforest by an indigenous guide identifying plants and their uses as food

or medicinal sources. They also share their traditions like making bush soaps and painting with local ochre.

Similar tours are run in Ben Boyd Park near Eden. More often known for its whaling history, the indigenous cultural experience has now become a favourite shore excursion particularly for international cruise passengers.

The walk to Haycock Point on the south coast of NSW, takes in stunning scenery and showcases the aboriginal history of the area. Guests are often treated to sightings of kangaroos, wallabies and seabirds. Aboriginal guides enthusiastically engage in local storytelling and share their history and culture.

With over 30% of the 109 new ships currently on order being smaller luxury and expedition vessels, I am excited that regional ports around the country offering these important indigenous experiences are seeing increased visitation and have no doubt they will remain a must-see on cruise itineraries.

## First female Hotel General Manager to roll out new Princess ship

Our CEO, Jill Abel, recently had the pleasure of presenting a plaque to the Captain of the Majestic Princess celebrating her maiden season in Australia.

At the same time, she met with the Hotel General Manager, Terri Cybuliak. During the discussions, it was revealed that Terri will become the first female Hotel Manager to bring a ship into service, the Sky Princess on 15 October



2019 from Trieste, Italy.

This is such an achievement for Terri and great proof of the amazing

employment opportunities the cruise sector offers.

# ACA Welcomes Six New Members

## Curringa Farm

Curringa Farm is a 750 acre, award-winning, sheep and cropping farm, only one hour from Hobart. It offers secluded accommodation cottages and pre-booked farm tours to see sheep shearing, working farm dogs, forest walks and river views. Our new function centre café is now complete. Operating since 1984, Curringa is Tasmania's favourite farm stay.

Contact: Tim Parsons  
tim@curringafarm.com.au

## Destination Southern Tasmania

Destination Southern Tasmania is the regional tourism organisation for Tasmania's southern region. Incorporating 11 Council Partners, Industry Membership and a partnership with Tourism Tasmania, DST is focussed on increasing visitation, increasing yield and increasing regional dispersal.

Contact: Alex Heroys  
dstadmin@southerntasmania.com.au

## Admirals Group

Established in 1993, Admirals is a service provider to the cruise, ferry and Superyacht industries. The company specialises in Gaming Concessions, wide-area networked Keno and Lottery games, ATM's at sea, Arcade amusements and onboard entertainment. In Tasmania, Admirals operates under a Casino Licence issued by the Tasmanian Gaming Commission and with necessary approvals from the Victorian government.

Admirals also offers a Public Policy Advisory service and is a distributor of Adonis HR management systems in Asia. The company also has expertise to advise on Nautical Operations, Technical Operations, Port Operations and ship design, building, and renovation.

Contact: Mike Hackman  
mhackmanhk@gmail.com

## Kimberley Ports Authority

Kimberley Ports is responsible for the ports of Broome, Wyndham and Derby and is critical to the success of regional Western Australia.

The Ports Authority is currently undertaking a Channel Optimisation Project, a \$7M works project that will enable all tide access for large vessels, particularly cruise ships to the wharf.

Contact: Kevin Schellack  
ceo@kimberleyports.wa.gov.au

## Svitzer Australasia

Svitzer has provided safety and support at sea since 1833. They are continuing this tradition as the global market leader within towage and marine related services.

Svitzer provides a crucial link in the Australian supply chain with more than 50,000 tug movements a year, making our ports safer and more efficient. Svitzer Australia is also the largest employer of Australian seafarers.

Svitzer is part of the Maersk Group and is proud to be part of the Svitzer fleet of more than 430 vessels and operations all over the world.

Contact: Ivan Spanjic  
ivan.spanjic@svitzer.com

## Burnt Pine Travel/Baunti Escapes

Burnt Pine Travel are Ground Operators and Tour Coordinators for Carnival and other cruise lines on magical Norfolk Island, home to the descendants of the infamous Bounty mutineers and their Tahitian companions.

In addition to touring, they manage pier set up and facilities on Norfolk Island as well as shuttle buses to the town, a 10-15 minute drive from either pier.

Their team provides a friendly, professional and knowledgeable first

impression for arriving visitors as they step onto the pier and are moved to the transit area.

They've worked in conjunction with Australian inbound tour operators creating exclusive touring programs for high end cruise brands.

Tourism has been one of the Island's industries for over 70 years and is now the major one.

Contact: Bart Murray  
cruise@burntpinetravel.nf



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**AUSTRALIAN CRUISE ASSOCIATION**  
[ABN 44 021 935 869]

Editor: Jill Abel

Address: PO Box 1117 Sandy Bay,  
Tasmania, Australia 7006

Phone/Fax: +61 3 62237334

Email:

ceo@australiancruiseassociation.com

Web:

www.australiancruiseassociation.com

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