

ABOUT CRUISE DOWN UNDER

CDU History - The first 10 Years

Cruise Down Under is a membership based, non-profit organisation dedicated to marketing Australia and the South Pacific region as a destination for cruise ships.

In 1993 a small group of Australian and New Zealand ports and tourism organisations who had previously marketed their destinations separately to cruise companies, came together with the aim of having a single marketing presence at the annual Seatrade Cruise Shipping Convention in Miami, and promote the region under a single banner.

In the early years, the cruise brand “Cruising Down Under” obtained funding assistance from the Australian Tourist Commission (ATC), with the support of the Office of National Tourism (ONT). ATC also provided the Cruise Down Under Secretariat until 1997.

The ATC funding was used to produce promotional material including video, directories for regional destinations, itinerary planner and port information directory. Under the “Cruising Down Under” brand and later “Cruise Down Under” branding, there has been an Australian presence at Seatrade Miami since 1994 and at Seatrade Pacific in Cairns (1995 and 1997) and Singapore (1996).

In 1997, the ATC advised the agencies and industries associated with the CDU brand that federal funding support would be discontinued and it encouraged those involved in the industry to maintain the current initiatives and form their own association.

In November 1997 at Seatrade Pacific, the member ports and tourism organisations agreed to form a non-profit incorporated association to enable Cruising Down Under to continue to develop relationships with cruise lines.

An interim Chairman, Deputy Chairman and Treasurer were elected to establish the association and Cairns Port Authority (one of the founding members) took over the Secretariat from the ATC.

In May 1998 the interim executive comprising of Mike Bartlett (Cairns Port Authority) as Chairman, Chris Drinkwater (Hobart Port) Deputy Chairman and Glenn Stephens (Fremantle Ports) Treasurer, was elected as the Management Committee.

A vision, mission and objectives of Cruising Down Under were subsequently developed and adopted by the member organisations.

Cruising Down Under was incorporated in Queensland in July 1998 with its own secretariat. Mike Bartlett was engaged to undertake the role of Secretary after retiring from Cairns Port Authority.

An additional position saw the Management Committee expanded to four in 1999, when Richard Doyle from Tourism NT (formerly Northern Territory Tourist Commission) became the tourism representative. In addition, Tourism Australia (Rodney Harrex) became an ex officio member of the management committee that year.

In 2000, Judy Wood joined the expanded Committee as the 5th elected member and became the first non government organisation on the committee. Australia's largest cruise port, Sydney Ports, through Phil Rosser became the Deputy Chair of the Association the same year. Also in 2000, members voted to alter the name to Cruise Down Under.

In August 2002, as a result of the growth in the association and the need for a succession plan, the membership agreed to separate the functions of Chairman and Secretary into two dedicated positions - Chairman (elected by the members) and Executive Director (Secretary) appointed by the Management Committee. As a result of the change in roles, Richard Doyle became Chairman in 2002, whilst Mike Bartlett was engaged as Executive Director. Also that year, Victoria was represented on the Management Committee for the first time, when Evda Marangos from Department of Infrastructure was elected.

At the 2004 Annual General Meeting, members supported the expansion of the Management Committee by two additional member positions, bringing the elected committee to seven with a second non government member John Treacy from Cruise Associates Pty. Ltd. and Karen Fraser from Tourism Tasmania.

Since 1998, Cruise Down Under has conducted its annual general meeting usually in August. Hosted by a Cruise Down Under member organisation, the Annual General Meetings also included a cruise conference as part the Association's objective to provide a networking forum for members and stakeholders to share and exchange industry information.

Since 2004 the Management Committee decided to invite bids from interested members to host the Cruise Conference and Annual General Meeting. Also in 2004, the membership agreed that committee members be elected for a two year term, to ensure continuity of experience and ensure succession planning had a suitable foundation.

As a maturing association, the Management Committee decided in 2005 that it was obliged to embark on a formal process to appoint an executive officer (front desk position) and as such, called for expressions of interest for a General Manager to deliver the Association's administration and marketing activities. The selection process resulted in Jill Abel from Abel Event Management & Promotion being appointed as Cruise Down Under's General Manager and the registered office of CDU was relocated from Queensland to Tasmania.

It was at this time that Mike Bartlett from Cruise Australian Waters bid CDU goodbye as he opted for semi retirement. Mike will always be remembered for his dedication to cruise shipping and in particular the tireless work he undertook in the formative years of Cruise Down Under.

As part of the natural evolution of CDU, 2005 also saw CDU revamp its Rules of Association to affect the status of a national body. Members unanimously resolved to amend the Rules of Association to enable the necessary changes to move CDU from a State to a National organisation.

Evda Marangos continued in her role on the Management Committee as the representative for Port of Melbourne Corporation which joined CDU in 2005.

In 2005/06, CDU took on the task of quantifying the economic impact of cruise shipping in Australia and its work with the Department of Tourism, Industry and Resources has seen the industry develop a recognised national model which was used to obtain some home grown data to support investment in the cruise industry.

Chris White, Tourism Victoria replaced Karen Fraser, Tourism Tasmania on the Management Committee.

Following the 2005 AGM, the Management Committee established a number of sub-committees to manage key projects as identified in CDU's business plan.

In March of 2006 Cruise Down Under and Cruise New Zealand formalised their commitment to jointly promote Australia and New Zealand to the international cruise industry, by signing a memorandum of understanding at the Seatrade Cruise Shipping Convention in Miami. The MOU enables both organisations to strategically plan their marketing activities and share valuable industry information.

It has also expanded its knowledge base by building ties with Ports Australia Limited (formerly Australian Association of Ports and Marine Authorities). Respected author and cruise specialist, Professor Ross Dowling, was invited as Academic Advisor to the Chairman of Cruise Down Under.

The Association's first honorary life membership was awarded to Mike Bartlett at the 2007 Cruise Conference in Darwin. The award is an honorary award to an individual for outstanding and conspicuous services/achievements to Cruise Down Under.

The Rules of Association were amended at the Special General Meeting in 2007 which established a process for the succession of Management Committee members. This allows the elected Management Committee members to elect a Chairman, Deputy Chairman and Treasurer.

In 2007 a third industry member in Brett Dudley from eCruising Asia Pacific Limited was elected to the Management Committee.

In 2007 the Management Committee adopted a framework for developing a comprehensive Code of Conduct as part of the committee's development and administrative protocol.

In 2007, following a skills audit process, the Management Committee created a new position of Deputy Vice Chairman. This was filled by Brett Dudley.

In 2008 David Brown, Cruise Hunter Project replaced Judy Wood, Bob Wood Travel Group on the Management Committee.

During the election of office bearers in 2008, it was decided by the elected Committee members that the position of the Deputy Vice Chairman was no longer required.

Cruise Down Under cemented its position as the peak marketing body for cruise tourism in this region. Through their association with CDU, members are now able to have access to a professional body which has made significant advances in providing quality information and cruise marketing collateral through its website and annual participation at the Seatrade Cruise Shipping Convention in Miami.

Record of past CDU Annual General Meetings and Cruise Conferences:

Year	Destination	No. of Attendees	Date
2008	Melbourne	110	27-29 August
2007	Darwin	85	29-31 August
2006	Cairns	115	23-25 August
2005	Fremantle	49	31Aug-2 September
2004	Noumea	59 (inc CNZ)	21-22 August
2003	Launceston	42	27-28 August
2002	Adelaide	40	24-25 September
2001	Melbourne	39	28-29 August
2000	Darwin	20	18 August
1999	Sydney	27	18 August
1998	Brisbane	23	30 September
1997	Cairns	28	2-4 November

PAST MANAGEMENT COMMITTEES

The following tables record Past Management Committees from 1997/98 to 2008/09

Year	Chairman	Deputy Chairman	Treasurer	Member	Member	Member	Member	Tourism Aust.	General Manager
08/09	Richard Doyle	Brett Dudley	Glenn Stephens	Evda Marangos	Chris White	John Treacy &	David Brown	Dawn Howell	Jill Abel

	Tourism NT	ecruising.travel	Fremantle Ports	Port of Melbourne Corp	Tourism Victoria	Associates Pty Ltd.	Port of Newcastle		
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Year	Chairman	Deputy chairman	Deputy Vice Chairman	Treasurer	Member	Member	Member	ATC/ Tourism Aust.	General Manager
07/08	Richard Doyle Tourism NT	Judy Wood Bob Wood Travel Group	Brett Dudley ecruising.travel	Glenn Stephens Fremantle Ports	Evda Marangos Port of Melbourne Corp	Chris White Tourism Victoria	John Treacy & Associates Pty Ltd.	Wendy Hills	Jill Abel

Year	Chairman	Deputy chairman	Treasurer	Member	Member	ATC/ Tourism Aust.	Executive Director/ General Manager
06/07	Richard Doyle Tourism NT	Phil Rosser Sydney Ports	Glenn Stephens Fremantle Ports	Evda Marangos Port of Melbourne Corp	Judy Wood Bob Wood Travel Group	Wendy Hills	Jill Abel
05/06	Richard Doyle Tourism NT (formerly NTTC)	Phil Rosser Sydney Ports	Glenn Stephens Fremantle Ports	Evda Marangos Port of Melbourne Corp	Judy Wood Bob Wood Travel Group	Wendy Hills	Jill Abel
04/05	Richard Doyle NTTC	Phil Rosser Sydney Ports	Glenn Stephens Fremantle Ports	Evda Marangos DOI Melbourne	Judy Wood Bob Wood Travel Group	Wendy Hills	Mike Bartlett/ Jill Abel
03/04	Richard Doyle NTTC	Phil Rosser Sydney Ports	Glenn Stephens Fremantle Ports	Evda Marangos DOI Melbourne	Judy Wood Bob Wood Travel Group	Rodney Harrex	Mike Bartlett
02/03	Richard Doyle NTTC	Phil Rosser Sydney Ports	Glenn Stephens Fremantle Ports	Evda Marangos DOI Melbourne	Judy Wood Bob Wood South Pacific	Rodney Harrex	Mike Bartlett

Year	Chairman/ Executive	Deputy Chairman	Treasurer	Tourism representative	Member	ATC
01/02	Mike Bartlett Cruise Aust Waters	Phil Rosser Sydney Ports	Glenn Stephens Fremantle Ports	Richard Doyle NTTC	Judy Wood Bob Wood South Pacific	Rodney Harrex

Year	Chairman/ Executive	Deputy Chairman	Treasurer	Tourism representative	ATC
00/01	Mike Bartlett Cruise Aust Waters	Phil Rosser Sydney Ports	Glenn Stephens Fremantle Ports	Richard Doyle NTTC	Andrew Lane
99/00	Mike Bartlett Cruise	Chris Drinkwater Hobart	Glenn Stephens Fremantle	Richard Doyle NTTC	Rodney Harrex

	Aust Waters	Ports	Ports		
98/99	Mike Bartlett Cruise Aust Waters	Chris Drinkwater Hobart Ports	Glenn Stephens Fremantle Ports	Richard Doyle NTTC	Rodney Harrex

Year	Chairman/ Secretariate	Deputy Chairman	Treasurer
97/98	Mike Bartlett Cairns Port	Chris Drinkwater Hobart Ports	Glenn Stephens Fremantle Ports