



ANNUAL REPORT

2016 2017



AUSTRALIAN
CRUISE
ASSOCIATION

australiancruiseassociation.com



Message from the Chair

Dear Member,

I am pleased to present the Annual Report for the Australian Cruise Association for the period 1 July 2016 to 30 June 2017.

This Report is prepared by the Management Committee in line with accepted business practices and governance principles adopted by the Committee.

Our organisation continues to provide strong leadership, promoting the enormous benefits of the cruise sector growth, supporting local business in delivering quality experiences, and conveying clear objectives for the membership.

Our 20th Anniversary Conference, held in Sydney last September, was certainly a highlight for the association. It was a wonderful celebration of the commitment of our members to the cruise sector, many who have been involved since the organisation's inception. We were thrilled to present Judy Wood (Bob Wood Travel Group), Richard Doyle (Captain Cook Cruises) and Evda Marangos (Victorian Ports Corporation) with life memberships.

When we last met in Sydney, I reported a level of disagreement between CLIA and ACA. Your unanimous endorsement of our approach and perseverance was very encouraging. Pleasingly, I can now confirm that we have achieved a new level of cooperation between both organisations to the mutual benefit of the cruise industry. A Memorandum of Understanding has been agreed and signed. This could not have been achieved without the cooperation and maturity of Cindy D'Aoust, Steve Odell and Joel Katz within CLIA. I thank them for that. It is appropriate that Australia has its own cruise association and voice but one that collaboratively works with the cruise lines and their association. This, we are committed to do.

ACA continues to contribute to a number of industry committees and projects in regards to infrastructure development, demand studies and long term government and stakeholder strategies. In Fort Lauderdale this year, we met with like-minded land based cruise associations from around the world to encourage ongoing dialogue on matters of interest to our memberships. This meeting, the first in quite some years by the peak bodies, was a great success and testament to Jill's organisational skills. It will continue to meet.

Barking Owl was appointed for another year, providing great opportunities to market the destination and all of our members globally. The fortnightly column in Cruise Weekly highlights member activity and the association's projects. We also contributed numerous editorial pieces to a range of global cruise and port publications which has greatly expanded our communications exposure.

Other significant achievements during 2016-17 were:

- welcoming 10 new members increasing our membership base to a record 88,
- delivered a hugely successful ACA 20th Anniversary conference in Sydney which included significant international and Australian keynote speakers,
- exhibited at Seatrade Global Cruise in Fort Lauderdale in March 2017 with CEO Jill Abel delivering a SWOT analysis to a conference panel,
- delivered the 12th consecutive annual report into the economic benefits of the cruise industry in Australia,
- continued engagement with Tourism Australia to successfully market the destination globally and support with valuable research insights into the growing inbound cruise market.

This concludes my final year as your Chairman. When I was appointed to be the first Non Member Chairman, the arrangement was for two years, which later mutually led to an extra year. I have certainly enjoyed the stimulating experience and thank all members of the Management Committee over the 3 years for their diligence, support and contributions to your Association.

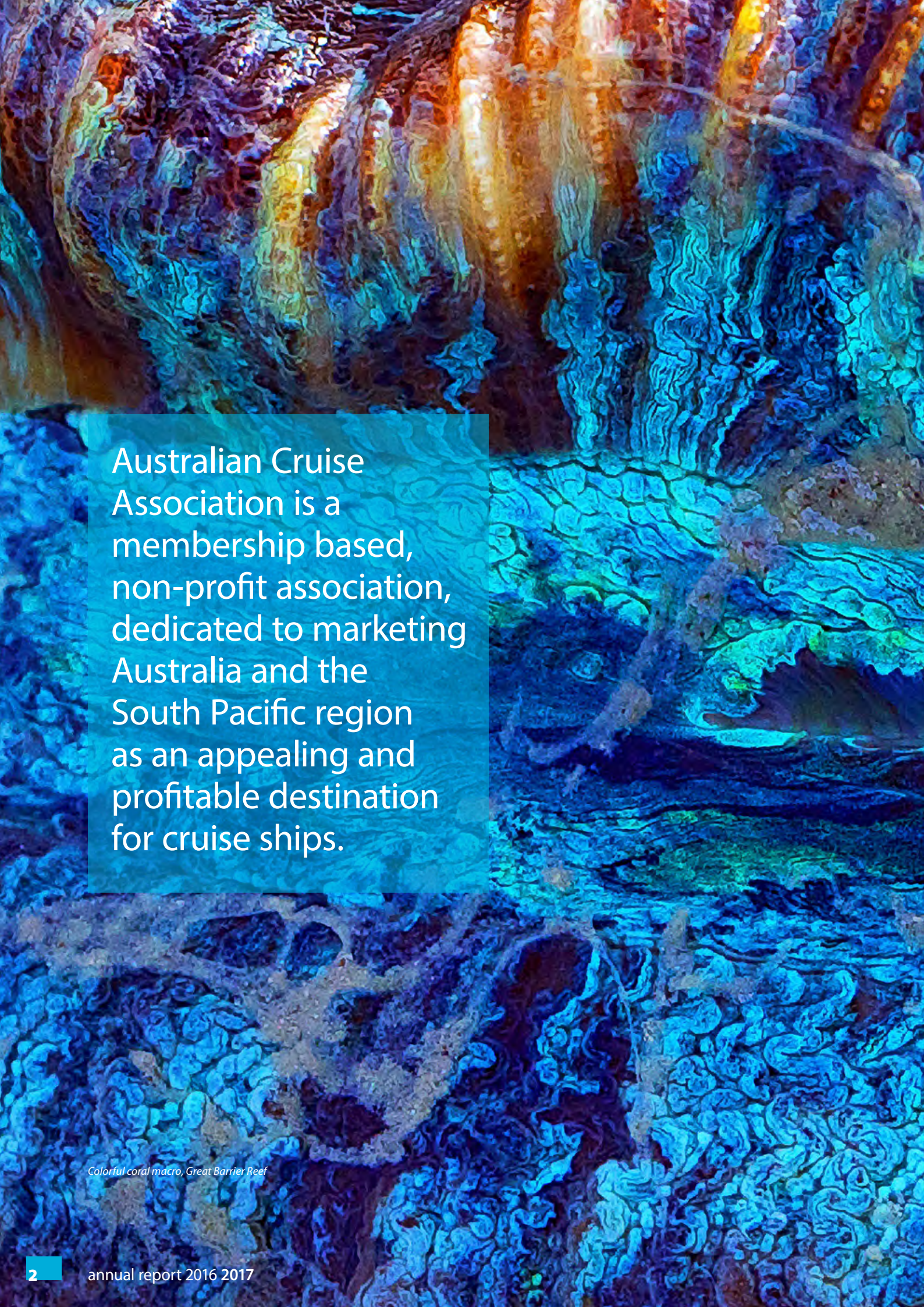
One of my first recommendations to the Committee was to promote Jill to be our inaugural CEO. Jill's outstanding leadership and commitment to ACA has confirmed the wisdom of this decision and has led to recognition of the organisations standing globally. Your association is in good hands. I personally thank her and recognise an outstanding performance.

Finally, I thank all of the ACA membership and look forward to seeing you in Mooloolaba in September at our 21st anniversary Cruise Conference.

Yours sincerely



Mr Stephen Bradford
Chairman
30 June 2017



Australian Cruise Association is a membership based, non-profit association, dedicated to marketing Australia and the South Pacific region as an appealing and profitable destination for cruise ships.

Colorful coral macro, Great Barrier Reef



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charter

Australian Cruise Association (ACA) is the co-operative marketing brand for cruise destinations and service providers to the cruise industry in Australia and the South Pacific.

The Australian Cruise Association is a non-profit incorporated association formed in 1998.

The Australian Cruise Association is a membership organisation comprising Australian ports, tourism agencies, cruise lines, shipping agents, inbound tour operators and companies associated with the cruise shipping industry in Australia and the South Pacific.

Vision

Develop and grow Australia's position as a major world class base and appealing destination for cruise ships.

Mission

The Australian Cruise Association (ACA) is a peak body representing the cruise shipping industry in Australia to realise the region's potential as one of the world's leading cruise destinations providing opportunities for ongoing sustainability.

Objective

To influence cruise and charter operators to develop itineraries to increase cruise visits in Australia. To achieve this, ACA has set itself the following five (5) key objectives:

Leadership and Governance

Establish strategies to continue the recognition of ACA as the respected industry organisation connecting and representing the cruise industry.

Research and Insight

Provide ACA members with useful, accurate and meaningful research into the cruise sector.

Position and Market the Australian Cruise Association region as a World Class Destination

Market and promote the ACA region (Australia, New Zealand, the South Pacific and ASEAN) as an attractive and diverse cruise destination for world class cruising.

Membership

Grow membership and provide high value benefits and services to ACA members.

Stakeholder and Partnership Development

Develop and maintain collaboration and affiliation with stakeholders and partners.



chief executive officer's report

The 2016-17 year was another year of growth under our new trading name, Australian Cruise Association, through all sectors of the industry.

We refreshed our Memorandum of Understanding with Cruise New Zealand and were key drivers in the formation of the Global Cruise Destination and Ports Association. The year culminated in a signing of a Memorandum of Understanding with Cruise Lines International Association (CLIA), providing a clear direction for future collaboration and strong positioning of the cruise industry in Australia.

A definite highlight for the year was celebrating the 20th Anniversary of the association in Sydney in September 2016. Watching fireworks from the exquisitely decorated marquee on the forecourt of The Sydney Opera House was a celebration of the contribution of our members in the growth of cruising in Australia.

Our membership numbers continued to grow and our engagement through workshops and forums around the country, coupled with strong media messaging, has resulted in a very cohesive and robust association.

The infrastructure piece remains a focus for future growth and ACA was invited to a seat on the NSW Governments Cruise Industry Reference Group. The task being: to consider how current capacity issues may be resolved in Sydney in the short, medium and long term. This work will be ongoing until the end of the 2017 calendar year.

Our focus areas for 2016-17 were as follows:

Leadership and Governance

ACA has expanded its work with industry and government driven committees and research studies. The NSW Reference Group will be the key driver to overcome congestion in Sydney that will determine long term, positive impacts on the national cruise map.

Closer working relationships with other like-minded industry association, has resulted in more streamlined messaging and prominence of the cruise sector.

ACA continued to be represented on the National Sea Passenger Facilitation Committee.



Research and Insights

The 2016 Conference was held in Sydney in September, celebrating 20 years of the association. The conference, themed “20 Years - Our People, Our Passion, Our Success”, attracted 135 delegates (record number) from Australia, New Zealand, Papua New Guinea, Indonesia, United Kingdom and USA. The event was sponsored by Destination NSW and Port Authority of NSW.

Our keynote was delivered by Ms Edie Rodriguez, CEO Crystal Cruises. Crystal Cruises is one of the leading luxury cruise brands and is expanding programs globally, combining air, river and ocean experiences.

The conference addressed environmental and sustainability issues, a review of the international growth markets and discussed destination development and product delivery.

We delivered the 12th consecutive report into the economic impact of cruise in Australia. The report continues to provide our members with a year on year comparisons on passenger numbers, visited ports and economic breakdowns for both major city and regional destinations.

Marketing

With the support of communications consultancy Barking Owl Communications, we spread the positive messages on our destination globally throughout the year. We featured, through interviews and advertorials, in all of the major international cruise line publications as well as the fortnightly columns in Cruise Weekly and a regular column in Cruising News.

ACA and its members again hosted familiarisation programs for cruise line executives and ground handlers. Our ongoing program continues to be very highly recognised and welcomed by our cruise line partners and provides the necessary exposure and education to new destinations and experiences.

The Chairman and I again led a strong delegation of members at Seatrade Cruise Global, in Fort Lauderdale. I participated in a conference panel alongside Debbie Summers (Cruise New Zealand), Jan Swartz (Princess Cruises), Gavin Smith (RCCL) and Harry Sumner (NCLH). I presented a SWOT analysis on the Australian industry. The analysis will be a beneficial document for the incoming management committee.

Growing Membership

We welcomed ten new members to the association this year. Membership growth continues to come from media exposure along with the member engagement events run throughout the country. The committee met and ran events in Melbourne, Sydney, Hobart and Adelaide in the past year.

Stakeholder and partnership development

We have continued to drive communication around the cruise sector through all forms of stakeholder engagement. Our focus has been on the clear economic benefits for Australian businesses throughout the country, with a emphasis on the positive impacts on regional Australia. The future growth opportunities continue to be shared.

The Chairman and Management Committee has successfully guided the association through a period of change and has ensured that ACA has strong partnerships.

Jill Abel
Chief Executive Officer



cruise shipping overview

A team of ACA members attended the Seatrade Cruise Global Exhibition and Conference in March of 2017.

Global Cruising

The outlook for the cruise industry continues to be strong. Global events such as terrorism, natural disasters and international relations continue to provide challenges for the deployment of cruise ships however the industry continues to be innovative and reactive.

The prominent messages from discussions were in regards to port congestion extending from major ports of Australia now into regional ports. This in turn constrains new players wanting to have a greater presence in Australia. Australia as a destination is delivering a very positive message which in turn has created great passenger ratings.

A summary of the global cruise industry:

- Reached 24.2 million passengers in 2016;
- Projecting 25.3 million passengers in 2017 (a 5% increase, predicted to grow year on year for the next 10 years);
- The fleet of 2017 will include 365 ocean going ships.
- Target of 38 million passengers will be travelling on 434 ships by 2027;
- US\$50 billion worth of cruise ships on the order books;

- 10 new ships were christened in 2016, 10 ships entering market in 2017, 16 in 2018, 19 in 2019 and 12 in 2020;
- By 2027, 74 new ships will have entered the industry with 64% of them being large size ships (between 100,000 and 200,000 grt);
- Asia has 200 destinations across 17 countries with Japan currently receiving the most cruise calls;
- 50% of all cruise passengers are travelling on a Carnival brand;
- MSC showing innovation in new ships with a focus on maritime design, environmental stewardship and guest experience;
- NCL very focused on destinations. Destinations influence profitability and extra ports enhance the guest experience. 82% of the purchase decision by customers is made on destinations. Shore excursions are the number 1 on board revenue generators. This has been aided by social media's ability to create awareness of destinations.
- Fleet expansion is outpacing port capacity in many regions of the world;
- Biggest threat to the industry continues to be geopolitical events;
- Requirement for itinerary back up plans is crucial;
- Currently over 40 UNESCO world sites are excluded due to Eastern Mediterranean unrest;

- China and Cuba continue to be identified as the markets with the greatest future potential;
- New builds are now being made in China;
- Concern that China builds too many ships and creates an oversupply that won't be filled (it happened in commercial shipping);
- Pace of change has slowed.

National and regional cruising

Cruise passenger numbers in Australia continue to grow with new predictions of reaching the two million passenger level by 2020.

The number of ships being deployed to our region continues to grow along with the emergence of lines that have traditionally not cruised in our waters. With over 40 ports and anchorages now visited by ships around Australia, we continue to see more exciting opportunities arise, many of which fall outside the traditional itinerary routes.

Spectacular anchorages like Kuri Bay, north of Broome, Kangaroo Island in South Australia and Port Arthur in southern Tasmania, are emerging as prominent "wow" factors immersing cruise passengers in breathtaking surrounds filled with history and experiences.

Cruise Lines International Association (CLIA) reported Australian ocean



cruise passenger numbers increased by 222,378 – the largest rise in passenger numbers on record, rising 21 per cent to 1,281,159 ocean cruise passengers from 1,058,781 in 2015.

CLIA also reported that Australians taking an ocean cruise worldwide swelled by almost 15 per cent in 2015 to reach a record 1,058,781 passengers, with a 42 per cent hike in domestic cruise passenger numbers contributing significantly to the result.

The infrastructure piece continues to work hard towards keeping pace with such an ever changing industry. Exciting announcements on Brisbane's Luggage Point provide great support to the regional developments in Townsville, Cairns, Newcastle and Eden to further strengthen eastern seaboard itineraries.

State Reports

NEW SOUTH WALES

Another successful season in 2016-17 continues to reinforce New South Wales' position as a major international cruise destination. During the 2016-17 season, the State welcomed 367 cruise ship visits to Sydney and the regional ports of Newcastle, Wollongong and Eden which resulted in 380 cruise ship days in port. Sydney continues to lead the way in the development of the sector with the city hosting 344 cruise ships during the 2016-17 season, equating to 357 cruise ship days in port.

Sydney's two world-class cruise facilities – the Overseas Passenger

Terminal at Circular Quay, able to accommodate the world's largest cruise ships, and the award-winning, purpose-built White Bay Cruise Terminal which offers two berths for visiting ships as well as all year round cruising – ensure that the city is able to offer the industry flexibility as well as the highest service standards.

Sydney remains a much sought after destination on world cruise itineraries and 2017-18 is set to be another strong year. Latest figures estimate that Sydney will host 354 cruise ships in the 2017-18 season which once again demonstrates the city's strength, popularity and pre-eminence as a cruise destination.

For the 2017-18 season, eight ships will be maiden calls. These include the *MS Regatta*, *Assuka II*, *Norwegian Jewel*, *AIDA Cara*, *Ocean Dream*, *MS Columbus*, *Viking Sun* and *Silver Muse*.

The regional ports of Newcastle, Eden and Wollongong also play an important role in driving the cruise sector for New South Wales, offering more destinations and providing visitors with a broad range of on-shore experiences that highlight the rich diversity of the State. The three ports enjoyed a strong season in 2016-2017 and are well-positioned for continued growth.

Five cruise ship visits to Newcastle in the 2016-17 cruise season generated around 9,000 visitors with forward bookings forecasting an increase in cruise ship visitation in 2018 and 2019.

The highlight of the 2016–17 cruise season in Newcastle was the

announcement of \$12.7 million in NSW Government funding, through the Restart NSW Hunter Infrastructure Investment Fund, to construct a dedicated cruise terminal and adjoining car park, and to expand the existing wharf to support larger cruise ships.

Together with \$800,000 for new mooring bollards to accommodate vessels in excess of 130,000 gross tonnage secured through the Commonwealth Government's Tourism Demand Driver Infrastructure fund in 2015-16, these upgrades to port infrastructure will deliver the capability to manage turnarounds and provide a positive welcome for transit calls, and will position the Port of Newcastle and Hunter Region to achieve strong future growth.

In 2016-17, the Port of Eden played host to 14 cruise ships and will see this number increase in 2017-18 with 15 cruise ships already booked to call. Three ships will undertake maiden visits in the coming year, including *Norwegian Jewel*, *MS Regatta* and *Seven Seas Voyager*.

The Port of Eden's \$44 million wharf extension project is progressing well. The development, which will allow the port to accommodate ships up to 330m LOA and which is expected to facilitate the continued growth of the cruise sector, is due for completion during the 2018-19 cruise season and will provide the cruise industry with a unique port of call halfway between Sydney and Melbourne on the beautiful Sapphire Coast.



cruise shipping overview

Wollongong's port, which operates 24 hours per day, seven days a week, has a deep water shipping channel that can accommodate vessels with ship length of 300m LOA and has capacity for capsized vessels at nominated berths.

In its inaugural year as a cruise port, Wollongong hosted four cruise ship visits during the 2016-17 cruise season including the *Norwegian Star* and three Royal Caribbean International ships. For 2017-18, three cruise ships are already booked providing good indications for a successful season.

The award-winning Destination Wollongong Ambassador program played a major part in the success of the 2016-17 season with over 480 Wollongong ambassadors greeting cruise visitors.



NORTHERN TERRITORY

Australia's Northern Territory has welcomed around 68,000 passengers plus crew on 47 cruise ship visits to the Port of Darwin in 2016-17. Darwin is also the home port for smaller expedition vessels exploring the North Australian and Kimberley coast line during the dry season (May-September).

The sense of arrival continues to improve as the Darwin skyline evolves; the Waterfront precinct is active and appealing with lagoon swimming a wave pool an excellent collection of restaurants and retail offerings. The covered walkway from the cruise terminal has created a positive walkable connectivity from the terminal to the Waterfront precinct

and to a glass lift and Air Bridge that connects to the City precinct.

Tourism NT works closely with the Darwin Waterfront Corporation and Darwin Waterfront and City Retailers Association to ensure that on ground activities are active when vessels are in port. City traders have initiated pop up markets and entertainment to add vibrancy on some weekday and weekend arrivals and Tourism Top End the Regional Tourist Association coordinates meet and greet volunteers at the Cruise Ship Terminal and in the City.

Every cruise ship visit to Darwin is held in high regard but the highlight of the year was the arrival of the *Ovation of the Seas* in February on her reposition voyage to Asia. It was

a superb welcome with much local excitement. The traffic management and transport logistics to manage the 4185 passengers for the day and the excitement of the locals all went without a glitch.

The touring offer for the cruise sector has increased and the touring options are diverse. The Jumping Crocodiles remain the most popular shore excursion, followed by WWII Heritage tours to the Darwin Military Museum, City sights touring, Darwin Harbour cruises, Litchfield and Kakadu National Parks, the Territory Wildlife Park and the NT Museum and Art Gallery. The George Brown Botanical Gardens, Australian, Aviation Heritage Centre, Royal Flying Doctors, Segway Tours, and Darwin Explorer Hop-on Hop-off bus are popular shore excursion products.



Uluru (Ayers Rock) and Alice Springs in Central Australia remain popular choices for visitors to explore our pioneering heritage and rich Indigenous culture. The legendary rail journey through the heart of Australia on The Ghan also remains popular with cruise enthusiasts and has been included as pre and post cruise option.

The Northern Territory presents as a confident destination for cruise the infrastructure investment will see expanded facilities in the future. We are a hub for the expedition cruise sector and see opportunity for some turnaround business with coastal and international itineraries.

QUEENSLAND

Made up of 6000 kilometres of coastal shoreline and eleven captivating destinations for cruise passengers to explore, Queensland truly is like no other place on earth. From our seemingly endless coastlines and the world famous Great Barrier Reef to our array of world heritage-listed rainforests, Queensland is a giant living and breathing postcard, waiting to be explored.

More than 850,000 cruise passengers visited Queensland destinations in 2016-17, injecting a significant economic benefit into the regional economy. New destinations, like Mooloolaba on the Sunshine Coast, World Heritage Listed Fraser Island and Gladstone, located in the unique Southern Great Barrier Reef region, are all offering cruise passengers an opportunity to experience Queensland's hidden gems. Townsville, with an average of 320 days

of sunshine a year, is fast becoming a cruise favourite and has recorded its best year yet with 8 ships calling in 2016-17 and forward bookings looking very positive. With increased interest in diverse shore excursions such as Magnetic Island, historical World War II sites and access to the iconic outback town of Charters Towers, Townsville offers cruise passengers an insight into why Queenslanders enjoy living in the tropics.

In 2016-17 Queensland welcomed 391 ship calls, representing an annual growth of more than 18%. A total of 193 of those calls visited the Brisbane region, which includes the popular Tangalooma Island Resort at Moreton Island, the Port of Brisbane and Portside Wharf. Brisbane is an established homeport, with ships currently calling to Port of Brisbane and Portside Wharf. The *Ovation of the Seas*, the biggest ship to visit Queensland waters, called to the river city in February 2017 and delivered an economic boon for the city, and a new proposal for a dedicated cruise ship terminal will ensure ongoing growth and opportunity from 2019. Moreton Island, located just off the coast and a half hour ferry ride from Brisbane, offers adventure touring like beach segways, sand tobogganing, quad bikes and snorkeling at the iconic Tangalooma wrecks.

Sitting in the heart of the Great Barrier Reef are the 74 Islands of the Whitsundays. Boasting one of the world's best beaches – Whitehaven Beach – the region's diverse shore tours has made it a favourite for cruise

passengers and the region has hosted a record 62 ship calls in 2016-17. The Whitsundays offers moorings at Airlie Beach and Hamilton Island and is famous for the volunteer greeters who meet every ship wearing their bright blue floral shirts and a warm Queensland smile.

In the Tropical North, Cairns is emerging as an attractive homeport, offering easy access to the exotic Papua New Guinea and Solomon Islands, while still being a 'must-do' destination for transit calls because of the proximity to the World Heritage Listed Daintree Rainforest and of course, the Great Barrier Reef World Heritage Area. Overnight calls to Trinity Wharf, in the heart of downtown Cairns, are becoming more popular, allowing passengers the chance to visit both these iconic experiences as well as enjoy the ambience as the tropical city comes alive at night. Trinity Wharf welcomed 53 ships in 2016-17, the mooring at Yorkeys Knob had 24 visits and the resort town of Port Douglas had 20 ship calls in the past year. Cooktown and Thursday Island also provided cruise passengers the opportunity to enjoy the relaxed tropical lifestyle, with 4 and 8 calls respectively.

Queensland offers something for everyone, and cruising the Queensland coast is definitely one of those 'bucket-list' experiences.



cruise shipping overview

SOUTH AUSTRALIA

South Australia's position as an appealing destination for cruise ships continues to grow year on year. The state hosted another very successful cruise ship season from November 2016 through to April 2017 with a total of 49 cruise ship visits to Adelaide and the regional ports of Kangaroo Island and Port Lincoln. This included two visits from the largest and newest ship to Australian waters, the *Ovation of the Seas*.

A number of other cruise ships made their maiden voyages to South Australia. The *Sun Princess* visited both Port Lincoln and Kangaroo Island for the first time, with Kangaroo Island demonstrating its broad appeal by also attracting maiden visits from *Europa 2*, *Artania*, *Aurora*, *MS Sirena* and the notable *Queen Mary 2*. New ships to Adelaide included *Maasdam*, *Europa 2*, *Artania*. Visiting cruise ships ranged in size from the exclusive 200 passenger ship, *The World*, on her three night stay in Adelaide over the new year period, through to the *Ovation of the Seas* with a capacity over 6000 passenger and crew.

We are seeing domestic itineraries grow with P&O Cruises' *Pacific Eden* that offered six cruise itineraries from Adelaide, including two return Adelaide itineraries visiting South Australian ports of Kangaroo Island and Port Lincoln.

The South Australian Tourism Commission (SATC) continues its focus on developing infrastructure, services and product at all South Australian ports. The South Australian government

has committed to invest over the next two years in the Port Adelaide Passenger Terminal to ensure our infrastructure is catering for the increased number of cruise ship turnarounds and home porting from Adelaide and the SATC will continue to upgrade the services, add new amenities and technologies for both passengers and crew over the coming year.

Regional dispersal continues to be a high priority and activity is ongoing with stakeholders to further develop the experiences on offer at regional ports through educating local communities and businesses about the benefits of leveraging the growing cruise industry.

Kangaroo Island continues to prove a popular choice for both domestic and international cruise itineraries. Reaching an all new record of 16 visits this season, the destination is growing year on year, with 21 visits scheduled for the next season including maiden calls from the *Norwegian Jewel* and the *Golden Princess*, as well as a return visit from the *Queen Mary 2*.

Port Lincoln – the Seafood Capital of Australia, hosted 5 cruise ship visits this season, and is looking to double this with 10 cruise ships already scheduled for the next season including maiden visits from *Noordam*, *Golden Princess*, *L'Austral*, *Norwegian Jewel* and the *Seven Seas Navigator*.

The state government and private partnerships in our 'Team South Australia' cooperative approach provides support to all stakeholders in the Australian cruise industry and

continues to drive success and develop further opportunities for the state.

TASMANIA

Tasmania welcomed 95 cruise ships and 236,794 cruise ship visitors between October 2016 and May 2017, signaling growth of approximately 45 per cent on the previous year.

Hobart received 49 port calls, while 17 ships visited Burnie and 22 visited Port Arthur. Six ships called at Wineglass Bay and one ship, *The World*, called at Flinders Island.

Several Cruise ships visited Tasmania for the first time in 2016-17 including *Ovation of the seas*, *Artania*, *MS Sirena*, *Europa 2* and the *Azamara Journey*. *Queen Mary 2* made maiden calls at both Hobart and Port Arthur.

Hobart hosted a maiden call event for *Ovation of the Seas* on the first of her four visits that included a Tasmanian aboriginal musical welcome, dance performances, and a display of a traditional grass canoe made over many weeks to showcase their ancient living culture. The third visit by *Ovation* coincided with the Tasmanian Wooden Boat Festival where traditional vessels of many cultures were showcased alongside the largest cruise ship in Australian waters.

In June, Hobart welcomed its first winter event cruise. P&O's *Pacific Jewel* completed a hugely successful 6 night cruise to the popular Dark Mofo Winter Festival, a contemporary take on the medieval midwinter banquet. Cruise fare included admission and return ferry ride to Mona and a priority pass to the Winter Feast.



The Macquarie Wharf No.2 Cruise Terminal continues to provide a streamlined disembarkation and a sense of arrival into Hobart with enthusiastic volunteers providing a friendly 'meet & greet' service and improved logistics for shore excursion coaches. Plans are underway to provide baggage screening and customs processing for up to 700 passengers to join or depart a cruise ship in Hobart.

Tasports completed an upgrade to the capacity of the Macquarie No. 2 and 3 wharves. The \$2.9 million project included seabed maintenance (to increase berth depth) plus the installation of new fenders and bollards. A new gangway was fabricated to improve the safety and efficiency of passengers transiting between the ship and the Cruise Terminal.

Tasports also completed the \$1.5 million mooring dolphin at the Port of Burnie to accommodate larger ships. This new infrastructure allows cruise ships of up to 315 metres in length to berth at Burnie, a significant increase on the previous limit of 280 metres. The dolphin enables access for almost all cruise ships operating in Australia.

Seasonally based in Hobart *Coral Expeditions 1* successfully operated her second expedition season in 2016-17, offering 9 departures of a 7- night Tasmanian itinerary for 46 passengers, focused on activities in World Heritage and National Park areas.

Coral Expeditions' third Tasmania season will begin on 1st January 2018 on the state-of-the-art flagship



Coral Discoverer, which underwent a comprehensive refurbishment in November 2016. The arrival of the Coral Discoverer brings an increased capacity of 72 guests to the company's Tasmania sailings.

Tourism Tasmania and the Australian Cruise Association hosted a Tassie Cruise Exchange and Famil Program in August. With great enthusiasm 32 Tasmanian tour and activity operators showcased their experiences to eight cruise line executives and shore excursion operators at a business to business session held on the Hobart waterfront.

Tourism Tasmania, the Australian Cruise Association, Hobart City Council, Burnie City Council and Port Arthur Historic Site Management Authority commissioned a Cruise Ship Passenger survey over the 2016-17 cruise season.

The researchers interviewed 1000 cruise passengers about their origin, expenditure, tours and activities undertaken while onshore, their social media habits, overall experiences and propensity to visit Tasmania again. Survey results were published in July and are available from www.tourismtasmania.com.au

Tourism Tasmania, Tasports, local councils and tourism operators continue to work cooperatively, ensuring a coordinated approach in working with the cruise industry. New resources developed for industry in 2016-17 include an updated guide for cruise lines providing information to assist with itinerary planning and covering all Tasmania's ports and anchorages, and a guide to assist local tourism operators to engage and work with the cruise ship sector.



cruise shipping overview



VICTORIA

Both government agencies involved in the cruise industry underwent major organisational change during 2016. The Victorian Ports Corporation (Melbourne) was established on the 1 November following the longterm lease of the commercial operations of the Port of Melbourne. The Victorian Ports Corporation is a statutory authority responsible for the commercial operations of Port Phillip, waterside emergencies and marine pollution responses along with management of Station Pier, Victoria's premier cruise ship facility. The role of the Harbour Master is also retained by the Victorian Ports Corporation.

Visit Victoria is Victoria's tourism and events company responsible for marketing to visitors from within the state, across Australia and around the

world and attracting sporting, cultural and business events to the State. Both organisations continue to work proactively with cruise lines to increase the economic contribution of the cruise industry to the Victorian economy.

Victoria continues to experience year on year growth in cruise arrivals, with a total of 96 calls to Melbourne and regional Victoria ports. Melbourne continues to drive the growth in cruise calls, with a total of 85 visits (incl. 35 turnaround visits). Regional Victoria is growing in popularity, with a total of 12 calls for the 2016-17 season. Phillip Island, a well known destination for land-based international visitors welcomed four ships. A new anchorage at Phillip Island was tried after the first call of the season and proved more reliable for ships. The anchorage is off Ryall on the east side of the island. Portland also received

four ships, with two international brands Europa 2 and Sirena bringing international passengers to see local sights such as the Port Campbell National Park.

The total number of cruise passengers and crew visiting Victoria in 2016-17 was 308,346. Melbourne is a marquee Australian destination, with cruise lines continuing to visit on both transit and turnaround calls. The number of turnaround visits to Melbourne also increased, driven largely by Carnival Corporation brands, with Princess Cruises basing *Golden Princess* in Melbourne for a series of 15 cruises, *Pacific Jewel* called Melbourne home for 11 cruises, whilst the *Pacific Eden* undertook five turnarounds in Melbourne. *Queen Mary 2*, *Queen Victoria* and *Aurora* also conducted partial turnarounds, bringing to 35 the total number of turnarounds for Melbourne.



Local government, community and the industry have shown strong support for the cruise industry in regional Victoria and continue to work with Visit Victoria to explore new opportunities to stimulate further growth. Visit Victoria's marketing activity in 2016-17 included attendance at Seatrade Fort Lauderdale. Ground handlers also play an important role in facilitating shore excursions for the cruise lines. Visit Victoria continues to work with the ground handlers to introduce new products and experiences relevant to cruise lines.

Visit Victoria's partnership with the Australian Cruise Association continues to be strong, with the



two organisations working together to undertake industry education workshops in Melbourne, Portland and Phillip Island in 2016. The industry was represented by senior executives from Royal Caribbean Cruise Line, Carnival Australia, Bob Wood Cruise Group, Intercoast and Abercrombie and Kent, along with Visit Victoria and the Australian Cruise Association. The industry supported the workshops with good numbers attending each workshop and cruise industry representatives also experienced the destinations on familiarisation visits.

The Victorian Ports Corporation (Melbourne) continues to lead the Melbourne Cruise Ship Committee and coordinates key service providers to the cruise lines, including transport, the Cities of Melbourne and Port Phillip, ground handlers, shipping agents and federal government agencies such as Australian Border Force and Department of Agriculture.

WESTERN AUSTRALIA

Perth and the port city of Fremantle are undergoing massive transformations, thanks to unprecedented levels of public and private investment, making both more attractive places to visit. Perth has seen redevelopments on a huge scale including improvements at Perth Airport, the magnificent Elizabeth Quay waterfront precinct and Perth City Link. While Fremantle is undergoing a major redevelopment, with more than one billion dollars in the investment pipeline. New small bars, restaurants, cafes and retail

precincts have popped up in both cities giving cruise visitors many exciting on shore options for dining and shopping.

It's no surprise that the 2016-17 season was another record one for cruise shipping in Western Australia with 60 ship visits to Fremantle Port including Royal Caribbean's *Ovation of the Seas*, which made its maiden Australian call at the port. The 4,600-passenger vessel will return to WA in November 2017.

P&O's *Pacific Eden* was home-ported in Fremantle from April 2017 for its second season of WA coastal cruises, visiting Exmouth, Broome and Geraldton. The *Queen Mary 2* returned to WA in February 2017, adding the South West port of Busselton to its itinerary for the first time. Passengers were able to take part in shore excursions into the Margaret River Region.

The West Australian Government is committed to growing the cruise industry by addressing both regulatory and infrastructure issues. Guests aboard intrastate itineraries can now access the full casino experience off the West Australian coast under changes to the Gaming and Wagering Commission Regulations. The amendments allow gaming floors to be open when cruise ships travel between WA ports.

On the infrastructure front, Mid-West Ports recently received two sets of shore tension units for Geraldton Port to give cruise ships reliable berthing. Federal Government funding has also been granted to Kimberley Ports Authority to purchase an all-tide gangway system for the Port of

Broome that will allow passengers to disembark more efficiently. In addition, Kimberley Ports Authority is currently working toward a solution that will improve access to the Port of Broome involving dredging the port channel to remove the rock mass that reduces the under keel clearance of vessels accessing the port.

Options are also being investigated to make the Exmouth Gulf a more reliable anchor and tender destination. Providing reliability for cruise ships to visit Exmouth and the World Heritage listed Ningaloo Reef has been described as 'a game changer' for cruise shipping in Western Australia.

WA port destinations strive for continual improvement, and Tourism WA works with local partners to help provide high-quality services and amenities for cruise visitors. Examples include delivering the cruise education workshops, to upskill cruise ship volunteers and tour guides across WA's port destinations.

Since 2012, Tourism WA has helped to deliver 30 *Welcoming Cruise Passengers to the West* workshops to more than 1,000 tour guides/drivers and volunteers across the State.

Building on the success of these workshops, Tourism WA has funded a new accredited training program for tour guides. The specialised short training program, developed by Tour Guides WA, is being delivered in Geraldton, Busselton and Albany community members interested in becoming an accredited WA Cruise Guide.



cruise shipping overview

Once they have completed the training, these guides will be assessed to hold and maintain Guiding Organisations Australia's Tour Guide Accreditation, affiliated with the World Federation of Tourist Guide Associations, and recognised internationally. The investment Tourism WA is making in rolling out this specialised training across the State's port destinations acknowledges the very important role tour guides play in the overall success of a cruise itinerary.

Looking ahead, Fremantle Ports is set to welcome a number of maiden calls to Western Australia in 2017-18, including six superliners - *Regatta*, *Ocean Dream*, *Azamara Journey*, *L'Austral*, *Seven Seas Navigator* and *Golden Princess*. In a first for the State, an overland tour option is available for cruise passengers on Ponant's luxury *L'Austral* – travelling between Albany and Margaret River before rejoining the ship in Fremantle. Fremantle is looking forward to welcoming Cruise & Maritime Voyages *Astor* in Fremantle for the fifth season in 2017-18.

PAPUA NEW GUINEA

The PNG cruise sector has seen a steady growth in the number of cruise ship calls since its entrance in 2013. One of the obvious indications of seeing cruise shipping eventuate with positive outcomes, was the close and effective partnership and support from the PNG Government, PNG Tourism Promotion Authority (TPA) and the provincial stakeholders investing in cruise tourism which is beginning to pay off. Having the right infrastructure in place, training and awareness and product development is setting the foundations for cruise tourism in PNG.

The port of Alotau and Rabaul have been the two most frequented ports by large and expeditionary ships. Both these two provinces in PNG have also been selected by the PNG Government as tourism hubs for the country and that has had quite a good impact with the general locals, who seem to start taking ownership and pride of this new status and have really showed patriotism whenever cruise ships arrive at their ports.

Apart from the popular PNG cruise destinations, new destinations are coming up as well such as Wewak, introducing its authentic village product of Maur Village and the popular Sepik River Crocodile festival which takes place in early August. Development scoping is also in progress for other places including Ali Island, Siassi, Buka and Pomio.

PNG is looking at developing a Cruise DVD promoting the country's cruising destinations. It will showcase PNG's vibrant and authentic cultures,

geographical terrain and clear white sandy beaches. The destination maps and visitor information for our cruise passengers have already been developed and is quite a favourite among the cruise tourists whenever cruise ships dock at our ports.

With PNG Tourism Promotion Authority taking the active leading role, activities were undertaken in the areas of cruise community awareness and artesian training; volunteer youth ambassador program which was developed by PNG Ports and was formally given to TPA to coordinate, it is a program which the school students volunteer as tour guides for the cruise tourists to utilise; cruise collaterals; Seatrade Cruise Global expo and cruise destination development.

Since the cruise sector is new to PNG, there are still challenges that exist, which can be quite difficult at times, as PNG is still developing and most of the resources such as land, river and sea is owned by the customary land owners, where trying to bring a new change to the people is a quite a task in itself. In addition, due to poor support by several provincial governments, some provinces lack the appropriate public amenities and infrastructure. However, the passion and drive is there and we are trying to build relationships and with local bureaus and various stakeholders to ensure PNG continues to grow as a cruise destination. With cruise ship numbers increasing over the next five years our challenge now is to capitalize in this increasing number and to ensure that local communities benefit from cruise tourism.



NEW CALEDONIA

With its ideal location between Australia and New Zealand, it is not surprising that the number of cruise passengers in New Caledonia has increased by over 300% in the last ten years. Between 2013 and 2016, the cruise ship rate has grown by 32%. In 2016, there were over 509,463 passengers on board and 235 cruise ships that berthed i.e. 10.3% more than in 2015. In total, there were 504 stopovers, split between Noumea (195), Isle of Pines (109), Lifou (108), Maré (89) and smaller islets (3).

The archipelago has so many highlights that each port of call is unforgettable. Bordered by the world's largest lagoon – inscribed on the World Heritage List in 2008 – and magnificent beaches, this land of contrasts and extraordinary endemic biodiversity offers a vast array of scenery, cultures and unique activities with a temperate tropical climate, which ranges from 20 °C to 30 °C. While Noumea offers urban modernity with a touch of French Riviera refinement, Lifou and Maré (Loyalty Islands) give a total immersion into the traditional Kanak way of life for cruise passengers, and the Isle of Pines stands out by the splendour of its natural scenery, a true paradise on earth. It's a great opportunity to discover new horizons, have fun, experience exotic flavours, cultural trips and leisure activities of all kinds.

New Caledonia keeps increasing its capacity to welcome cruise passengers and reinforce its port security. From 2017 to 2021, a new



investment plan of AUD \$35 million will allow improvements to the ferry terminal, ferry wharfs and the Isle of Pines, Lifou and Poum stopovers. It will help to maintain a high level of infrastructure and expertise to comply with the most demanding standards in terms of safety, transport, awareness, security and commercial attractions. In addition, at the end of 2016, a new global tourist development strategy was also developed, in which tourism promotion will continue and be strengthened in order to achieve the fixed objective of 1,200,000 cruise passengers by 2025. The cruise market has become a major priority for New Caledonia tourism, which aims to improve infrastructure in order to be ready to welcome more and more cruise passengers in the coming

years. The whole country – including institutions, private stakeholders and public communities – realizes how important the cruise sector has become for the New Caledonia economy and is rallying, improving tourism skills to deliver the best experience to our visitors.

Last but not least, on December 28th, 2016, nearly 2,000 Chinese cruise passengers were welcomed for the first time to New Caledonia and Noumea during an inaugural port of call by the Costa Atlantica cruise ship (chartered by CAISSA, one of the major Chinese tour operators) with a special welcome organised by all institutional authorities and the local tourism industry. Another new market with a strong growth potential!



management committee – 2016-17



From left: Tony Clementson (Tourism NT), Anne McVilly (Port Arthur Historic Site) Tyler Wood (Bob Wood Cruise Group), Jill Abel (CEO), Stephen Bradford (Chairman) Martin Bidgood (Intercoast), Julie O'Brien (Tourism and Events Queensland), Thor Elliott (Fremantle Ports), John McKenna (PANSW)

Stephen Bradford

Independent Chairman

Term Expires 2017

Stephen Bradford was appointed as ACA's first Independent Chairman in September 2014. Stephen retired as CEO of the Port of Melbourne Corporation (a member of ACA) in December 2013.

Stephen now advises on Ports and logistics. Stephen has broad experience having previously been Chairman of the Australasian Rail Association, Deputy Chairman of the Tourism & Transport Forum (TTF) and a Director of international marine and ports underwriter Through Transport Mutual in the UK. He is currently Chairman of Tasmanian Port Corporation and a director of the Port of Napier.

Tyler Wood

Deputy Chairman Bob Wood Cruise Group

Term Expires 2017

With over 15 years' experience in the travel industry, Tyler, along with his business partner Jay McKenzie, has created Bob Wood Cruise Group, a company dedicated to the implementation and management of professional ground logistics for international and domestic cruise lines, as well as working with tourism bodies to implement quality industry standards that cruise lines have come to expect.

To further support the industry Jay and Tyler have established Guides Australia, created with the objective of bringing a nationwide industry standard to the guiding business focusing on the needs of the international cruise market. Tyler is looking at doing this through collaboration with his cruise line partners, STO's and the various training and education facilities within Australia.

Prior to forming Bob Wood Cruise Group Tyler worked in the family business alongside his mentor and prior ACA Committee Member Judy Wood.

Thor Elliott

Treasurer

FremantlePorts

Term Expires 2017

Thor is the Trade Development Manager at Fremantle Ports. Thor has been at the Port for 30 years and has worked in a variety of areas within the port environment. Since 1995, Thor has managed Fremantle's Cruise Ship Terminal.

Thor has been pivotal in managing the elements of change to Fremantle Ports operational processes to cater for the ever expanding cruise industry as well as being heavily involved with WA Tourism in developing Western Australia's first strategic plan for cruise shipping. Thor represents Australian Cruise Association and Fremantle Ports on the Cruise WA Committee.

Martin Bidgood

Member

Intercoast Shoreside and Port Services

Term Expires 2017

Martin is the Regional Director Australia for Intercoast, an experienced global business offering first class ground handling and port agency services to the ocean and river cruise industry.

After obtaining a BA(Hons) degree in International Hospitality Management



from Bournemouth University in 1999, Martin embarked on a career in the tourism industry, working for a variety of London based tour operators in both operations and product focused roles.

In 2009, Martin was appointed Intercoaches' Regional Director UK & Ireland – overseeing all operations throughout the region. In March 2011, Martin relocated to Sydney to assume the role of Regional Director Australia, where he drives business growth in one of the world's fastest growing cruise regions.

Anne McVilly

Member

Port Arthur Historic Site

Term expires 2018

Anne is the Director Tourism Operations for Port Arthur Historic Sites which encompasses Port Arthur, the Coal Mines and Cascades Female Factory in Hobart.

Anne is responsible for everything tourism including visitor services, food & beverage, retail, guiding; new product development and visitor satisfaction.

Anne has an extensive knowledge of cruise sector and in recent years has assisted in the development of new products and experiences to fit with the shore excursion programs; managed the Meet & Greet program for Hobart; produced cruise guides for passengers and stakeholders; conducted tourism industry workshops and presentations to local councils & retail industries on benefits of the cruise sector; developed

interpretation training for Tasmanian based cruise tour guides and volunteers; and worked with State and regional tourism bodies and inbound operators in destination development.

John McKenna

Member

Port Authority of New South Wales

Term expires 2018

John is the General Manager of Cruise at the Port Authority of New South Wales. John is responsible for the cruise division which includes the operations at the White Bay and Overseas Passenger Terminal's. He works closely with the cruise lines to ensure successful operations in Australia's largest market.

John joined Sydney Ports in September 2011 after spending 12 years with the Virgin Airlines group where he held positions of Manager of International Operations and Operations Manager of Guest Services. John has worked in airports throughout the world such as London, Los Angeles, Abu Dhabi and Johannesburg after starting his career with Irish carrier Aer Lingus.

Julie O'Brien

Deputy Chair

Tourism and Events Queensland

Term expires 2018

As Manager in the Destinations and Partnerships team, Julie works closely with Queensland's 11 ports of call to ensure the destinations and tourism operators are cruise-ready and meet the needs of the cruise passenger and cruise lines alike. Julie has over 25 years'

experience in the tourism industry in both public and private sector and has worked with Tourism and Events Queensland for a total of 16 of those years. She has considerable cruise market experience and serves as the Deputy Chair of the Australian Cruise Association.

Richard Schoonraad

Deputy Chairman

Tourism NT

Term expired 2017

Richard held his position as Deputy Chair until February 2017 when Richard took on a new role outside of the tourism industry.

Tony Clementson

Member

Tourism NT

Term expires 2017

Tony joined the Northern Territory Governments Department of Tourism and Culture in May 2017 as the Destination Development Manager for the NT's Top End Region. He has held lead destination development roles with Regional Tourism Groups and Commercial enterprises.

Tony has his core role to identify and motivate opportunities for the growth from the Cruise sector for Northern Territory. Tony replaced industry professional Richard Schoonraad on the ACA Board in May 2017.

Jill Abel

Chief Executive Officer

July 2016 to June 2018



management committee – 2016-17

Management Committee Meetings

The Management Committee held the following meetings:

| | | |
|---------------------|------------------|----------------|
| 125 | 22 July 2016 | Melbourne |
| 126 Special Meeting | 9 September 2016 | Sydney |
| 127 AGM | 9 September 2016 | Sydney |
| 128 | 11 October 2016 | Teleconference |
| 129 | 24 November 2016 | Sydney |
| 130 | 20 February 2017 | Teleconference |
| 131 | 9 May 2017 | Adelaide |

Attendance at Management Committee Meetings

Record of attendance at scheduled Management Committee meetings:

| Member | Meetings Attended | Meetings Eligible to Attend |
|--------------------|-------------------|-----------------------------|
| Stephen Bradford | 7 | 7 |
| Richard Schoonraad | 6 | 6 |
| Tyler Wood | 6 | 7 |
| Thor Elliott | 6 | 7 |
| John McKenna | 7 | 7 |
| Martin Bidgood | 6 | 7 |
| Anne McVilly | 7 | 7 |
| Julie O'Brien | 7 | 7 |
| Tony Clementson | 1 | 1 |
| Jill Abel | 7 | 7 |



Committees and Sub-Committees

Listed below is the allocation of responsibilities for the committees and sub-committees for the 2016-17 year.

Committees

Management Committee

Responsible for:

- Rules of Association
- Financial Delegation
- CEO's contract
- Strategic Planning
- Succession Planning
- Legal and Property matters

The Executive – Chairman, Deputy Chairman and Treasurer

Rule 40

Chief Executive Officer – Jill Abel

- Secretary of the Association
- Seatrade Cruise Global Convention
- Global Sales Missions
- Government liaison
- Economic Impact Study
- Conference and AGM
- Management Committee meetings
- Website Management
- Travel Programs/Familisations
- Education
- Membership development
- Media spokesperson

Sub Committees

Rule 39

Sub Committee 1

Chairman Stephen Bradford

- Leadership
- Governance
- Political Liaison
- Media spokesperson
- Succession Planning

Sub Committee 2

Deputy Chairman Richard Schoonraad/Julie O'Brien, Anne McVilly

- Annual Operating Plan
- Risk Management Plan
- Rules of Association
- 3 year Strategic Plan

Sub Committee 3

Treasurer Thor Elliott and Chairman Stephen Bradford

- Financial Management and Reporting
- Budget
- Insurance

Sub Committee 4

Martin Bidgood, Julie O'Brien, Tyler Wood

- Membership and education
- Industry forums

Sub Committee 5

John McKenna, Julie O'Brien

- Communications strategy
- Implementation of public relations plan

Sub Committee 6

Julie O'Brien, Tyler Wood, CEO

- Annual Conference and AGM

Sub Committee 7

Chairman Stephen Bradford and Anne McVilly

- Annual Report

2016-2017 Annual Operating Plan

| Vision Develop and grow Australia's position as a major world class base and appealing destination for cruise ships. Mission The Australian Cruise Association is a peak body representing the cruise shipping industry in Australia to realise the region's potential as one of the world's leading cruise destinations providing opportunities for ongoing sustainability. Objective To influence cruise and charter operators to develop itineraries to increase cruise visits in Australia. To achieve this, ACA has set itself the following five (5) key objectives | Focus 1 Leadership and Governance | | Focus 2 Research and Insights |
|---|--|---|---|
| | Objectives | Establish strategies to continue the recognition of ACA as the respected peak organisation connecting and representing the broader cruise industry | Provide ACA members with useful, accurate and meaningful research into the cruise sector |
| | Priority Projects 2016-17 | <ul style="list-style-type: none"> • Prepare annual operating plan, annual report, financial report, budget • Review governance reports e.g. business continuity plan, code of conduct • Review organisation vision and mission • Prepare and submit EMDG application • Develop strategies to ensure a sustainable future • Ensure sustainable resourcing to deliver Strategic Plan • Continue to raise the profile of ACA to industry, government and community • Undertake Committee succession planning | <ul style="list-style-type: none"> • Deliver annual ACA cruise conference (incl. industry sessions) • Respond to Government inquiries • Attend international Cruise Conferences (Miami and Asia) • Cruise Data Research Fund • Facilitate key industry forums and education workshops • Assist with development of new tourism product • Implement stakeholder and member feedback • Review communications strategy • Establish STO Sub-committee to share data, insights and opportunities. |
| | Other Important Projects | <ul style="list-style-type: none"> • Project ACA as the peak marketing body and primary connector of business-to-business • Continue to enhance relationships with Federal, State Governments, trade media, industry • Manage ACA's IP and maintain business integrity | <ul style="list-style-type: none"> • Conduct Passenger surveys in partnership with destinations • Maintain a comprehensive customer database • Review EIS methodology for use in destination surveys • Investigate options to merge ACA EIS with CLIA's report |
| | Key Performance Indicators (KPI's) | <ul style="list-style-type: none"> • Table reports at AGM • Brief Federal Government (DRET and DIMIA), Tourism Australia and Ports Australia (Educational component) minimum twice annually • Liaise/collaborate with STOs, ATEC, TTF and Ports Australia minimum twice annually | <ul style="list-style-type: none"> • Prepare and present executive summary of AEC Economic Impact Study to members and stakeholders incl. Federal and State Governments • Host 2016 cruise conference in Sydney |
| | Key Achievements 2016-17 | <ul style="list-style-type: none"> • A robust governance regime • Increased awareness on: <ul style="list-style-type: none"> - role and structure of ACA - the cruise industry • Updated ACA Strategic and Operational Plans • Fulfilled succession plans for new Chairman • Successfully obtained funds through engaging with federal politicians via the EMDG for work completed in 2015-16 • Signed a MOU with CLIA • Productive, ongoing dialogue with CLIA to maintain united voice for industry • Name change to Australian Cruise Association completed and ratified by membership at AGM | <ul style="list-style-type: none"> • Released the Economic Impact Study 2015-16 • Distributed AEC's report to membership, stakeholders and Government with summary report available to non-members • Delivered successful ACA Conference in Sydney Sept 2016 with leading international cruise execs as keynote speakers • Conducted three industry forums in Sydney, Melbourne and Adelaide • Cruise Workshops conducted in Sydney, Adelaide, Kangaroo Island, Perth and Hobart (in partnership with STO and Members) • New cruise ready shore ex product presented to cruise lines • Retained PR agency Barking Owl to support CEO • Supported three STO's with research grants • Commenced a cruise market demand study for presentation at 2017 conference |

| Focus 3 | Focus 4 | Focus 5 |
|--|--|---|
| Position and Market the ACA region as a world class destination | Membership | Stakeholder and Partnership Development |
| Market and promote the ACA region (Australia, New Zealand, the South Pacific and ASEAN) as an attractive and diverse cruise destination for world class cruising | Grow membership and provide high value benefits and services to ACA members | Develop and maintain collaboration and affiliation with stakeholders and partners |
| <ul style="list-style-type: none"> • Conduct trade mission with STO's and ACA members in March 2016 in conjunction with Seatrade Cruise Global • Participate at Seatrade Cruise Global Conference • Investigate ACA presence at Cruise Shipping Asia • Implement and review communications strategy • Marketing plan for 2016-17 • Leverage key stakeholders' cruise sector comments • Work to include a cruise ship component within relevant associations' agenda • Develop and plan familiarisation program targeted around ACA conference • Support Tourism Australia at select trade events (Cruise 3Sixty, etc) | <ul style="list-style-type: none"> • Review Membership and Education strategy • Identify potential to attract new members • Review membership structure and fees • Update membership collateral/brochure • Host industry forums • Develop membership options for off-shore members | <ul style="list-style-type: none"> • Develop and update stakeholder database • Host stakeholder networking events • Understand cruise line structures and/or contacts– e.g. business interface/connections • Provide strong member representation on committees at Federal and State Govt. level • Maintain strong alliances with National, State, Territory and Regional Tourism organisations • Continue to manage the broader regional alliance (SE Asia, SW Pacific) • Leverage relationships with neighbouring regions (e.g. Asia) to maximise opportunities for the ACA region |
| <ul style="list-style-type: none"> • Produce renewed promotional collateral • Expand media list of contacts • Assist members with cruise line appointments • Review website | <ul style="list-style-type: none"> • Review communication platforms for members • Rotate management meetings in different locations (Educational component) • Brief executives including member organisations | <ul style="list-style-type: none"> • Engage with stakeholders' decision makers, Tourism Ministers, Shadow Ministers, Hon. Members • Consolidate TA/DRET relationship |
| <ul style="list-style-type: none"> • Attend Seatrade Cruise Global • Meet with a minimum of 10 strategic focussed cruise line executives • Circulate US Sales Mission and Seatrade Conference reports • Develop famils for cruise line executives | <ul style="list-style-type: none"> • Increase membership numbers • Circulate regular Member Updates | <ul style="list-style-type: none"> • Attend Federal Govt. working committee meetings • Meet with Federal Ministers annually • Circulate ACA News twice annually • Report on federal, state and regional presentations to management committee |
| <ul style="list-style-type: none"> • Delivered key strategies of marketing plan • Conducted extensive famil program for cruise line executives attending 2016 ACA conference • Co-ordinated 4 additional famils for cruise executives • Effective communications and feedback to members, cruise lines and industry stakeholders • Updated Communications Strategy • Updated and continued to improve ACA website • Managed Australia/ NZ/PNG and South Pacific regional presence at Seatrade Cruise Global, with larger stand and delegate attendance • Met with all major cruise lines at 2017 Seatrade Cruise Global • Presented at the 2017 Seatrade Cruise Global Conference • Distributed US Sales Mission and Seatrade Conference report • Conducted trade mission with major cruise lines in Fort Lauderdale and Seattle • Worked with STO's to update destination training presentation • Supported Tourism Australia with presentation material for Cruise3Sixty and other in market events • Refreshed and distributed ACA Newsletter, communicating cruise product and infrastructure developments to stakeholders • Regular press releases and columns in range of cruise trade publications • Continued to develop partnership program with Princess Cruises | <ul style="list-style-type: none"> • 10 new members welcomed • Increased awareness of membership benefits to ensure current membership retention and grow membership numbers • Continued to update membership and education strategy • Reviewed membership fees • Presented to member and stakeholder organisations and potential new members | <ul style="list-style-type: none"> • Increased stakeholder co-operation • Understanding/awareness of stakeholders' objectives and operations • Represented ACA members on the National Sea Passenger Facilitation Committee • Established Global Cruise Group • Established STO Sub Committee • Presented at a range of tourism and port sector forums • Provided input and formal submissions into the Morrison Review (border fees, charges and taxes) • Follow up into the review of the Coastal Trading Act • Provided input to: <ul style="list-style-type: none"> • Victorian Govt Cruise Industry Supply Analysis • Reserve Bank • IPART submission into NSW Port Fees • NSW Cruise Strategy • Cairns port feasibility study • Presented to Tourism Ministers Meetings in Hobart |



project reports

Australian Cruise Association Conference

The 2016 Conference was held in Sydney in September and was sponsored by Destination NSW and the Port Authority of New South Wales. The conference, themed “Celebrating 20 years of developing our destination”, attracted 135 delegates from Australia, New Zealand, Indonesia, United Kingdom and USA.

Keynote presentations:

Edie Rodriguez – President and CEO of Crystal Cruises

Bruce Anderson – Principal of Starcrest Consulting Group

Michael McCarthy – Port of Cork

Other speakers included:

- Ted Blamey – Chart Management Consultants
- Matt McInnes – Tourism Australia
- Mark Olsen – Earthcheck
- Ross Dowling – Edith Cowen University
- Sally MacMillan – Cruise-travel/lifestyle writer, Fairfax
- Rod Eime – Travel Writer

Seatrade Cruise Global

Seatrade Cruise Global was held in Fort Lauderdale from 13-16 March 2017. The event is ACA's key international business to business event. The extensive meeting schedule and the robust conversation and feedback resulted in one of our most successful missions to date.

The success of the event continues to hinge on the ongoing commitment and strong participation from many of our members, in particular, the State Tourism Organisations. We appreciate the significant contribution from member organisations that supported this years' show.

The event was attended by the following members:

- Stephen Bradford – Chairman ACA
- Jill Abel – CEO, Australian Cruise Association
- Julie O'Brien – Tourism and Events Queensland
- Tyler Wood – Bob Wood Cruise Group
- Anne McVilly – Port Arthur Historic Site
- Martin Bidgood – Intercruises
- Chris White – Tourism Victoria
- Leah Clarke – South Australia Tourism Commission
- Natalie Godward – Cruise Eden/ Destination NSW
- Capt. Wel Gamble – Reef Pilots
- Capt. Trond Kildal – Ports North
- Irene Morgan – Destination NSW
- Laura Salisbury – PNG

- Patrick Helmy – New Caledonia Tourism
- Emily Helmy – New Caledonia Tourism

The following Australian Cruise Association members also had joint trade stands contributing to a broader regional theme:

- Cruise New Zealand
- Papua New Guinea Tourism

Formal discussions were held with the following cruise lines:

- Princess Cruises
- P & O UK
- Holland America Line
- Royal Caribbean Cruises
- Azamara
- Carnival UK
- Cunard
- NCL
- Celebrity Cruises
- Silversea Cruises
- Saga Cruise Line
- Regent Seven Seas Cruises
- Oceania Cruises
- Seabourn Cruise Line
- Fred Olsen
- Ponant
- MSC Cruises
- VShips – Managers fro Phoenix Reisen
- Crystal Cruises
- Viking Cruises
- Noble Caledonia
- Residensea
- Virgin Cruises



Economic Impact Study

The ACA 2015-16 Economic Impact Study, undertaken by AEC Group, celebrated twelve continuous years of reporting. The Study continues to provide a detailed summary of the industry and identifies economic benefits in both major city ports and regional destinations. The study reports on both the international impacts of cruise as well as the domestic activity. The study reports a total expenditure of both international and domestic activity of \$2.89 billion in 2015-16, including direct expenditure of \$1.73 billion. If looking solely at the international market, the total expenditure was \$1.36 billion. (Note: The price of bunker fell considerably over the last year reducing expenditure on bunkering affecting overall expenditure).

The following table highlights growth trends for the period 2014-15 to 2015-16:

Table E.1: Comparison of Australian Cruise Ship Industry Demand Indicators

| Statistic | 2014-15 | 2015-16 | Actual Change | % Change |
|---|------------------|------------------|----------------|--------------|
| Australian ports/ destinations visited | 31 | 40 | 9 | 29.0% |
| Visiting Cruise Ship Characteristics | | | | |
| Number | 46 | 46 | 0 | 0.0% |
| Passenger capacity | 68,134 | 72,951 | 4,817 | 7.1% |
| Number of crew | 29,582 | 31,230 | 1,648 | 5.6% |
| Cruise Ship Visits | | | | |
| Number | 876 | 1,015 | 139 | 15.9% |
| Number of turnarounds | 427 | 521 | 94 | 22.0% |
| Number of transits | 449 | 494 | 45 | 10.0% |
| Passengers & Crew | | | | |
| Passenger days at port | 2,424,067 | 2,762,145 | 338,078 | 13.9% |
| Crew days at port | 489,791 | 548,136 | 58,345 | 11.9% |
| Direct Expenditure | | | | |
| Passengers (\$M) (a) | \$903.7 | \$1,071.4 | \$167.7 | 18.6% |
| Crew (\$M) (a) | \$86.8 | \$103.3 | \$16.5 | 19.0% |
| Operations (\$M) | \$104.5 | \$125.6 | \$21.1 | 20.2% |
| Bunker (\$M) (b) | \$229.9 | \$150.8 | -\$79.1 | -34.4% |
| Corporate (\$M) | \$246.6 | \$285.8 | \$39.1 | 15.9% |
| Total | \$1,571.6 | \$1,737.0 | \$165.4 | 10.5% |

Note: (a) Includes both domestic and international expenditure. Some totals may not add up due to rounding issues.

Source: ACA, Individual Ports, Deloitte Access Economics (2012), AECgroup

Table E.2: Summary of Direct Expenditure associated with the Cruise Shipping Industry in Australia, 2015-16

| | Visits | Passenger | Crew | Direct Expenditure (\$m) | | | | | |
|-------------------------|-----------------|-----------------|---------|--------------------------|------------|---------|-----------|---------|-----------|
| Port/ Destination | Days at Port | Days at Port | Pax(a) | Crew(a) | Operations | Bunker | Corporate | Total | |
| NSW | | | | | | | | | |
| Eden | 7 | 7,027 | 436 | \$0.398 | \$0.020 | \$0.341 | \$0.000 | \$0.000 | \$0.759 |
| Newcastle | 10 | 14,727 | 3,593 | \$2.865 | \$0.390 | \$1.308 | \$0.000 | \$0.000 | \$4.563 |
| Sydney | 308 | 1,290,813 | 260,874 | \$574.4 | \$51.4 | \$68.4 | \$77.9 | \$228.1 | \$1,000.2 |
| Total | 325 | 1,312,567 | 264,903 | \$577.7 | \$51.8 | \$70.0 | \$77.9 | \$228.1 | \$1,005.5 |
| VIC | | | | | | | | | |
| Geelong | 1 | 857 | 78 | \$0.049 | \$0.003 | \$0.009 | \$0.000 | \$0.000 | \$0.060 |
| Phillip Is (Cowes) | 1 | 1,896 | 110 | \$0.107 | \$0.004 | \$0.011 | \$0.000 | \$0.000 | \$0.122 |
| Melbourne | 84 | 214,719 | 49,610 | \$64.2 | \$3.9 | \$6.4 | \$21.0 | \$8.7 | \$104.1 |
| Mornington Peninsula | 3 | 3,346 | 196 | \$0.190 | \$0.007 | \$0.000 | \$0.000 | \$0.000 | \$0.197 |
| Portland | 3 | 4,178 | 980 | \$0.237 | \$0.036 | \$0.176 | \$0.000 | \$0.000 | \$0.449 |
| Total | 92 | 224,995 | 50,974 | \$64.8 | \$4.0 | \$6.6 | \$21.0 | \$8.7 | \$105.0 |
| QLD | | | | | | | | | |
| Brisbane | 148 | 565,710 | 110,312 | \$223.6 | \$28.0 | \$23.6 | \$31.8 | \$38.0 | \$345.0 |
| Cairns | 50 | 59,958 | 9,117 | \$12.238 | \$0.997 | \$1.602 | \$0.005 | \$0.007 | \$14.849 |
| Cooktown | 3 | 1,259 | 122 | \$0.310 | \$0.013 | \$0.012 | \$0.000 | \$0.000 | \$0.336 |
| Fraser Coast | 2 | 300 | 29 | \$0.017 | \$0.001 | \$0.030 | \$0.000 | \$0.000 | \$0.049 |
| Gladstone | 4 | 5,404 | 286 | \$0.306 | \$0.014 | \$0.307 | \$0.000 | \$0.000 | \$0.627 |
| Mooloolaba | 7 | 8,236 | 450 | \$0.466 | \$0.021 | \$0.178 | \$0.000 | \$0.000 | \$0.665 |
| Moreton Is | 33 | 41,381 | 2,310 | \$2.344 | \$0.109 | \$0.387 | \$0.000 | \$0.000 | \$2.840 |
| Port Douglas | 29 | 37,461 | 2,246 | \$7.042 | \$0.388 | \$0.185 | \$0.000 | \$0.000 | \$7.616 |
| Thursday Is | 7 | 2,582 | 210 | \$0.146 | \$0.008 | \$0.028 | \$0.000 | \$0.000 | \$0.182 |
| Townsville | 3 | 1,670 | 704 | \$0.411 | \$0.077 | \$0.211 | \$0.000 | \$0.000 | \$0.699 |
| Whitsundays | 43 | 52,284 | 3,215 | \$18.707 | \$0.298 | \$0.301 | \$0.000 | \$0.000 | \$19.306 |
| Total | 329 | 776,244 | 129,001 | \$265.6 | \$29.9 | \$26.9 | \$31.8 | \$38.0 | \$392.2 |
| SA | | | | | | | | | |
| Adelaide | 23 | 52,319 | 11,127 | \$16.2 | \$2.4 | \$2.1 | \$1.0 | \$1.7 | \$23.4 |
| Kangaroo Is (Penneshaw) | 10 | 9,421 | 635 | \$1.798 | \$0.109 | \$0.121 | \$0.000 | \$0.000 | \$2.028 |
| Port Lincoln | 4 | 5,440 | 1,300 | \$0.990 | \$0.224 | \$0.278 | \$0.000 | \$0.000 | \$1.493 |
| Total | 37 | 67,179 | 13,062 | \$19.0 | \$2.8 | \$2.5 | \$1.0 | \$1.7 | \$26.9 |
| WA | | | | | | | | | |
| Albany | 11 | 10,562 | 3,080 | \$0.598 | \$0.143 | \$0.626 | \$0.000 | \$0.000 | \$1.367 |
| Broome | 13 | 17,149 | 5,096 | \$1.508 | \$0.553 | \$1.944 | \$0.000 | \$0.000 | \$4.005 |
| Bunbury | 2 | 1,040 | 280 | \$0.059 | \$0.030 | \$0.124 | \$0.000 | \$0.000 | \$0.214 |
| Busselton | 7 | 8,690 | 560 | \$1.154 | \$0.061 | \$0.081 | \$0.000 | \$0.000 | \$1.295 |
| Esperance | 13 | 12,881 | 3,116 | \$0.730 | \$0.338 | \$0.864 | \$0.000 | \$0.000 | \$1.932 |
| Exmouth | 2 | 1,564 | 126 | \$0.054 | \$0.014 | \$0.000 | \$0.000 | \$0.000 | \$0.067 |
| Fremantle | 58 | 151,074 | 35,951 | \$111.7 | \$9.4 | \$3.6 | \$10.7 | \$9.2 | \$144.6 |
| Geraldton | 12 | 16,085 | 4,990 | \$0.553 | \$0.542 | \$3.431 | \$0.000 | \$0.000 | \$4.525 |
| Port Hedland | 3 | 5,366 | 1,275 | \$0.304 | \$0.139 | \$0.236 | \$0.000 | \$0.000 | \$0.678 |
| Total | 121 | 224,409 | 54,474 | \$116.6 | \$11.2 | \$10.9 | \$10.7 | \$9.2 | \$158.7 |
| TAS | | | | | | | | | |
| Burnie | 11 | 13,060 | 3,823 | \$1.589 | \$0.448 | \$0.679 | \$0.000 | \$0.000 | \$2.716 |
| Coles Bay | 3 | 5,970 | 324 | \$0.699 | \$0.038 | \$0.027 | \$0.000 | \$0.000 | \$0.764 |
| Hobart | 32 | 62,627 | 14,666 | \$7.5 | \$1.7 | \$3.3 | \$0.000 | \$0.0 | \$12.5 |
| Port Arthur | 10 | 15,336 | 850 | \$1.800 | \$0.100 | \$0.090 | \$0.000 | \$0.000 | \$1.989 |
| Total | 56 | 96,993 | 19,663 | \$11.6 | \$2.3 | \$4.1 | \$0.0 | \$0.0 | \$17.9 |



Table E.2: Summary of Direct Expenditure associated with the Cruise Shipping Industry in Australia, 2015-16 (continued)

| Port/ Destination | Visits | Passenger | Crew | Direct Expenditure (\$m) | | | | | |
|----------------------|-----------------|-----------------|---------|--------------------------|------------|---------|-----------|---------|-----------|
| | Days at Port | Days at Port | Pax(a) | Crew(a) | Operations | Bunker | Corporate | Total | |
| NT | | | | | | | | | |
| Darwin | 45 | 57,444 | 15,578 | \$16.0 | \$1.4 | \$4.7 | \$8.5 | \$0.1 | \$30.7 |
| Elcho Is | 1 | 31 | 7 | \$0.002 | \$0.000 | \$0.000 | \$0.000 | \$0.000 | \$0.002 |
| Tiwi Is | 2 | 179 | 20 | \$0.010 | \$0.001 | \$0.000 | \$0.000 | \$0.000 | \$0.011 |
| Yirrkala | 2 | 396 | 42 | \$0.022 | \$0.002 | \$0.000 | \$0.000 | \$0.000 | \$0.024 |
| Total | 50 | 58,051 | 15,647 | \$16.0 | \$1.4 | \$4.7 | \$8.5 | \$0.1 | \$30.7 |
| Offshore Territories | | | | | | | | | |
| Norfolk Is | 5 | 1,708 | 412 | \$0.097 | \$0.019 | \$0.000 | \$0.000 | \$0.000 | \$0.116 |
| Total | 5 | 1,708 | 412 | \$0.1 | \$0.0 | \$0.0 | \$0.0 | \$0.0 | \$0.1 |
| Australia | 1,015 | 2,762,145 | 548,136 | \$1,071.4 | \$103.3 | \$125.6 | \$150.8 | \$285.8 | \$1,737.0 |

Note: (a) Includes both domestic and international expenditure. Some totals may not add up due to rounding issues.

Source: ACA, Individual Ports, Deloitte Access Economics (2012), AECgroup

Table E.3: National Economic Impacts of Cruise Shipping in Australia

| Impact | Excluding Domestic Passengers (a) | | | All Passengers (b) | | |
|---------------------------|-----------------------------------|------------------|--------------|--------------------|------------------|--------------|
| | 2014-15 | 2015-16 | % change | 2014-15 | 2015-16 | % change |
| Output (\$m) | | | | | | |
| Direct | \$779.7 | \$861.9 | 10.5% | \$1,571.6 | \$1,737.0 | 10.5% |
| Indirect | \$455.5 | \$499.1 | 9.6% | \$1,052.8 | \$1,156.0 | 9.8% |
| Total | \$1,235.2 | \$1,361.0 | 10.2% | \$2,624.4 | \$2,893.0 | 10.2% |
| Wages Income (\$m) | | | | | | |
| Direct | \$302.2 | \$334.7 | 10.8% | \$510.6 | \$564.9 | 10.6% |
| Indirect | \$111.4 | \$120.9 | 8.6% | \$246.8 | \$269.8 | 9.3% |
| Total | \$413.6 | \$455.6 | 10.2% | \$757.3 | \$834.7 | 10.2% |
| Employment (FTEs) | | | | | | |
| Direct | 3,660 | 4,372 | 19.5% | 8,241 | 9,422 | 14.3% |
| Indirect | 1,599 | 1,758 | 10.0% | 3,751 | 4,091 | 9.1% |
| Total | 5,259 | 6,131 | 16.6% | 11,992 | 13,512 | 12.7% |
| Value Added (\$m) | | | | | | |
| Direct | \$439.6 | \$486.2 | 10.6% | \$788.3 | \$874.0 | 10.9% |
| Indirect | \$206.3 | \$223.4 | 8.3% | \$459.9 | \$503.3 | 9.4% |
| Total | \$645.9 | \$709.5 | 9.9% | \$1,248.3 | \$1,377.3 | 10.3% |

Notes: (a) International passengers & crew, operators and corporate, (b) International & domestic passengers & crew, operators and corporate.

Some totals may not add up due to rounding issues

Source: AECgroup



about australian cruise association

Australian Cruise Association (previously Cruise Down Under) is the membership based, non-profit association, 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.

In November 1997 at Seatrade Pacific, the member ports and tourism organisations agreed to form a not-for-profit incorporated association to enable Cruising Down Under to continue to develop relationships with cruise lines.

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.

Cruise 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.

In the first 10 years, Cruise Down Under cemented its position as the peak marketing body for cruise tourism in this region. Through the association with CDU, members have access to a professional body which has made significant advances in providing quality information and cruise marketing collateral through its website and participation at the annual Cruise Shipping Miami Convention.

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. Mike was awarded Life Membership in 2007.

David Brown, Cruise Hunter joined the Management Committee in 2008 replacing Judy Wood from Bob Wood Travel Group. David provides input from a regional destination perspective.

In 2009 Claire Willis, Abercrombie and Kent and Leah Clarke, South Australia Tourism Commission replaced Brett Dudley and John Treacy on the Management Committee.

Chairman Richard Doyle participated on the State of the Industry panel at the 2010 Miami Cruise Convention demonstrating that CDU region had significantly matured as a key cruise destination worthy of a view on the international stage.

In April 2010 Richard Doyle resigned as Chairman of CDU following his resignation from Tourism NT. It was during Richard's chairmanship that the organization achieved a strong position on the international stage as the key industry body for the Australia and South Pacific region, a sound financial position, an increase in membership and a rigorous governance regime for the management committee.

Evda Marangos was elected Chairman in May 2010. The succession plan was implemented with the election of Chris White as Chairman at the AGM in August 2010. Richard Doyle, Doyle Tourism Services P/L joined the committee providing a second private sector representative.

In 2011, Claire Willis resigned from the committee and Tyler Wood, Bob Wood Travel was elected at the 2011 AGM in Newcastle.



In May 2012, Richard Doyle resigned from the committee to undertake his new role as Marketing Manager for Captain Cook Cruises. The committee welcomed new members at the 2012 AGM in Anne McVilly from Hobart City Council and Jason McGregor from Sydney Ports. John McKenna became the Sydney Ports representative in March of 2013 and Tim Short represented Hobart City Council when Anne McVilly moved to Port Arthur Historic Site. Chris White was again elected Chairman, David Brown, Deputy Chairman and Glenn Stephens, Treasurer.

Evda Marangos' term expired at the end of 2012 and the organisation recognised her tireless efforts over many years. Evda was integral in the development of sound governance, annual operating plans and the annual report.

Glenn Stephens was recognised at the 2013 Conference when he stood down from the CDU Management Committee. Glenn had been involved with CDU since its inception and held the position of Treasurer for the entirety of his terms. Glenn's commitment to the organisation has been integral to the success of CDU and he was duly awarded Life Membership.

Following the 2013 election, the new management committee, led by David Brown, identified that the incoming committee did not fulfill the skills set identified for the position of Chairman. Under rule 25.4 whereby "in the opinion of the Management Committee, the necessary skills

and experience referred to above, the Management Committee may appoint at its entire discretion up to two specialist members to assist in the discharge of the functions of the Management Committee".

Chris White was invited to take on the role of Chairman for one year through to the 2014 election. In addition to providing leadership to CDU, the Chairman will work with the Committee to establish a succession plan to guide the organisation for the long term in line with CDU's strategic plan.

At the 2014 AGM in Perth, the association appointed Stephen Bradford as Independent Chairman of CDU for a two year period. Chris White stood down from the committee. David Brown also stepped down due to having completed the maximum six year term on CDU. Julie O'Brien from Tourism and Events Queensland and Anne McVilly from Port Arthur Historic Site joined the committee.

Leah Clarke stood down from the committee in 2015 after serving her maximum six year term. Leah was a major contributor to the communications sub-committee and drove the communications strategy and resulting in the engagement of our communications consultants, Barking Owl.

At the 2015 conference in Darwin a proposal was put to the membership during a members' only workshop, to consider changing the name from Cruise Down Under to Australian Cruise Association.

The key reasons for consideration were that Cruise Down Under was often mistaken for a commercial "cruise offerings" entity rather than an industry body association; that the "Down Under" colloquialism was outdated; and that our role as an industry body representing a broad range of members operating in the cruise sector was not clear.

The new name put forward of Australian Cruise Association was unanimously deemed to be a more appropriate descriptor of the entity and has seen a definite rise in the recognition and profile of the association and strength in membership growth.

September 2016 marked our 20th Anniversary Conference and AGM which was held in Sydney. It was a successful conference celebrating 20 years of industry service.

In February of 2017, Richard Schoonraad who had been on the committee for four years and held the position of Deputy Chairman for three, took another job outside the tourism industry. He was a great contributor to the organisation.

The full history that outlines the formative years of the Association can be found at www.australiancruiseassociation.com



record of past annual general meetings and cruise conferences



| Year | Destination | No. of Attendees | Date |
|------|-------------|------------------|-----------------------|
| 2016 | Sydney | 135 | 7-9 September |
| 2015 | Darwin | 121 | 2-4 September |
| 2014 | Perth | 124 | 3-5 September |
| 2013 | Cairns | 126 | 11-13 September |
| 2012 | Hobart | 128 | 29-31 August |
| 2011 | Newcastle | 108 | 24-26 August |
| 2010 | Brisbane | 118 | 25-27 August |
| 2009 | Adelaide | 95 | 26-28 August |
| 2008 | Melbourne | 110 | 27-29 August |
| 2007 | Darwin | 85 | 29-31 August |
| 2006 | Cairns | 115 | 23-25 August |
| 2005 | Fremantle | 49 | 31 August/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 |



members' register

ACA registered 88 members as at 30 June 2017:

| Name | Person | Level | Member Since |
|--|---------------------|----------|--------------|
| AAT Kings | Fleur Ulbrick | Bronze | 2005 |
| Abercrombie & Kent | Toby Biddick | Silver | 2002 |
| Accor | Virginia Hamilton | Silver | 2013 |
| Adams Coaches | Graeme Skeggs | Bronze | 2015 |
| Australian Pacific Touring | Rob Tandy | Bronze | 2007 |
| Australian Reef Pilots | Wel Gamble | Silver | 1999 |
| Australian Shipping Supplies | Richard Fader | Bronze | 2006 |
| Austrade | Christian Hanley | Honorary | 1993 |
| Bob Wood Cruise Group | Tyler Wood | Silver | 1998 |
| BridgeClimb | Leigh Weller | Bronze | 2013 |
| Brisbane Cruise Wharf | Lee Butterworth | Platinum | 2004 |
| Bunbury Cruise Ship Committee | Mark Exeter | Silver | 2013 |
| Burnie City Council | Anne Langham | Gold | 1998 |
| Chart Management Consultants | Ted Blamey | Bronze | 2011 |
| Christmas Island Tourism Association | Linda Cash | Bronze | 2008 |
| City of Fremantle | Tracy Barr | Silver | 2008 |
| City of Greater Geelong | Brett Ince | Bronze | 2001 |
| City of Melbourne | Fran Kerlin | Silver | 2014 |
| Corporate Protection Australia Group | Jacob Davidson | Bronze | 2014 |
| Cruise Broome | Shayne Murray | Silver | 2016 |
| City of Port Phillip | Sheri Peters | Gold | 2016 |
| Cruise Eden | Natalie Godward | Silver | 2001 |
| Cruise Hunter | David Brown | Gold | 2001 |
| Darwin Port Corporation | Peter Dummett | Platinum | 1995 |
| Destination NSW | Catherine Dunkerley | Platinum | 1995 |
| Destination Wollongong | Mark Sleigh | Silver | 2016 |
| DTEB - Queensland | Brett Stratford | Bronze | 2003 |
| Eventz in Paradise | Laureli Blyth | Bronze | 2016 |
| Evda Marangos | | Honorary | 2017 |
| Fantasea Cruising Sydney Harbour | Chris Pilkington | Bronze | 2016 |
| Flinders Ports | Carl Kavina | Platinum | 2009 |
| Fremantle Ports | Thor Elliott | Platinum | 1995 |
| Gladstone Area Promotion and Development | Darryl Branthwaite | Bronze | 2015 |
| Glenelg Shire Council | Liz McKinnon | Silver | 2010 |
| Glenn Stephens | | Honorary | 2014 |
| Great Southern Rail | Bianca Sargent | Silver | 2011 |
| Hobart City Council | Alex Heroys | Bronze | 2009 |



members' register

| Name | Person | Level | Member Since |
|---|--------------------|----------|--------------|
| Hobart International Airport | Karen Rees | Bronze | 2016 |
| ID New Zealand | Deborah Summers | Silver | 2014 |
| Inchcape Shipping Services | David Pratt | Silver | 2016 |
| Intercruises Shoreside and Port Services | Martin Bidgood | Silver | 2011 |
| Judy Wood | | Honorary | 2017 |
| Karen Fraser's Tourism Professionals | Karen Fraser | Bronze | 2015 |
| Kuranda Scenic Railway | Ivana Andacic-Tong | Bronze | 2008 |
| Mike Bartlett | | Honorary | 2007 |
| Mid West Ports | Brad Muir | Gold | 2007 |
| Moonshadow Cruises & Port Stephens 4WD | Janene Rees | Bronze | 2010 |
| New Caledonia Tourism | Julie Laronde | Gold | 2001 |
| Noumea Discovery Travel Co | Sylvie Helmy | Bronze | 2015 |
| Papua New Guinea Tourism | Alcinda Trawen | Platinum | 2005 |
| Peddells Thursday Island Tours | Matt Connor | Bronze | 2013 |
| Pilbara Ports Authority | Richard Barrett | Silver | 2015 |
| Port Arthur Historic Site | Anne McVilly | Gold | 2007 |
| Port Authority of NSW | John McKenna | Platinum | 1993 |
| Port of Portland | Kara King | Silver | 2007 |
| Port of Townsville Ltd. | Jasmin Fry | Gold | 2002 |
| Ports Australia | David Anderson | Honorary | 2005 |
| Ports North | David Good | Platinum | 1993 |
| Queen Victoria Market | Andrew Cycles | Bronze | 2016 |
| Reef Magic Cruises | Jeff Cameron-Smith | Bronze | 2013 |
| Richard Doyle | | Honorary | 2017 |
| Royal Botanic Gardens | Robyn Merrett | Bronze | 2008 |
| Sealink Travel Group and Captain Cook Cruises | Richard Doyle | Silver | 2012 |
| Shire of Exmouth | Bill Price | Silver | 2015 |
| Skyrail Rainforest Cableway | Adam Letson | Bronze | 2011 |
| Solomon Islands Visitors Bureau | Ellison Kyere | Gold | 2016 |
| South Australian Tourism Commission | Leah Clarke | Platinum | 1998 |
| Sunlover Reef Cruises | Martina Neidig | Bronze | 2013 |
| Sunshine Coast Destination Ltd | Azra Hadzic | Gold | 2016 |
| Swire Shipping Agencies | Grant Barrett | Silver | 2016 |
| Sydney Opera House | Monika Townsend | Bronze | 2015 |
| Tasports - Burnie/Devonport/Launceston | Kristy Little | Gold | 1993 |
| Tasports - Hobart | Kristy Little | Platinum | 1993 |
| Techguard Security (prev. ACG) | Vittorio Cox | Silver | 2012 |



| Name | Person | Level | Member Since |
|--|----------------|----------|--------------|
| The Australian Opal and Diamond Collection | Joseph Dimasi | Bronze | 2002 |
| The National Opal Collection | Damien Cody | Bronze | 2012 |
| Thompson Clarke | Chris Raley | Bronze | 2005 |
| Tjapukai Aboriginal Cultural Park | Brian Hennessy | Bronze | 2014 |
| Tourism and Events Queensland | Julie O'Brien | Platinum | 1994 |
| Tourism Australia | Leigh Sorensen | Platinum | 1993 |
| Tourism Northern Tasmania | Chris Griffin | Bronze | 2016 |
| Tourism NT | Valerie Smith | Platinum | 1998 |
| Tourism Tasmania | Hans Van Pelt | Platinum | 1998 |
| Tourism Western Australia | Christine Cole | Platinum | 1998 |
| Victorian Ports Corporation (Melbourne) | Evda Marangos | Platinum | 2005 |
| Visit Victoria | Chris White | Platinum | 1998 |
| Wilson Security | Steve Richards | Silver | 2015 |
| Yorkeys Knob Boating Club Inc | David Galea | Bronze | 2015 |

Note: Members listed prior to 1998 were organisations operating as a cruise committee. This committee was affiliated with the Cruising Down Under brand as administered at the time by the Australian Tourist Commission.

The Management Committee endorsed the following new members during 2016-17:

- Cruise Broome
- Destination Wollongong
- Evda Marangos
- New Caledonia Tourism
- Inchcape Shipping Services
- Judy Wood
- Queen Victoria Market
- Richard Doyle
- Solomon Island Visitors Bureau
- Tourism Northern Tasmania



acknowledgements

The Australian Cruise Association acknowledges the following organisations for their in-kind support, including making available resources and facilities which enabled the Management Committee to conduct its regular meetings during 2016-17.

- Bob Wood Cruise Group
- Fremantle Ports
- Intercruises
- Port Arthur Historic Site
- Port Authority of NSW
- Tourism NT
- Tourism and Events Queensland





annual financial report

for the year ended 30 June 2017

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Income Statement
Australian Cruise Association
For the year ended 30 June 2017

| | Notes | 2017 \$ | 2016 \$ |
|---|-------|----------------|----------------|
| Income | | | |
| Conference Sponsorship | | 74,909 | 39,500 |
| Grants Received | | 126,199 | 75,499 |
| Interest Received | | 10,394 | 14,293 |
| Total Income | | 211,502 | 129,292 |
| Other Income | | | |
| Conference | | 102,916 | 83,734 |
| Membership Fees | | 217,213 | 210,595 |
| Other Income | | 44,759 | 49,209 |
| Total Other Income | | 364,888 | 343,538 |
| Total Income | | 576,390 | 472,830 |
| Expenses | | | |
| Accounting and Audit | | 4,945 | 3,148 |
| Administration | | 54,152 | 56,309 |
| Annual Reports | | 4,412 | 6,441 |
| Bank Charges | | 786 | 1,131 |
| Committee Travel | | 3,105 | 5,055 |
| Conference Expenses | | 174,466 | 146,315 |
| EMDG and EIS Consultancy | | 23,420 | 20,475 |
| Events and Venue Hire | | 10,607 | 12,043 |
| Insurance | | 2,504 | 2,495 |
| Legal Expenses | | - | 364 |
| Marketing | | 204,185 | 192,481 |
| Other Expenses | | 1,314 | 4,834 |
| Printing and Stationery | | 10,664 | 8,105 |
| Research Grants | | 62,891 | - |
| Subcontractors | | 40,697 | 56,016 |
| Subscription | | 617 | 72 |
| Telephone | | 3,347 | 3,487 |
| Travelling Expenses | | 31,002 | 34,043 |
| Total Expenses | | 633,114 | 552,814 |
| (Deficit/Surplus) from ordinary activities | | -56,725 | -79,984 |

Statement of Financial Position
Australian Cruise Association
As at 30 June 2017

| | Notes | 2017 \$ | 2016 \$ |
|-----------------------------|-------|----------------|----------------|
| Assets | | | |
| Current Assets | | | |
| Cash and Cash Equivalents | 2 | 535,053 | 653,020 |
| Trade and Other Receivables | 3 | 180,072 | 174,801 |
| Total Current Assets | | 715,125 | 827,822 |
| Total Assets | | 715,125 | 827,822 |
| Liabilities | | | |
| Current Liabilities | | | |
| Trade and Other Payables | 4 | 299,716 | 361,039 |
| GST Payable | 5 | 17,753 | 12,402 |
| Total Current Liabilities | | 317,469 | 373,441 |
| Total Liabilities | | 317,469 | 373,441 |
| Net Assets | | 397,656 | 454,381 |
| Equity | | | |
| Retained Surpluses | | 397,656 | 454,381 |
| Total Equity | | 397,656 | 454,381 |

Notes to the Financial Statements

Australian Cruise Association

For the year ended 30 June 2017

1. Statement of Significant Accounting Policies

(a) Basis of Accounting

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act (TAS) 1964 and to report to the management and to providers of funding generally, as appropriate.

The management committee has determined that Australian Cruise Association is not a reporting entity as defined in Statement of Accounting Concepts 1: Definition of the Reporting entity, and therefore there is no requirement to apply accounting standards and other mandatory professional reporting requirements in preparation and presentation of these statements and none have been intentionally adopted.

The financial report has been prepared on an accrual basis and is based on historic costs and does not take into account changing money values, or except where specifically stated, current valuation on non-current assets.

The following material accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.

(b) Cash and Cash Equivalents

Operating transactions and the financial statements are all cash based. Investment activities are confined to term deposits with the Association's Bankers.

Because the source of these transactions is limited to cash a Statement of Cash Flows is not included in these Financial Statements.

(c) Trade and Other Receivables

Trade receivables are recognised and carried at original invoice amounts less any provision for doubtful debts. A provision for doubtful debts is recognised when collection of the full amount is no longer possible. Bad debts are written off as incurred.

(d) Trade and Other Payables

Liabilities for trade creditors and other amounts are carried at cost which is the fair value of the consideration to be paid in the future of goods and services received whether or not billed to the Association.

(e) GST

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office.

(f) Income Tax

The Association is exempt from income taxation under section 50-50 of the Income Tax Assessment Act 1997, formerly sub paragraph 23(e) of the Income Tax Assessment Act 1936, and therefore no provision has been made for income tax.

Notes to the Financial Statements
Australian Cruise Association
For the year ended 30 June 2017

| | Notes | 2017 \$ | 2016 \$ |
|--|-------|----------------|----------------|
| 2. Cash & Cash Equivalents | | | |
| Cash at bank and on hand | | 218,834 | 211,530 |
| Bank short term assets - Deposits | | 316,219 | 441,490 |
| Total Cash & Cash Equivalents | | 535,053 | 653,020 |
| 3. Trade and Other Receivables | | | |
| Trade Receivables | | 164,706 | 152,415 |
| Prepayments | | 15,366 | 22,386 |
| Total Trade and Other Receivables | | 180,072 | 174,801 |
| 4. Trade and Other Payables | | | |
| Memberships in Advance | | 242,200 | 218,874 |
| Trade Payables | | - | 11,000 |
| Other Payables | | 37,607 | 85,711 |
| Other Amounts Received in Advance | | 19,909 | 45,455 |
| Total Trade and Other Payables | | 299,716 | 361,039 |
| 5. Current Tax Liabilities | | | |
| GST | | 17,753 | 12,402 |
| Total Current Tax Liabilities | | 17,753 | 12,402 |

Statement by Members of the Committee Australian Cruise Association

For the year ended 30 June 2017

The Committee has determined that the association is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies prescribed in Note 1 to the financial statements.

In the opinion of the committee the financial report:

1. Presents a true and fair view of the financial position of Australian Cruise Association as at the end of June 2017 and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that Australian Cruise Association will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Committee and is signed for and on behalf of the Committee by:



Chairman



Treasurer

Sign date: 30 June 2017

Auditor's Declaration



Independent auditor's report to the members of the Australian Cruise Association

Opinion

We have audited the accompanying special purpose financial report of the Australian Cruise Association (the Association), which comprises the Statement of Financial Position as at 30 June 2017 and the Income Statement for the year then ended, including a summary of significant accounting policies and other explanatory notes, and the certification by members of the committee on the annual statements giving a true and fair view of the financial position and performance of the Association.

In our opinion the financial report presents fairly, in all material respects, the financial position of the Association as of 30 June 2017 and of its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements and the requirement of the *Associations Incorporation Act [Tas]*.

Basis of Accounting

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Association in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's *APES 110 Code of Ethics for Professional Accountants (the Code)* that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist the Association to meet the requirements of the *Associations Incorporation Act [Tas]*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Responsibilities of the Committee for the Financial Report

The Committee is responsible for the preparation and fair presentation of the financial report and have determined that the accounting policies described in Note 1 to the financial statements, which form part of the financial report, are appropriate to meet the financial reporting requirements of the *Associations Incorporation Act [Tas]* and the Association's constitution and are appropriate to meet the needs of the members.

In preparing the financial report, the Committee is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern

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and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Auditor's Responsibility

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of the Committee's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.



NICK CARTER
PARTNER

WISE LORD & FERGUSON

Date: 10/08/2017

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For further information or advice we invite you to contact:

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