



**AUSTRALIAN
CRUISE**
ASSOCIATION

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Australian Cruise Association **NEWS**

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Message from the Chairman

2017 has been a productive one at ACA.

I was honoured to take over the role from Stephen Bradford at our AGM in September. Stephen made a great contribution to the Association over his three- year term as Chairman providing strong, strategic leadership.

A major development over the year was the signing of an MOU with CLIA, providing a more unified voice for the cruise sector and creating the opportunity to develop a single economic impact report, meeting the needs of both organisations' members.

ACA was part of the recent NSW Government's Cruise Industry Reference Group tasked with making recommendations around solving capacity constraints in Sydney Harbour.

We participated in a very successful Cruise Shipping Global in Fort Lauderdale in March. Our CEO, Jill Abel, presented a SWOT analysis on the Australian cruise sector as part of a panel session titled "The Future of Cruising in Asia & Australasia".

ACA played a key role in the formation of the Global Cruise Destination and Port Association that held its inaugural meeting in Fort Lauderdale.

The goal of the Association is to share information and experiences to assist member regions deliver best practice outcomes for the cruise lines, work with destinations to develop onshore offerings to meet cruise

passenger requirements and provide representation to government to deliver critical outcomes which will continue to strengthen the industry.

Our membership continued to grow and we held a very successful annual conference in Mooloolaba in September.

Holding our conference in an emerging regional destination had enormous benefits for a wide range of stakeholders. Our guest speaker list was exceptional and the delegate engagement was paramount to the success of the event. The strong messaging was around the need for collaboration and co-operation in order to maximise the opportunities for the cruise sector in Australia.

To further the collaborative focus, ACA agreed to drive the development of a National Cruise Strategy, ensuring a broad stakeholder engagement to create a framework for future industry growth.

We look forward to working with CLIA, Ports Australia and the Australian Government in 2018 to develop the strategy.

Finally, I wish to thank Jill Abel for her extraordinary professionalism, energy and commitment to all of us, and I wish you all a very safe and happy Christmas and look forward to seeing many of you at Seatrade Cruise Global, Fort Lauderdale, in the New Year.

Grant Gilfillan
Chairman

Newcastle Cruise Terminal plans unveiled

The NSW Government and Port of Newcastle have revealed the design of the new Newcastle Cruise Terminal which will transform the cruise passenger experience in Newcastle.

The purpose-built facility will cover approximately 3,000m² and will include facilities for passenger drop-off and pick up, coach parking and vessel provisioning.

Port of Newcastle's CEO, Geoff Crowe, said the Newcastle Cruise Terminal would provide a professional transit experience for passengers arriving in Newcastle and a positive first impression of the city.

"We are excited to share the concept design for the Newcastle Cruise Terminal which reflects Newcastle's position as a world-class cruise ship destination. The traveller experience is central to the architectural design, with harbour views, ease of movement, natural daylight and a generous sense of space to greet passengers.

The new cruise terminal, to be built at the current cruise dock named the Channel Berth, will enable the Port to receive more and larger cruise ships in the future. Importantly, it will position Newcastle with the capability to conduct turnarounds.

The \$12.7 million Newcastle Cruise Terminal is funded by the NSW Government's Restart NSW Hunter Infrastructure Investment Fund. The design was unveiled by the Parliamentary Secretary for Planning, the Central Coast and the Hunter, Scot MacDonald, who said the Newcastle Cruise Terminal would be a major boost for the Hunter's tourism sector.

"The Newcastle Cruise Terminal is a big win for the region and a key part of Newcastle's revitalisation. It cements the

city as an international cruise destination and will deliver flow on benefit to the region's already thriving tourism industry. Additionally, it complements the increased capacity of Newcastle Airport," said MacDonald.

Throughout the design process, Port of Newcastle has worked with the cruise industry, tourism representatives and Australian border agencies to factor in their requirements.

"Unveiling the design is a significant step and it is only going to get more exciting from here. Construction will commence in early 2018 and we will have a cruise terminal operational by the end of 2018, said Geoff. Port of Newcastle will continue to host cruise ships with minimal disruption during the construction period in 2018.

Chris White receives Life Membership for her commitment to ACA

The award of life membership is the highest honour ACA can bestow. It is always thoughtfully considered by our management committee. It was with great pleasure that at this years' annual conference in Mooloolaba life membership was awarded to Chris White.

Few people in the 21-year history of CDU/ACA have done more to deserve this award. Chris served on the Board for eight years from 2006, becoming deputy chair in 2009 and then Chairperson from 2010. In the four years Chris served in that role, there was a period of unprecedented growth in cruise in which Chris shaped the industry and our Association.

Chris also attends the annual Seatrade Cruise Global in southern Florida continuing to serve our industry - all of this while holding a very senior role at Visit Victoria. We would like to thank Chris for her invaluable service to our Association and enjoy the life membership she so richly deserves.



Sunlover Reef Cruises poised to launch second outer reef pontoon product

Cairns based Sunlover Reef Cruises will launch another new activity pontoon on the outer Great Barrier Reef in December; its second major pontoon launch in the last six months.

Arlington Reef Tour will provide the first half-day option for visitors to Cairns who are still wanting to discover the pristine outer reef system with time in the afternoon to discover the region's other attractions.

In the last 12 months Sunlover has undergone a period of reinvention, all part of a re-positioning strategy which will ready the company to maximise the expected growth into Cairns from both the western and eastern markets.

The half-day Arlington Reef Tour will feature many of Sunlover's signature activities, including snorkelling over one of the largest reef systems in the region, visiting the underwater observatory, marine life tank presentations, glass bottom boat tours, kids enclosed swimming area, fish feeding and more. Guests will also have access to Sunlover's complete range of optional activities including Introductory and Certified scuba diving, Seawalker Helmet Platform diving, guided snorkel safari tours as well as access to Heli-Scenic flights with long-time partner, Nautilus Aviation.



Sunlover has also announced a new partnership with the recently opened Cairns Aquarium which includes a Half-Day Arlington Reef tour plus entry to this amazing new attraction.

"2017 continues to be an exciting year for our company with the launch of our second activity pontoon at Arlington Reef now only weeks away. Our reservations team are now accepting bookings for the product, and we look forward to welcoming guests from all over the world for an amazing experience which offers the outer reef in a half day."

"Our company continues to express our confidence in the future of tourism in

the Cairns region by investing locally in our infrastructure and our people. It has been many years since Sunlover operated tours to this part of the Great Barrier Reef, and we are proud to introduce visitors to this unique and impressive reef system. Sunlover Reef Cruises' strategy is to directly influence the growth of regional tourism by providing world-class experiences for visitors to a World Heritage Area" General Manager of Sunlover Reef Cruises, Eugene Kotze said.

The launch of Arlington Reef pontoon is part of the company's delivery of a further \$2 million upgrade to its Arlington Reef infrastructure. This brings the total investment in 2017 to \$6 million.

Peddell's Ferries to assist with influx of visitors to Thursday Island

Thursday Island is preparing for another influx of international visitors in the coming cruise season.

Silverseas, Azamara, Ponant and Viking are all due to call to the remote region famous for its cultural richness and unique military and pearling history.

Peddell's Ferries, operated by a long-standing Thursday Island family, provides air-conditioned coach tours to Green Hill Fort and museum, the first line of defence at the tip of Australia, where visitors can take in the stunning panoramic views of the straits. The tour also provides insights into the pearling industry in the area.





Mornington Peninsula welcomes spectacular new winery experience and Sculpture Park

A spectacular new cellar door, restaurant and sculpture park has recently opened on the Mornington Peninsula one hour south east of Melbourne.

Pt. Leo Estate, set over 134 hectares on the southern most tip of the Mornington Peninsula, is a captivating celebration of art, nature, design, food and wine. A cultural and culinary haven of many spectacular parts, Pt. Leo Estate features an outstanding cellar door, 110-seat restaurant and what arguably will be Australia's foremost sculpture park, all with sweeping views over Western Port Bay to Phillip Island.

The sculpture park features Australia's best private collection of over 50

large-scale contemporary local and international works and will continue to grow and evolve over coming years.

Designed by prominent Melbourne architectural and interior design firm Jolson, the semi-circular cellar door and restaurant is set on the highest point of the property with unrivalled panoramic vistas across the 10-year-old vineyards and sculpture park to Western Port Bay.

Pt. Leo Estate restaurant is an informal, a la carte venue with a central wood-

fired oven that lends itself to a menu designed for friends and family to share. Seasonal menus created by celebrated Culinary Director, Phil Wood, will be complemented by Pt. Leo Estate wines and a wine list with a focus on local Mornington Peninsula and Victorian producers.

Pt. Leo Estate is a family-owned and operated property that is a celebration of life's greatest pleasures and has the people of Victoria and Australia at its heart.



Boost for Cruise Ships to Broome

Broome Port is set to receive a \$7 million upgrade, thanks to the Western Australian Government, to enable 24-hour cruise ship access.

Cruise ships are often required to visit the port in non-optimal times, due to navigational hazards associated with the port channel.

Dredging the access channel, which will commence in 2018, will provide all-hours berthing access for cruise ships and other vessels, increasing the attractiveness of Broome and Western Australia for inclusion in cruise itineraries.

Tourism Western Australia's Chief Executive Officer Steve Wood said the State Government, through Tourism WA, was committed to working with industry and the WA Cruise Committee to help grow cruise shipping in the State.

"Addressing infrastructure requirements such as dredging works at Broome Port

will help to attract more cruise visitors to Broome and the State," he said.

"We have already seen Carnival Australia announce it will once again seasonally announce it will once again seasonally home-port Princess Cruises in Western Australia on the back of the funding commitment, which is great news for the industry.

"Together with the cruise ship industry, work will also be undertaken to develop more landside destination options for passengers visiting Broome, which will generate additional visitor spend and create more local jobs."

In 2015-16, it was estimated that the cruise ship industry generated close to \$7 million for Broome's economy and about 30 direct jobs. Following dredging works, it is expected these numbers will increase.

"In addition to the dredging works, Broome has also been named as the host of the 2018 Australian Cruise

Association annual conference, following a successful bid by Tourism WA, which was supported by Perth Convention Bureau," Mr Wood said.

"The conference, to be held in September, is expected to attract 120 delegates including leading national and international cruise executives, shore excursion operators, port authorities, providores, shipping agents and tour businesses.

"It will help to not only showcase the port's improvements, but also Broome's rich Aboriginal history and unique multicultural heritage, pristine beaches, unrivalled natural beauty and its famous South Sea pearls."

Cruise shipping is a vital component of Western Australia's \$10 billion tourism industry. In 2016-17, the sector contributed \$387.4 million to the State's economy, supporting around 1,300 jobs.

Australian Reef Pilots now licenced to service Kingfisher Bay

This month has seen the first cruise ships entering the Hervey Bay (Kingfisher Resort) pilotage area under the guidance of Reef Pilots as the “competent advisors” on board, licenced by MSQ. Previously the only pilot licence holder, Capt Mike Lutze, ex RHM Gladstone, provided the service under ARP management and he has trained two pilots – Gerrit Hulsebos and Wel Gamble to continue providing this now required service into Hervey Bay. Several more are being trained to ensure safe, reliable continuity of service to this popular destination.

It is a demanding pilotage down a 21 mile marked channel with ship size determined by the depth of the water at the Bar at the northern entrance. P&O Australia's PACIFIC ARIA and PACIFIC EDEN are presently the two largest vessels to use the destination though slightly deeper ships could gain access provided tidal conditions were ideal.

The training of the pilots has been greatly assisted by Carnival (P&O Aust) who provide trainee opportunities. They are the most regular users of the destination. Some 20+ ship visits from a variety of companies are planned there in the next twelve months. It has become a popular destination as it lies in very sheltered safe

water with a range of exciting adventures provided ashore by the resort on the world's largest sand island.

Reef Pilots also report that their recent association with The Great Barrier Reef Foundation has proven to be extremely popular with cruise guests. Media material provided to the pilots by the Foundation has improved the quality of the reef presentations that the pilots make and they are now being sought out to answer the myriad of questions on the state of our beautiful yet precarious national icon. Reef Pilots, who spend their working lives on the Great Barrier Reef, are ideally positioned to observe and inform on the real

dangers effecting the health of the Reef. They keep up to date with the most recent advice from the ongoing scientific research and can impart this knowledge to cruise guests with a positive and hopeful message.

Reef Pilots impart their message on board vessels transiting the pristine and sensitive waters of the Great Barrier Reef, the Coral Sea PSSA, Papua New Guinea and now to new destinations in the Northern Territory and Kimberley coasts. Their services are being sought, to provide safe navigation services and assist with itinerary planning as they utilise the vast combined experience of their group of specialist mariners.

About Sunlover Reef Cruises

Sunlover Reef Cruises operates a fast, air-conditioned catamaran to a multi-level state of the art pontoon (floating platform) located at pristine Moore Reef and from December 2017 – Arlington Reef on the outer edge of the Great Barrier Reef from Cairns.

Tours include complimentary snorkel equipment, glass bottom and semi-submersible coral viewing vessels, an underwater viewing theatre and marine life touch tank. In 2017 a second-floor sundeck and theme-park water slide were incorporated in a major upgrade with the launch of the new pontoon. Guests from all over the world can also choose from a variety of optional extras including certified or introductory dives with professional scuba diving instructors, qualified Marine Biologists and Seawalker helmet diving. **Sunlover Reef Cruises** offers many options for our guests to discover the beauty and diversity of the Great Barrier Reef.

Sunlover Reef Cruises began its operation in Cairns in 1991 with only

seven staff. They currently employ over 100 staff and have introduced in excess of 1.3 million guests to the magnificent beauty of the Great Barrier Reef. From 1991 to January 2006, Sunlover was owned by NYK Line. In February 2006 Sunlover Reef Cruises was acquired by Ocean Capital Ltd, an Australian owned company. Australian businessman, David Kingston is currently the sole owner of the company which is proud to have its headquarters in Cairns.

Today, their central mission is to continually improve the quality of their guest experience, and to be an industry leader offering a sustainable and compelling Australian tourism product. www.sunlover.com.au



SeaLink WA Celebrate new Rottnest Island Ferry Service

In early November SeaLink WA commenced operation of its new Rottnest Island ferry service.

The new Rottnest Island ferry service will operate seven days a week, offering six return ferry services from Fremantle to Rottnest Island daily. Adult fares start from only \$22.50 one-way or \$45 return (not including landing fees).

According to Andrew Lane, General Manager of SeaLink WA, SeaLink has made a very significant strategic investment, aimed at growing the size of the Rottnest Island tourism market.

"We are really excited to commence our Rottnest Island Ferry service that we believe will meet growing local and international demand, especially during peak periods such as school holidays and island events," explained Mr Lane.

"The Rottnest Island Authority, has forecast visitation growth to the Island to increase by 12% in the 2017/18 period, with this growth attributed to our lower prices and additional ferry services that will provide an extra 700,000 seats to the Island each year" he continued.

Not only will the new ferry service bring more tourists to Western Australia and Rottnest Island, it has already created more jobs.

"I am incredibly proud that twenty new jobs have already been created within our SeaLink and Captain Cook Cruises business because of our new passenger ferry service to Rottnest Island. These

jobs represent a 30% growth in our WA workforce over the past six months" said Lane.

"SeaLink will continue to invest in Western Australian tourism as we are confident of the growth in the state's tourism potential. We want to make sure we have the best possible services to cater for the forecast increased demand and consumer expectations. In fact, SeaLink is already in discussions with various government departments regarding potential local infrastructure development opportunities."

SeaLink is an ASX listed public company with a strong history of investing heavily into the destinations it services including Kangaroo Island, Magnetic Island, Sydney Harbour and the Tiwi Islands.

For timetable information or to book Rottnest Ferry tickets visit: rotnnest.sealink.com.au or call 1300 QUOKKA/1300 786 552.

ACA Welcomes 10 New Members

NSW Ports:

NSW Ports is a consortium of leading institutional investors: IFM Investors (including Cbus, HESTA and Hostplus), Australian Super, Tawreed Investments Limited and Q Super.

Our shareholders represent over five million Australian superannuation fund members and are long term investors with interests in a range of Australian infrastructure assets.

NSW Ports' assets include Port Botany and Port Kembla, Enfield Intermodal Logistics Centre and the Cooks River Intermodal Terminal.

Our role is to manage our assets in a way that allows our customers to efficiently service the needs of the people and businesses of New South Wales while minimising environmental and social impacts.

Gladstone Ports Corporation:

Formed in 1914, we have been a vital part of the Gladstone community for a century, and the epicentre for economic growth for Queensland.

We are a Government Owned Corporation (GOC), responsible for the import of raw material and the export of finished product associated with major industries in the Central Queensland region.

We manage and operate three Port precincts - the Port of Gladstone, Port Alma Shipping Terminal and Port of Bundaberg and play an integral role in planning their future. In consultation with the community, industry and government, we undertake a [strategic approach to planning](#), setting the vision and direction for all three ports for the short and long term.

Australia Zoo:

Australia Zoo, one hour north of Brisbane on the Sunshine Coast, was made famous by the **Crocodile Hunter** Steve Irwin. The 105-acre zoo is the most interactive conservation destination on the planet where you can get up close to animals including koalas, wombats, and kangaroos! Watch a saltwater crocodile strike from the water's edge in the daily Wildlife Warriors show, and explore the world's busiest Wildlife Hospital, where you can watch vets saving endangered Australian animals. Visit: www.australiazoo.com.au

Quicksilver Group:

A pioneering reef tourism operator, the Quicksilver Group is Australia's leading Great Barrier Reef cruise company and one of North Queensland's largest private employers.

Choose from spectacular Outer Barrier Reef and island destinations, adventurous dive and snorkel excursions, premier liveaboard dive boat trips and a luxury island resort - the Quicksilver Group offers the widest range of reef experiences to visitors to Tropical North Queensland.

Mirvac Real Estate Pty Ltd:

Mirvac Retail owns and manages a dynamic and boutique portfolio of 16 shopping centres across Australia's eastern seaboard.

Birkenhead Point Outlet Centre is located on Sydney Harbour with over 140 premium outlet brands with up to 70% off. Harbourside Shopping Centre located in the heart of Darling Harbour and only a 5 minute walk from the Sydney CBD, Harbourside is a place where you can eat, drink and play! Enjoy a huge variety of restaurants, cafes and bars located on the waterfront with stunning views of the Sydney skyline.

Kawana Shoppingworld located on the Sunshine Coast, Queensland is conveniently a short drive from the port. Kawana Shoppingworld is a shopping oasis for all your everyday shopping needs and alfresco dining precinct to spend a relaxing day on the Sunshine Coast.

The BHive Experience

Today, people and businesses are faced with ever-increasing levels of volatility, uncertainty, complexity and ambiguity, with many people, employees, businesses and leaders alike, either unaware or feeling ill-equipped to deal with this dilemma.

The B Hive is here to help people and businesses to transform, perform, grow and innovate their way to ongoing success, so that they can future proof themselves against the rate of technological change. By providing business optimisation, growth and innovation, education and insights services and initiatives, The BHive provides a path to transformation (businesses and people) into a sustainable 'being' that is agile and competitive, yet can withstand disruption and adapt accordingly.

Townsville Enterprise Limited:

For over 25 years Townsville Enterprise has been a key driver in attracting major investment to the region. It ensures that Townsville, Magnetic Island, Palm Island, the Burdekin Shire, the Hinchinbrook Shire and the Charters Towers region benefit from investment and economic prosperity, tourism opportunities and the business events market. Townsville Enterprise may be leading the charge, but it cannot operate alone. It is only with the support of its partners and members that it can continue to drive this growth.

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ACA Welcomes 10 New Members

Port of Brisbane Pty Ltd:

The Port of Brisbane is one of Australia's fastest growing container ports, and Queensland's largest multi-cargo port. The Port is located at the mouth of the Brisbane River, and is managed and developed by the Port of Brisbane Pty Ltd (PBPL), under a 99-year lease from the Queensland Government.

PBPL is owned by the Q Port Holdings (QPH) consortium, comprising four of the world's largest and most experienced infrastructure investors. The members are: Caisse de dépôt et placement du Québec; IFM Investors; QIC Global Infrastructure on behalf of its managed funds; and Tawreed Investments Ltd, a wholly-owned subsidiary of the Abu Dhabi Investment Authority.

Sydney Outback Tours:

Sydney OutBack Day trips offers nature and off the beaten path tours, featuring Ku-ring-gai Chase National Park – one of Australia's most remarkable landscapes and the country's second oldest National Park.

Experience Sydney's spectacular 'outback' – its Northern National Parks and beaches, featuring insightful commentary, picturesque photo opportunities, cultural experiences and an opportunity to appreciate Aboriginal heritage and understand the true story of Colonial Australia's first 50 years. Our tours journey by land on our 23 seat Mitsubishi Rosa tour bus, and water on board our 50ft power catamaran, licenced for 64 passengers and moored at Akuna Bay Marina in the heart of Ku-ring-gai Chase National Park.

Plaza Premium Lounges Australia Pty Ltd:

Plaza Premium Group (PPG) which operates airport services including guest lounges, hotels, meet and greet services and dining facilities across the world has signed on to support our cruise passengers as they arrive or depart from key gateways in Australia.

In this region, PPG currently operates the Plaza Premium Lounge in Brisbane and the Skyteam Lounge in Sydney. A Premium Lounge is also scheduled to open in Melbourne in February 2018.



Wishing all of our readers a very happy Christmas and a prosperous New Year.



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