annual report 2012 | 2013

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Cover photo acknowledgements

Top: Ports North
Bottom left: Tourism Victoria

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Letter to Members

Dear Member

It is with great pride that I present the annual report for Cruise Down Under (CDU) for the period 1 July 2012 to 30 June 2013.

The annual report is prepared by the Management Committee in line with accepted business practices and governance principles adopted by the Committee.

The number of cruise ships operating in our waters continues to grow and in turn bring increased numbers of international visitors to our shores and influences the choice of travel mode of Australians.

The 2012-13 season has been another outstanding demonstration of the confidence that cruise lines have in our region to deliver quality experiences and efficient operations at our ports and destinations.

In 2012-13, Australia and our region, welcomed almost all the major cruise brands including the largest cruise ship to be based in our waters - the *Voyager of the Seas*. The 2013-14 season is shaping up to be another big season with record visits booked to all major ports and a number of new ports and anchorages being included in itineraries for the first time.

Cruise Down Under continues to maintain a high profile with the cruise industry, working with international cruise lines, the Australian tourism industry, national port authorities and state and Australian governments to ensure the industry continues to grow and deliver benefits to each and every stakeholder.

CDU continues to provide a balanced approach for all its members, working with port operators, suppliers and cruise lines with the clear objective of maximising the economic benefits of the industry for all members.

The key achievements of the organisation in 2012-13 include:

- welcoming 11 new members to CDU;
- partnering with Tourism Australia, Qantas and the State and Territory tourism organisations to hold the inaugural VIP Cruise Executives Mega Familiarisation that brought eight cruise executives to Australia for more than a week;
- delivering a successful CDU Conference in Hobart in August 2012, with four leading international cruise executives as keynote speakers;
- undertaking a thorough review and presented revised Rules of Association to CDU's AGM;
- holding our first ever industry networking event at Cruise Shipping Miami with an Aussie BBQ theme that was attended by a large number of our cruise line partners;
- representing our members on the National Tourism Access Working Group (Cruise Data Sub-Committee) and the new National Sea Passenger Facilitation Committee;
- developing the 2011-12 Economic Impact Study which enables members to obtain up-to-date information on the economic impact and trends of cruising in Australia; and
- successfully obtaining Federal funds through the Export Marketing Development Grant.

Over the past twelve months, the CDU Management Committee continued to provide strong leadership and governance to its members and ensured that the Australian Pacific region continued to be recognised as a leading cruise destination.

I extend my thanks to Jill Abel, CDU's General Manager, who has been responsible for the delivery of all the projects agreed by the Management Committee. Jill has provided the Committee and me with great support.

Lastly, I would like to thank all CDU members who have maintained their commitment to CDU and given support and provided input to the Management Committee.

Yours sincerely

Chris White, Chairman
30 June 2013

Cruise Down Under has focused on working with members and industry to ensure that our destination remains a key destination for cruise lines.

contents

CDU is the peak cruise industry association growing and developing the Australia/Pacific region as one of the world's leading cruise destinations.

charter

Cruise Down Under (CDU) is the co-operative marketing brand for cruise destinations and service providers to the cruise industry in Australia and the South Pacific. Cruise Down Under is a non-profit incorporated association formed in 1998. Cruise Down Under 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 the Australia, Asia and South Pacific region (CDU Region) as a major world class base and destination for cruise ships.

Mission

Cruise Down Under is the peak cruise industry association growing and developing the Australia/Pacific region as one of the world's leading cruise destinations providing opportunities for ongoing economic, social and environmental sustainability.

Objective

To influence cruise and charter operators to develop itineraries and/or base their cruise ship visits in the CDU region. To achieve this, CDU has set itself the following five key objectives:

Leadership and Governance

- Establish strategies to continue the recognition of CDU as the respected industry organisation connecting with the broader cruise industry.

Research and Insight

- Provide CDU members with useful, accurate and meaningful research and customer information.

Position and Market the Cruise Down Under region as a World Class Destination

- Market and promote the CDU region as an attractive and diverse cruise destination for world class cruising.

Growing Membership

- Grow membership and provide high valued benefits and services to members.

Stakeholder and Partnership Development

- Develop greater collaboration and affiliation with stakeholders and partners.

general manager's report

Australia and the South Pacific region continue to grow its piece of the worldwide cruise pie. The expansion of cruise product, size of ships, diversity of itineraries and year-around cruising has seen record numbers of international and domestic passengers choosing cruises as their holiday options.

The cruise sector has become very competitive for suppliers and operators. Cruise Down Under has focused on working with members and industry to ensure that our destination remains a key destination for cruise lines.

We welcomed 11 new members to the association and held industry forums in Melbourne, Hobart, Sydney and Adelaide to promote the cruise industry to tourism operators, to drive membership and support the industry to deliver successful outcomes.

Our key activities and achievements for 2012-13 are as follows:

Leadership and Governance

CDU held a seat on the Tourism Access Working Group and the National Sea Passenger Facilitation Committee, both of which were initiated by the Federal Government. The two forums continue to address the relevant issues facing the cruise industry from a tourism growth perspective to the efficiencies of operating in Australian waters.

Research and Insights

The 2012 Cruise Down Under Conference and AGM, *"Connecting Experiences – from Ship to Shore"*, was held in Hobart in August 2012, hosted by Tourism Tasmania, Tasports and Hobart City Council. The conference attracted a record 128 delegates from Australia, Papua New Guinea, New Caledonia, New Zealand and the USA. Keynote international speakers included Chris Allen and Captain Nikolaos Antalis from Royal Caribbean International, Jennifer Vandekreeke from Carnival Cruise Lines and Shirley Henderson from Carnival UK. The conference had an international, national and regional focus and discussed the current cruise shipping trends and the impacts on our growing cruise sector.

The Economic Impact Study continued to be a major project in 2012-13 and with the continued support of Tourism Australia we were able to present our eighth report. The 2011-12 season results were released at the CDU Conference in August 2012, reporting yet another year of industry growth.

The findings of the 2012-13 year will be presented at the Annual Cruise Down Under Conference in Cairns.

The 2011-12 study included both international and domestic economic impacts of the cruise industry. The study reports a total expenditure of both international and domestic activity of $2.4 billion in 2011-12, including direct expenditure of $1.3 billion. This was a 48 per cent increase from 2010-11 when total direct expenditure was estimated at $941 million. If looking solely at the international market, the total expenditure was $1.7 billion. A more extensive summary of the findings can be found later in this annual report and is also available on the CDU website.

CDU continued to support additional research being undertaken by various states and ports through the Cruise Research Support Fund. Cruise Down Under members are able to access support to undertake cruise ship passenger research for their own requirements and more importantly to feed into CDU's Economic Impact Study.

Marketing

An eight member delegation of cruise line executives arrived in Sydney in late Septemter 2012 for the inaugural VIP Cruise Executives Mega Famil. The following cruise lines were represented: Silversea Cruises, Royal Caribbean Cruise Line, Celebrity Cruises, Fred Olsen Line, Holland America Line, Norwegian Cruise Line and Oceania Cruises/ Regent Seven Seas.

The individual and intensive tailor-made programs included all of the states and the Northern Territory and focused on port facilities, shore excursion products and pre- and post-touring opportunities the country has to offer. The event was developed by CDU with the support of Tourism Australia and Qantas.

CDU and its members hosted a number of familiarisation programs throughout the year showcasing all Australian states.

Cruise Shipping Miami 2013 was yet again very successful for Cruise Down Under. We continued to benefit from the increased floor space introduced in 2012. We had a busy meeting schedule and the additional meeting areas enabled the various team members to hold concurrent appointments.

The exhibition area has become quite a competitive battle to attract cruise executives and many destinations have added quirky events to attract more people to their stands.

CDU introduced an event on its stand for the first time. The theme was an Aussie BBQ, complete with Australian wines, beers and prawns. Cruise executives were sent invitations before the event and as a result, it was well attended. The Aussie BBQ created a great buzz for Australia and brought people to the stand who may not have considered our region in the past.

CDU attended Cruise Shipping Asia in Singapore in November 2012 and met with a range of cruise lines. The event enabled us to continue to build relationships in the region and show our commitment to working with the fast growing Asian market.

Growing Membership

The Management Committee continued its commitment to engage with members and industry around Australia. The committee met in Melbourne, Sydney, Hobart and Adelaide in the past year.

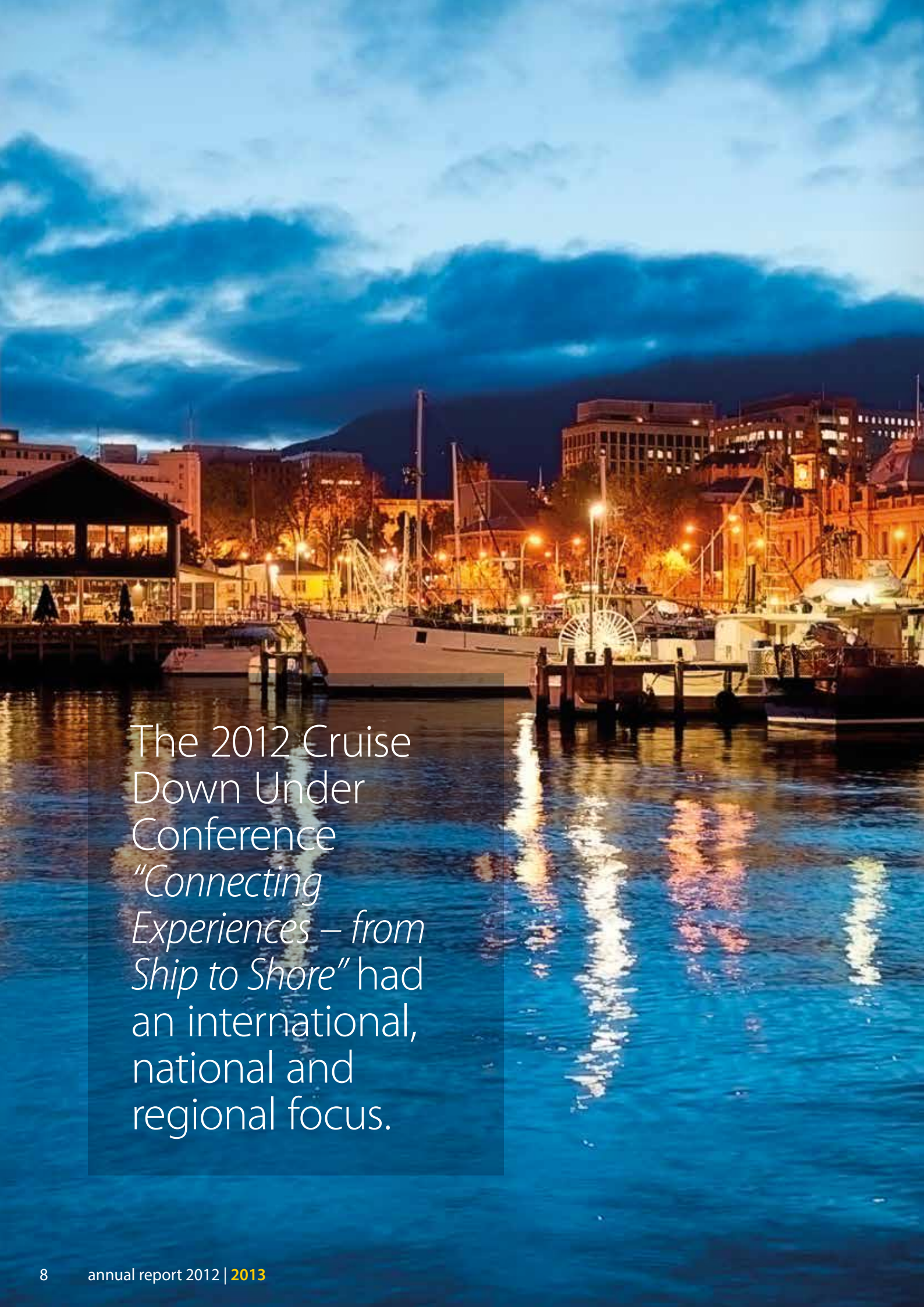
The strong work delivered by the Management Committee resulted in eleven new members joining CDU.

Stakeholder and partnership development

We have continued to meet with industry partners throughout the year to encourage the co-operation at all levels of the industry.

In closing, I would like to acknowledge the efforts of the Management Committee and the members of CDU in contributing to what has been another outstanding year for CDU. One of the major highlights for me was delivering the VIP Cruise Executives Mega Famil. The program gained strong media attention and the support from Tourism Australia, Qantas, the states and territories, ports and CDU members was outstanding.

Jill Abel
General Manager



The 2012 Cruise Down Under Conference *"Connecting Experiences – from Ship to Shore"* had an international, national and regional focus.

highlights and achievements of 2012 | 13

2012 Cruise Down Under Conference	The 2012 Cruise Down Under Conference *"Connecting Experiences – from Ship to Shore"* was held in Hobart in August 2012. There were 128 delegates in attendance and keynote speeches were delivered by Chris Allen and Captain Nikolaos Antalis from Royal Caribbean International, Jennifer Vandekreeke from Carnival Cruise Lines and Shirley Henderson from Carnival UK. The conference had an international, national and regional focus and addressed issues such as current cruise shipping trends and the effects on our growing cruise sector.
VIP Cruise Executives Mega Famil	On Sunday the 23 September 2012, the Minister for Tourism, The Hon. Martin Ferguson, welcomed an eight-member delegation of cruise line executives to Sydney for the inaugural VIP Cruise Executives Mega Famil. The following cruise lines were represented: Silversea Cruises, Royal Caribbean Cruise Line, Celebrity Cruises, Fred Olsen Line, Holland America Line, Norwegian Cruise Line and Oceania Cruises/ Regent Seven Seas. The individual and intensive programs included all of the states and the Northern Territory and focused on port facilities, shore excursion products and pre- and post-touring opportunities the country has to offer. The event was developed by CDU with the support of Tourism Australia and Qantas.
Cruise Shipping Miami 2013	The Chairman and General Manager led a CDU delegation at the Cruise Shipping Miami Convention 2013 and met key cruise line executives. The expanded stand continued to provide a successful working area for key meetings and promotional activities. We introduced an Aussie BBQ that drew an enormous crowd to the stand and we also attended the "Women in Cruise Breakfast".
Finance	The Association has continued to maintain a sound financial position while expanding marketing activities and delivering more programs to members.
Economic Impact Report	The 2011-12 reported a total expenditure for both international and domestic activity of $2.4 billion, including direct expenditure of $1.3 billion. This was a 48 per cent increase from 2010-11 when total direct expenditure was estimated at $941 million. The international market total expenditure was $1.7 billion.
Membership	11 new members were welcomed to CDU in 2012-13.
Marketing and Promotion	The marketing and promotion program included attending, presenting and participating at relevant conferences, committees, forums and trade shows. Regular contact and provision of strategic advice to cruise lines was a feature of the year.
Member Engagement	Industry/stakeholder information sessions were held in Melbourne, Hobart, Sydney and Adelaide to coincide with Management Committee meetings.

cruise shipping overview

Global Cruising

The Cruise Shipping Miami Convention hosts a conference in conjunction with the trade exhibition. The key session of the conference is the "State of the Industry" presentation. This year the three key themes discussed were on-board safety and how to restore the confidence in non-cruisers and first time cruisers; international source markets (focusing on China, Asia/Pacific and Latin America); and the evolution of cruise ships and new experiences.

The cruise sector continued its strong growth in 2012-2013, remaining the fastest growing sector of the tourism industry. The emphasis for future growth is to ensure that travel processes provide the freedom for people to travel more efficiently (visas and taxes) and that consumers maintain confidence in the safety and value of the cruise product.

A summary of the global industry is as follows:

1. Despite slowing economic growth in many countries (and negative growth in some), the number of people who travelled for their first time ever, reached 1 billion in 2012.
2. The cruise sector benefited from this growth in the number of travellers.
3. A total of 20.3 million passengers took cruises in 2012-2013.
4. It is expected that 20.9 million people will take a cruise in 2013, with 17.9 million originating from North America.
5. The cruise industry is currently valued at $36 billion.
6. There needs to be continued streamlining of freedom to travel in the areas of visa bureaucracy and taxes.
7. There is likely to be more refurbishments than rebuilds in the coming years; despite 20 newbuilds on the order books over the next four years (delivering over 60,000 new berths).
8. In the past decade 167 new ships have come into commission.
9. While the Caribbean remains the top-ranked cruise region with 34.4 percent of capacity, Asia and Australasia are significant growth markets. Capacity has increased by 302 per cent and 155 per cent respectively, in those markets in the past five years.
10. Growth areas continue to be in the Mediterranean, Alaska, South America, Asia and Australasia.
11. In 2012-2013 the cruise travel sector made up 9 per cent of global gross domestic product, contributing $6.6 trillion and out performing manufacturing, retail, financial services and communications.
12. Australia's biggest challenge is the Port of Sydney. If capacity is reached as predicted in 2014-15, cruise lines may not include Australia in their itineraries as Sydney is the marquee port. There is no land for private investment to expand cruise facilities in Sydney.
13. Environmental regulations in America, the Caribbean and Europe, in particular the compulsory imposition of low sulphur fuels on board all ships operating in the regions has led to a huge increase in costs for the cruise lines.
    A number of the cruise lines asked if Australia was contemplating a similar introduction. They were advised that there has been no discussion of this issue in Australia.
14. Price of oil is still a concern. Cruise lines may opt to call at fewer ports to enable slower steaming speeds to save on fuel costs. This may increase the overnight stays in ports in the future.

National and regional cruising

Cruising in Australia continues to grow as the range of cruise products increases. The diversity of itineraries and the affordability continues to drive Australians to choose cruises for their holiday travel.

The International Cruise Council Australasia (ICCA) reported that Australian cruise passenger numbers, in 2012-2013, surged by 11 per cent to reach a record 694,062 in 2012-2013, compared to 623,294 in 2011. Australia's growth rate of 11 per cent was the highest of all developed cruise source markets in 2012-2013 (equal with Germany) and Australia is the only source market in the world, other than North America, to have reached a three per cent market penetration rate. Australia's share of the global cruise industry is now 3.4 per cent.

The increased deployment of international ships in our region for more extended seasons is being supported by domestic travellers but is also resulting in continual increases in international passengers travelling to Australia for Australia-specific itineraries.

NEW SOUTH WALES

A record cruise ship season was recorded in New South Wales in 2012-13 with 277 cruise ships visiting Sydney and the regional ports of Newcastle and Eden.

In Sydney, the arrival of the *Carnival Spirit* began what was the biggest cruise season yet, with 265 cruise ship visits to Sydney Harbour in 2012-13, up from 199 on the 2011-12 season. Highlights included the arrival of Royal Caribbean's 15-deck mega-liner *Voyager of the Seas* in November 2012, with more than 3,800 passengers and close to 1,200 crew. Its maiden journey into Sydney Harbour coincided with the departure of the *Celebrity Millennium*, also in Sydney on her maiden visit, allowing for an historic evening rendezvous of the two liners near Fort Denison.

At season's peak in February 2012, a new record of 36 ships visited Sydney in just 28 days, again demonstrating the strength and popularity of the growing cruise industry.

Along with the *Carnival Spirit,* which arrived on 17 October 2012, an additional 10 ships made maiden calls to Sydney during the 2012-13 season.

More than 280 ships have so far booked for the 2013-14 season in Sydney, with around half berthing at the new White Bay facility, which opened in April 2013.

The cruise industry itself has consistently reaffirmed Sydney's reputation as a world-leading cruise destination, with the city this year voted "Best Cruise Port" by Cruise Passengers Magazine for the eighth year running.

A successful 2012-13 cruise ship season in Newcastle saw 10 cruise ship visits deliver 22,000 passengers to the Hunter Region. The highlight of the season was celebrating the 10th anniversary of Cruise Hunter, the local organisation managed by Newcastle Port Corporation to develop the cruise shipping industry in Newcastle. During its first decade, Cruise Hunter has been responsible for establishing Newcastle as a regular port of call for cruise ships. Sixty visits have been recorded attracting 115,000 cruise visitors to Newcastle.

A focus for the Newcastle cruise ship season was implementing initiatives aimed at enhancing the cruise visitor experience. This included the establishment of a Cruise Art Bazaar at Newcastle Museum on cruise days, new entertainment to greet passengers at the pier and in the city, as well as providing incentives and discounts targeting crew members.

cruise shipping overview

New tourism products featured for the cruise season included Segway tours through wetlands, quad bike adventures on sand dunes, tunnel tours of a fort and harbour tours of the working port. These new and emerging experiences add to the variety of touring options available to cruise visitors in Newcastle.

Eden, in Southern NSW, had two cruise ship visits over the 2012-13 season. The Port of Eden was bursting with international visitors when the *MS Amsterdam* called in November 2013 and the passengers loved visiting a small town surrounded by natural forests and deserted beaches after having visited many large cities on their cruise. In March 2012, the small luxury ship, *Caledonian Sky,* visited Eden where many passengers boarded the hop-on hop-off shuttle bus to sight-see and take in the natural beauty of the town.

NORTHERN TERRITORY

Australia's Northern Territory had its busiest cruise year on record, with over 60 visits to the Port of Darwin. Most of these visits occurred between October 2012 and May 2013. Darwin is the home port for smaller expedition vessels exploring the Kimberleys, the Tiwi Islands and Arnhem Land during the dry season (May-September).

A highlight of our cruise season was the same-day visit by *Queen Victoria* and *MS Europa* on 4 March 2013. This coincided with the approval by the Department of Transport Security of Stokes Hill Wharf as a cruise ship facility. As a result of a $20million infrastructure upgrade, Stokes Hill Wharf can now accommodate ships up to 200m and 30,000GT and will be used as an overflow to Darwin's purpose built Cruise Ship Terminal at Fort Hill Wharf. Over 15,000 passengers and crew from seven vessels visited Darwin in March 2013 – our busiest month.

Costa neoRomantica visited Darwin for an overnight port visit on 17-18 January 2013. Over 300 passengers took the opportunity to explore World Heritage Listed Kakadu National Park overnight, 250km (150 miles) to the east of Darwin.

The Defence of Darwin Experience, opened in February 2012-2013 to commemorate the 70th anniversary of the bombing of Darwin by the Japanese in WWII, has become a marquee attraction on Darwin's shore excursion route. The termite mounds and cascading waterfalls of Litchfield, jumping crocodiles, Jenny's Orchid Garden and leisurely cruises on Darwin Harbour remain the most popular shore excursion options. A local Indigenous family was engaged to conduct a cultural performance on board Celebrity's vessels. This cultural presentation was very well received by passengers and crew.

New tours in the Darwin area include a hop-on hop-off double-decker bus tour which stops at 10 main attractions and points of interest, including Fort Hill Wharf, Cullen Bay, Defence of Darwin Experience and the Darwin Waterfront. Tourism Top End has seen increased traffic through its visitor information centre, assisting independent visitors arrange tours and activities, including private car hire, art gallery tours, dining suggestions and general information on the city of Darwin.

Tourism NT and Darwin Port Corporation attended Cruise Shipping Miami 2013 to promote Darwin as Australia's Northern Gateway Port. Darwin also remains an important stop on circumnavigations of Australia, with a range of ships agents, providores, fuel suppliers and other service providers available. Tourism NT joined

Cruise Lines International Association Australasia in January 2013, and has developed the Darwin Port Guide – an electronic booklet containing maps, shore excursions, overland excursions, cultural tours and generic destination information on Darwin and the Top End. It is a one-stop reference guide designed for cruise line reservation teams, ground handlers and onboard crews.

Tourism NT has worked with a number of ground handlers to design creative overland excursions. Uluru (Ayers Rock) in Central Australia remains a popular choice for visitors to explore our pioneering heritage and rich indigenous culture. The legendary rail journey through the heart of Australia on *The Ghan* has also become popular with cruise enthusiasts.

In 2013, the Northern Territory Cruise Sector Activation Plan was developed in collaboration between Tourism NT, Darwin Port Corporation, Tourism Top End, Darwin City Council, the NT Department of Business and independent tour operators. It outlines a number of key strategies and actions in the areas of cruise ship attraction, infrastructure and facilities, and experience development that are being implemented to ensure Darwin's capacity to service visiting cruise ships and drive continuous improvement in the passenger experience.

QUEENSLAND

Queensland again hosted a record number of ships to 10 ports of call in 2012-13.

In a bonanza for cruise shipping in Queensland, there were a number of weeks where Queensland ports hosted several cruise ships that arrived on successive days. A highlight was the week of Easter in April 2013 when almost 10,000 cruise passengers visited Airlie Beach with five ships in quick succession and when Brisbane welcomed seven ships in seven days during one week in February 2013.

The highest number of maiden voyages were celebrated this season with the *Voyager of the Seas, Celebrity Solstice, Costa neoRomantica, Columbus 2, Artania, Seabourn Quest, Orion 2, Crystal Symphony, Balmoral, Silver Shadow* and the *Caledonian Sky*.

Tangalooma Resort on Moreton Island welcomed the *Pacific Jewel* on the first of several proposed visits and proved to be a great success with passengers enjoying dolphin feeding, quad bikes, sand tobogganing and a wonderful carnival atmosphere. The *Pacific Dawn* continues to home port in Brisbane and offered the seven-day Queensland Coast itinerary nine times in 2012-13, visiting the Whitsundays, Cairns and Port Douglas.

An exciting development for Queensland is the expected completion of the new Townsville passenger terminal and the redeveloped Wharf 10 by the end of 2013. Townsville has a number of new shore excursion programs to support the expected growth in visitation as a result of the new facilities.

Another highlight of the cruise season was the solar eclipse in November 2012. Five cruise ships were positioned in the Cairns/Port Douglas region to enjoy the spectacle and nature did not let them down. Tourism and Events Queensland hosted a number of the cruise itinerary planners visiting Queensland ports and offered shore excursion experiences as part of the national Cruise Down Under Mega Famil. Queensland also hosted the prestigious Planners Luncheon at Cruise Shipping Miami 2013. More than 50 cruise itinerary planners and cruise media attended and enjoyed a presentation about the many experiences on offer along the Queensland coast.

Tourism and Events Queensland has begun a program of one-on-one mentoring with prospective and established shore excursion providers and will continue to work with tourism operators, regional tourism organisations and inbound tour operators to develop new and enticing shore excursions for cruise passengers. Product diversity and regional dispersal will be the focus for the next 12 months. Discussions with regional authorities to develop new cruise ship visitation possibilities will also continue.

cruise shipping overview

SOUTH AUSTRALIA

South Australia once again hosted a successful cruise ship season from November 2012 to April 2013, with 17 cruise ships visiting Adelaide and the regional ports of Kangaroo Island and Port Lincoln. The expedition cruise vessel, *True North*, also offered itineraries along the South Australian coastline.

The Port Adelaide Passenger Terminal continues to attract the largest of cruise liners, with the maiden visits of *Voyager of the Seas* and *Celebrity Soltice* in 2012-13 and the return of the *Queen Mary 2* for her sixth visit to Adelaide in five consecutive years. Continued investment from the South Australian Tourism Commission and Flinders Ports into infrastructure at the Port Adelaide Passenger Terminal enabled a new hydraulic gangway system to be installed and used this summer. Looking forward to the coming season, investment into a second gangway for mega-liners, new fenders for ships needing to push back off the wharf to disembark luggage and with South Australia's new state branding the terminal will get a fresh new vibrant make over.

The highlight for South Australia this cruise season was the opening of the Penneshaw Landing Structure on Kangaroo Island that was first used by the *Volendam* in November 2012.

The growth in demand for this international tourism destination on cruise itineraries continues from strength to strength, with three ships visiting in the 2012-13 season to eight visits scheduled for 2013-14. The new Penneshaw landing structure has the capacity to host two tender vessels simultaneously with a short 10-minute tender voyage for passengers from ship to shore. Construction of the new Sealink cruise terminal is underway and will provide a state-of-the-art facility for visiting cruise ship passengers and crew.

A partnership between Port Lincoln Council, the South Australian Tourism Commission and Flinders Ports is currently underway investigating the opportunities at Port Lincoln Wharf for a multi-use community/cruise terminal building, with concept plans expected later in 2013.

The popular Meet and Greet Program in Adelaide continues to be a highlight for visiting passengers. The quality and service provided continues to improve as each year we introduce new and vibrant activities at the Port Adelaide Passenger Terminal. We are excited to announce that we will be implementing this successful program into the regional South Australian ports of Kangaroo Island, Port Lincoln and our newest port of call, Robe, for the upcoming season of 31 ship visits to our State between November 2013 to April 2014.

TASMANIA

Tasmania had a record cruise season in 2012-13, with higher than ever visitor numbers and a great showing in a variety of national awards. The outstanding attraction, MONA – Museum of Old & New Art – was acknowledged by Australian Gourmet Traveller's expert panel as Australia's standout travel experience.

For cruise ship passengers, Tasmania's ports provide easy access to enjoy wilderness and wildlife, cruise majestic harbours and rivers, hear convict stories and explore heritage sites, or walk along deserted beaches and be inspired by spectacular landscapes and coastline.

This year has once again been a successful cruise season running from October 2012 to April 2013. There were a total of 54 port calls made; with 39 visits to Hobart, nine to Burnie and five calls to the anchorages of Port Arthur, Coles Bay and Wine Glass Bay.

There has been an increase in the number of cruise lines visiting Tasmania, with nine maiden cruise ships calling into Hobart and three maiden cruise ships calling into Burnie. A highlight during the season, on 13 January 2013, saw the successful operation of the single busiest cruise-ship day in Tasmania; hosting over 5,500 passengers and 2,600 crew with the arrival of the *Celebrity Solstice* and *Diamond Princess*.

The 2012-13 season also saw the visit of the two of the largest cruise ships currently deployed in Australia, *Voyager of the Seas* and *Celebrity Solstice*.

Tourism Tasmania once again ran its biennial Cruise Passenger Survey for the 2012-13 season and initial figures indicated that 60 per cent of those surveyed were first-time visitors to Tasmania. Mirroring the national trend, there has been a noticeable increase in the number of domestic passengers, which accounted for 46 per cent of passengers surveyed.

Tasports completed its $7 million Macquarie Wharf cruise ship and Antarctic and Southern Ocean logistics terminal redevelopment, providing a new dedicated cruise terminal in Hobart which will be fully operational in 2013-14. This new facility is a fine example of adaptive reuse of Tasmania's industrial heritage and will make a positive first impression to cruise ship passengers. It has been designed to provide cruise passengers with improved facilities and services for their arrival and departure at the port and more effective logistics for cruise ship operations.

Another significant redevelopment, the Tasmanian Museum and Art Gallery, one of the most historically significant museums in Australia, unveiled its spectacular $30 million redevelopment on Hobart's waterfront in 2013, a wonderful activity for visitors and within a five-minute walk of the new cruise ship terminal.

VICTORIA

The 2012-13 cruise season was another busy one for Victoria, commencing on 5 November 2012 with the traditional P & O Melbourne Cup cruises offered onboard *Pacific Pearl* and *Pacific Jewel* based at Station Pier for three days, while also being joined by the *Radiance of the Seas*.

A number of new marketing initiatives were undertaken by Tourism Victoria, including the development of new visitor information material for crew, the production of a DVD for cruise lines to show onboard for in-room entertainment and the development of new shore excursion itineraries that were presented to inbound tour operators over the course of the year.

Cruise Down Under once again partnered with Port of Melbourne Corporation (PoMC) and Tourism Victoria to undertake primary research of approximately 900 passengers over the cruise season. The findings from this study will assist both PoMC and Tourism Victoria with product development in the coming years. Cruise Down Under will incorporate the findings in the 2012-13 Economic Impact Study.

Station Pier hosted 55 cruise ship visits by 22 ships during the 2012-13 season. The number of turnaround visits increased significantly, with 15 turnarounds being successfully facilitated at Station Pier.

Improvements to Station Pier over recent years have resulted in cruise lines expressing satisfaction with the operation of the Pier on turnarounds days. The 2013-14 season is expected to be a record with 74 ship visits booked, including 18 turnarounds.

Infrastructure improvements undertaken in 2012-13 by PoMC included upgrading pedestrian walkways and creating an undercover area for cruise passengers waiting for taxis and buses. This has significantly improved the amenity for passengers.

PoMC continues to manage the Melbourne Cruise Ship Committee, which aims to ensure the smooth operations of cruise ships visiting Station Pier. The Committee meets pre- and post-season and pre-arrival teleconferences and meetings are held to ensure that all agencies are fully prepared for ship arrivals.

The City of Greater Geelong and Royal Geelong Yacht Club hosted a visit by the *Seabourn Odyssey* in February 2013. Passengers onboard this boutique cruise ship reported strong levels of satisfaction with their visit to Geelong and the surrounding areas and the ship will again visit in the upcoming 2013-14 season. The City of Greater Geelong has developed plans for a pier to enable cruise ships to berth alongside at Geelong. Cruise ships currently anchor in Corio Bay and tender into the Royal Geelong Yacht Club. This project is a priority infrastructure project for the City of Greater Geelong.

cruise shipping overview

WESTERN AUSTRALIA

The Western Australian cruise shipping industry recorded a total of 51 cruise ship visits in 2012-13 to the State's eight port destinations of Fremantle, Esperance, Albany, Bunbury, Geraldton, Exmouth Broome and Port Hedland.

Highlights of the 2012-13 cruise season included a maiden visit by *Voyager of the Seas*, the biggest cruise ship to visit Western Australia, culminating in the largest turnaround of passengers in Fremantle Port's cruise history. Other highlights included maiden visits by the *Celebrity Solstice* followed by the *Queen Mary 2* in March 2013.

Tourism WA in partnership with industry is proactively pursuing opportunities to capitalise on growth of the cruise sector. In July 2012, a dedicated Cruise Western Australia Committee was established, followed soon after by the release of the Western Australia Cruise Shipping Strategic Plan 2012-2020. Tourism WA has committed significant funds and resources to implement the Strategy with a focus on four key business areas; destination awareness, landside destination development, port infrastructure and strengthening industry capacity.

A marketing plan is being implemented to position and market Western Australia as an extraordinary cruise destination. Key activities to date include a trade floor presence at Cruising Shipping Asia Pacific in September 2012 and placement of a six-page advertorial in the Seatrade Cruise Review June 2013 edition.

Aligned to landside destination and development activities, Tourism WA worked in partnership with the Australian Tourism Export Council WA to host an inaugural WA Cruise Exchange in June 2013. This event provided an opportunity for participants to develop industry relationships, to showcase Western Australia to cruise shipping industry decision makers, and to raise the profile of the State as a cruise shipping destination.

Port destinations are being encouraged to expand shore excursion options and to date, Albany, Bunbury and Geraldton ports have developed a range of new and refreshed products to encourage repeat visits and ensure better customer experiences in destinations. Tourism WA is working with industry partners to deliver a series of cruise education workshops across the State's eight port destinations in 2013-14. 'Cruise Ready Workshops' provide business owners with insights into how local businesses can successfully tap into the cruise market. A second series of workshops, 'Welcoming Cruise Passengers to the West' have been successfully delivered across six ports, up-skilling coach drivers, tour guides and volunteers who interact with cruise passengers.

In regard to port infrastructure development, a study is underway to assess the future demand and infrastructure needs of the Broome Port. Tourism WA supported expansion of the scope of the investigation to include identifying the port infrastructure needs of the cruise shipping industry. The Department of Transport is leading the study and the final report is due in September 2013.

Looking ahead, P&O Cruises will base the *Pacific Jewel* in Fremantle for the 2014-15 cruise schedule that includes seven round-trip cruises from Fremantle, and eleven visits to other Western Australian ports. Earlier in 2013, Cruise & Maritime Voyages announced that the 620 passenger *Astor* vessel will operate for three seasons from Fremantle commencing in 2013-14.

PAPUA NEW GUINEA

Cruise ship growth in Papua New Guinea (PNG) is still in the development stage. The PNG national government has initiated a number of government projects to encourage cruise tourism for the destination.

Papua New Guinea welcomed 13 cruise ships, mostly expeditionary vessels, in the 2012-13 season. The port calls included Alotau, Madang, Rabaul, Lorengau and Wewak as well as the smaller islands of Wuvulu, Tingwon, Tsoi and Witu.

Another highlight of the season was the first big company to show interest in consistent itineraries in PNG, being P&O's Carnival Australia. Carnival Australia now has PNG on its itineraries up to 2015.

A promotional cruise DVD is being developed and during the 2012-13 season filming was carried out in anticipated cruise hotspots of Alotau, Madang, Kavieng, Rabaul, Goroka, Mt Hagen and Port Moresby.

PNG is excited that Carnival Australia has scheduled the first of what we expect will be many cruises to PNG for October 2013. The *Pacific Dawn* will visit Alotau, Doini, Kaibola and Kitava in the Milne Bay Province. This is the first time a ship of such magnitude is coming into the country.

The focus for the upcoming cruise season in PNG is the Milne Bay province. The area is popular for its exquisite scenery, its colourful culture and for its historic World War II links for many Australian families. The maiden *Pacific Dawn* cruise to Milne Bay is timed to coincide with the Canoe and Kundu Festival, where local communities compete in canoe races, costume displays and cultural performances.

Product development is of strong focus in Alotau and the Trobriands islands to build capacity in local communities to cater for the cruise tourism sector. Development of new nautical charts by hydrographical surveying is also being carried out in Kiriwina and Kitava Islands in the Trobriands.

PNG is a new and undiscovered cruise destination with many opportunities available for all provinces throughout the region.

The PNG National Government has allocated KINA $10 million (AUD $4.7 million) for the re-development of the Alotau Wharf in Milne Bay in line with the focus for cruise development in this province. This will include the extension of the wharf from 90 to 104 metres allowing access for large ships to berth alongside.

Modern jetties are also being constructed at the pristine island locations of Kitava and Kaibola in the Trobriands. The jetties are part of the overall cruise tourism development strategy and play a crucial role in hosting the Carnival Australia cruise ships when the cruise line makes its maiden calls to PNG in the upcoming season.

cruise shipping overview

INDONESIA

The cruise traffic in Indonesia continues to grow. In 2013, 36 different cruise ships will be operating 310 cruise calls in the Indonesian Archipelago. This represents some 153,000 passenger calls distributed in 115 different destinations in Indonesia. These figures correspond to a growth of 45 per cent in number of calls and 35 per cent in cruise traffic compared with 2012. Similar growth is expected for 2014.

Investment in cruise facilities to cater for large capacity ships in a number of selected cruise destinations, along with the capacity to handle large numbers of passengers is part of the Indonesian strategy for cruise development. Jakarta, Semarang, Surabaya and Bali are among the destinations where dredging operations and investment in better berthing infrastructures will permit large cruise ships to berth alongside. Dredging operations have started in these ports and should be completed by the end of 2014, instead of 2013 as previously announced.

At the same time, the work for enlarging the cruise terminal of Benoa has started in order to meet increasing demand for turnaround operations in Bali. On 23 February 2013, the *Crystal Symphony* successfully carried out a full turnaround in Benoa. With a capacity of 940 passengers, it was the largest vessel to have operated a turnaround in Bali. The company has confirmed similar operations in 2014 and 2015.

At the same time the Ministry of Tourism and Creative Economy is working with local authorities to identify new destinations within the Indonesian archipelago where vessels of small capacity and expedition vessels can operate calls to off-beaten tracks. Such development permits cruise lines to explore new destinations and at the same time to spread the tourism benefits throughout the Indonesian Archipelago.

Cabotage in Indonesia is restricted to Indonesian-flagged vessels. Dispensation has so far been given on a case-by-case basis to cruise operators. Following the demand coming from the cruise lines, the Government of Indonesia is working on lifting the cabotage to cruise ships in Indonesia in order to develop Bali as a regional turnaround port and develop cruises throughout the Indonesian Archipelago.

NEW CALEDONIA

In 2012-2013, the cruise ship market once again recorded an increase in the number of passengers arriving into New Caledonia (a total of 223,890 cruise ship passengers; an increase of 12,971 passengers compared to 2011).

New Caledonia is an attractive option for cruise ship passengers for several reasons. These include:

- the country's proximity to source markets (Australia/New Zealand);
- the country's proximity to main ports in Australia and New Zealand in comparison to other Pacific islands;
- infrastructure adapted to the cruise ship market and quality maritime wharf;
- attractive stopover options (Isle of Pines/Loyalty Islands);
- World Heritage Site listed by Unesco for most of the country's lagoons;
- commitment by local operators to provide interesting and varied stopover options; and
- the unique 'French Touch' in the Pacific.

The cruise ship market is an important market segment for New Caledonia as it provides excellent economic returns, in particular for Isle of Pines and the Loyalty Islands. There have been a number of investments in 2012-2013 with the objective of improving the stopover experience for the cruise ship passengers.

Isle of Pines

There has been an improvement in the quality of tours on sale to cruise ship passengers, as well as an increase in available capacity for boat tours. An increase in the number of services (sale of souvenirs) and food providers (such as lobster, Isle of Pines snails, ice-cream stands) have also been part of the developments in 2012. A project to improve the arrival zone, including a toilet between Kuto and Kanumera and renovation of the arrival zone in front of the pontoon, will commence in January 2014.

Maré

The very first P&O stopover on Maré in April 2012 met with a lot of positive comments from cruise ship passengers. 2012 was a test year for Maré in terms of organisation and improvement of land excursions. The economic impact for this island is significant with a return of around 1.5 million XPF each stopover for the local transport companies that transfer passengers to Yejele Beach. P&O is interested in employing local artist Gulan (singer/composer) for onboard entertainment between Noumea and Maré.

Lifou

In 2012-2013, investment was provided by P&O Australia to assist the population in the improvement of Jineck Bay and the surrounding environment. A platform and steps leading down to the sea were constructed by the company with reimbursement from tickets sold at cost price with total benefits returning to the cruise welcome committee. Local constraints include a maximum of 200 people in the water during any one stopover, with sale of tickets on board ($15AUD) or on land for a morning or afternoon excursion (100 pax maximum each time) and obligation for trained eco-guides to supervise water access and bathers. An underwater pathway has been put in place with a rest station to limit impact on the coral. This project combines two concepts: the preservation of the environment and economic development, with revenue earned being used to maintain the site, remunerate the guides and manage both the infrastructure and the environment. There is also a new excursion on offer: the "Vanilla Tour" which is a guided visit to a vanilla factory. This tour has received good feedback from cruise ship passengers.

Noumea

There is discussion underway concerning a project that involves the construction of an angle quay to accommodation cruise ships at the maritime wharf.

The 1,500th stopover of P&O Cruises Australia was celebrated at the maritime wharf on 27 July 2012 with the arrival of the *Pacific Dawn*.

management committee – 2012 | 2013

From left: Tyler Wood (Bob Wood Cruise Group), David Brown (Cruise Hunter), Leah Clarke (SATC), Chris White (Tourism Victoria), Tim Short (Hobart City Council), Jill Abel (General Manager, CDU), Glenn Stephens (Fremantle Ports). Absent: John McKenna (Sydney Ports), Leigh Sorensen (Tourism Australia)

Chris White

Chairman
Tourism Victoria
Term Expires 2013

Chris currently manages the Product Marketing division at Tourism Victoria. Chris is responsible for marketing Victoria's key product strengths including food and wine, nature-based tourism and art and culture, along with cruise shipping. She is also responsible for managing partnership marketing including Victoria's relationship with domestic airlines, wholesalers and retail travel agents.

Chris' career in tourism began in London in 1991, where she worked for JAC Travel, a large tour operator, with a wide portfolio of business interests, including education and youth travel. When she returned to Australia in 1993, she worked for a small nature-based tour operator in Victoria.

Since joining Tourism Victoria, Chris has held a number of positions including Market Coordinator for the UK/Europe, Product Development Manager and Manager Product Segments and Niche Markets and currently is the Group Manager Product Marketing.

Chris is a graduate of the Australian Institute of Company Directors (AICD) and a member of the Mornington Peninsula Regional Tourism Board.

David Brown

Deputy Chairman
Cruise Hunter
Term Expires 2014

David has held the position of Cruise Hunter Coordinator for Newcastle Port Corporation since 2006. David has served on the Management Committee of Cruise Down Under since 2008 and in the role of Deputy Chairman since 2011.

Cruise Hunter is responsible for developing and implementing a local cruise strategy that positions Newcastle to capture the growing cruise industry in Australia. David works closely with the regional tourism industry and government bodies to achieve strategic goals. This includes product development and education, marketing initiatives, infrastructure and policy making. David has experience of the cruise industry at the 'grass roots' level by managing a cooperative stakeholder approach to cruise ship visits in Newcastle. This approach ensures each port call is successful and that the destination needs and requirements of the cruise industry are delivered.

In 2006, David was selected as a Young Tourism Ambassador for Tourism Australia during the Melbourne Commonwealth Games. In 2009, David was awarded the Young Achiever Award at the Australian Transport and Logistics Industry Excellence Awards and represented Australia at the 2010 International Convention in Malta.

Prior positions held by David include tourism and events departments for local government.

Glenn Stephens

Treasurer
FremantlePorts
Term Expires 2013

Glenn is presently the Senior Manager Trade and Business for Fremantle Ports and is responsible for business and trade development (including cruise lines).

Treasurer of Cruise Down Under since its incorporation in 1998, he has tertiary qualifications in business and accounting and is a certified practicing accountant, a member of CPA Australia, Fellow of the Institute of Public Accountants, and a Member of the Australian Institute of Company Directors.

Glenn has held senior financial and management roles at Fremantle Ports since 1986.

Leah Clarke

Member
South Australian Tourism Commission
Term Expires 2013

Leah Clarke is Manager, Aviation and Cruise Development for the South Australian Tourism Commission where

she manages relationships with key access partners and identifies emerging opportunities in the areas of aviation and cruising.

Leah has a particular interest in increasing South Australia's market share of cruise ship arrivals and reducing impediments to access South Australian ports. Over the past three years, she has been instrumental in the development of the Southern Ocean Cruising strategy that focuses on attracting new ships to offer itineraries in and out of Adelaide, including regional port development and education.

Leah has worked for the South Australian Tourism Commission for the past 13 years with experience in the areas of business advice, product development, national tourism and business accreditation, business and operator training and has worked as an advisor for the Minister for Tourism.

Prior to working at the South Australian Tourism Commission, she worked at the coalface in tourism ventures and for marketing consultants.

Tyler Wood

Member
Bob Wood Cruise Group
Term Expires 2013

With over 12 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 cruise lines, as well as working with tourism bodies to implement quality industry standards that cruise lines have come to expect.

A recent addition to the company is the formation of Cruise 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, State Tourism Organisations 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 CDU Committee Member Judy Wood.

Anne McVilly

Member
Hobart City Council
Term expires 2014

With over 18 years' experience in all aspects of the tourism industry, Anne has been a key driver for the cruise tourism sector in Tasmania. Anne has formed strong relationships with the Tasmanian cruise tourism industry 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 Hobart Cruise Arrival Guide for passengers and Cruising Tasmania guide for cruise line partners; conducted tourism industry workshops and presentations to local councils and retail industries on benefits of the cruise sector; developed interpretation training for Tasmanian based cruise tour guides and volunteers and worked with Tourism Tasmania, Regional Tourism Bodies, Inbound operators and Tasports in destination development.

Anne is passionate about quality assurance and has attained ISO accreditation for organisational development, environment and safety management.

Anne is a Board member of Destination Southern Tasmania, a member of Hobart and Surrounds Zone Marketing Group, the Tasmanian Visitor Information Reference Group; Skal International and a national judge in Australian Tourism Awards for three years.

John McKenna

Member
Sydney Ports Corporation
Term expires 2014

John currently manages Cruise Operations on behalf of Sydney Port Corporation. John is responsible for cruise terminal operations at the new White Bay terminal and the Overseas Passenger Terminal at Circular Quay. 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

Jill Abel

General Manager
July 2011 to June 2013

HONORARY MEMBERS

Tourism Australia Nominated December 2010

Leigh Sorensen

Ports Australia – Ex-Officio Nominated February 2007

David Anderson

management committee meetings

The Management Committee held the following meetings:

101		12 July 2012	Melbourne
102		31 August 2012	Hobart
103	AGM	31 August 2012	Hobart
104		31 August 2012	Hobart
105		5 December 2012	Sydney
106		20 February 2013	By Teleconference
107		8 May 2013	Adelaide

Attendance at Management Committee Meetings

Record of attendance at scheduled Management Committee meetings:

Member	Meetings Attended	Meetings Eligible to Attend
Chris White	7	7
David Brown	6	7
Glenn Stephens	4	7
Tyler Wood	7	7
Leah Clarke	7	7
Anne McVilly	6	6
John McGregor/ John McKenna	6	6
Evda Marangos	3	3
Richard Doyle	3	3
Tourism Australia	4	7
Jill Abel	7	7

Sub-Committees and Portfolios

Listed below is the allocation of responsibilities for the sub-committees and portfolios for the 2012-13 year.

Committees

Management Committee – *Rule 16*
Focus 1, 2, 3, 4 and 5

Responsible for:

Managing administration including:

- Rules of Association
- Financial delegation
- GM's contract
- Succession planning
- Legal and Property matters

Executive –
(Chairman, Dep. Chairman, Treasurer)
Rule 18.1 - Management Committee may delegate powers in the absence of the full Management Committee

Focus 2 –
2013 Conference Organising Committee
(Tyler Wood - Chairman, Anne McVilly, Jill Abel) – *Rule 18.2*

Portfolios

Rule 13.9 – The portfolios of other Management Committee members shall be allocated by consensus of the Management Committee

General Manager – Jill Abel
Focus 1, 2 and 3

- Secretary of the Association
- Cruise Shipping Miami Convention
- US Sales Mission
- Annual Govt/Minister's meeting
- Economic Impact Study
- Annual General Meeting
- Management Committee meetings
- Website update
- Travel Programs/Familiarisations
- Education
- General administration
- Media spokesperson

Focus 1 – Chairman (Chris White)

- Leadership
- Governance
- Political liaison
- Media spokesperson
- Cruise line liaison

Focus 1 – (Leah Clarke)

- Annual Operating Plan
- Three-year Strategic Plan
- Annual Report

Focus 1 – Treasurer
(Glenn Stephens)

- Financial management and reporting
- Budget
- Insurance

Focus 4 – Dep. Chairman
(David Brown/ Tyler Wood)

- Membership and education

Focus 3 – Members
(Leah Clarke/John McKenna)

- Communications report

2012–2013 Annual Operating Plan

Vision

Develop and grow the Australia, Asia and South Pacific region (CDU Region) as a major world class base and destination for cruise ships.

Mission

Cruise Down Under is the peak cruise industry association growing and developing the Australia/Pacific region, as one of the world's leading cruise destinations providing opportunities for ongoing economic, social and environmental sustainability.

Objective

To influence cruise and charter operators to develop itineraries to increase cruise ship visits in the CDU region.

	Focus 1 Leadership and Governance	Focus 2 Research and Insights
Objectives	**Establish strategies to continue the recognition of CDU as the respected peak organisation connecting the broader cruise industry**	**Provide CDU members with useful, accurate and meaningful research and customer information**
Key Outcomes 2011-12	• A robust governance regime • Increased awareness on: - role and structure of CDU - the cruise industry	• An Economic Impact Study • Effective communication between members and stakeholders
Priority Projects 2012-13	• Revised Rules of Association • Develop future funds strategy • Prepare Annual Operating Plan, Annual Report, Financial Report, Budget • Review governance reports such as business continuity plan, code of conduct • Application for Export Marketing Grant Status from 2012-2017	• Secure government funding to conduct research into the economic impact of cruising – Tourism Research Aust. • Annual cruise conference (including industry sessions)
Other Important Projects	• Project CDU as the peak marketing body and primary connector of business-to-business • Continue to enhance relationships with Australian and State governments, trade media, industry • Manage CDU's IP and maintain business integrity	• Conduct passenger surveys in partnership with destinations • Maintain a comprehensive customer database • Review EIS methodology for use in destination surveys
Key Performance Indicators (KPIs)	• Table reports at AGM • Brief Australian 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	• Prepare and present executive summary of AEC Economic Impact Study findings to members and stakeholders including Australian and State governments by December 2012 • Host 2012 cruise conference • Review communications strategy twice annually
Completed Projects in 2012-13	• Review Three-yearyear Strategic Plan • Annual Report • Annual Operating Plan • Financial Report and Budget • Participation on National Sea Passenger Facilitation Committee and Tourism Access Working Committee • Adoption of new Rules of Association • Approved body status with EMDG for five years	• Economic Impact Study 2012-13 • Industry sessions in Adelaide, Melbourne, Sydney and Hobart • Passenger surveys – Melbourne • Miami Cruise Conference report • Cruise Down Under brochure • Delivered a successful CDU Conference in Hobart

Focus 3 Position and Market the CDU region as a world class destination	Focus 4 Growing Membership	Focus 5 Stakeholder and Partnership Development
Market and promote the CDU region as an attractive and diverse cruise destination for world class cruising	**Grow membership and provide high value benefits and services to CDU members**	**Develop greater collaboration and affiliation with stakeholders and partners**
• An effective marketing program • Effective communications and feedback to members, cruise lines and industry stakeholders	• Increase member numbers • Increase awareness of membership benefits • Retain current members	• Increase stakeholder co-operation • Understanding/awareness of stakeholders' objectives and operations
• Participate at Miami Cruise Conference (Educational component)) • Review communications strategy • Marketing plan for 2013-15 • Refresh the CDU website • Leverage on key stakeholders cruise sector comments • Work to include a cruise ship component within relevant associations' agendas	• Develop membership and education strategy • Identify potential new members • Review membership structure and fees • Review/update membership collateral/brochure • Create membership benefits video clip	• Develop a stakeholder database • Host stakeholder networking events • Understand cruise line structures and/or contacts – such as business interface/connections
• Produce renewed promotional collateral • Arrange famils to Australia • Expand media list of contacts • Assist members with cruise line appointments • Continual review of website content	• Review communications strategy for members • Rotate management meetings in different locations (Educational component) • Host industry sessions • Brief executives including member organisations	• Engage with stakeholders' decision makers, Tourism Ministers, shadow ministers, Hon. Members • Consolidate TA/DRET relationship
• Attend Cruise Shipping Miami Convention in March 2013 • Attend Cruise Shipping Asia Conference in November 2012 • Meet global cruise executives • Circulate US Sales Mission and Miami convention report by April 2013 • Deliver Cruise Mega Famil Program by October 2012	• Increase membership numbers by five per cent by 30 June 2013 • Circulate: - Member Updates five times annually - Prepare and distribute list of visiting cruise ships by 30 June 2013	• Attend TAWG and NSPFC meeting three times annually • Meet with Federal Minister for Tourism once annually • Circulate CDU News twice annually
• Miami Cruise Conference • Cruise Shipping Asia Conference • Cruise Mega Famil Program • Media releases: - CDU Economic Study - CDU Conference speakers - CDU Cruise Mega Famil • Increased CDU Conference delegate registrations • Website refreshment	• List 11 new members • Management Committee meetings in Adelaide, Hobart, Melbourne and Sydney • Grew Membership • Developed membership and education strategy • Developed membership video clip	• CDU News – Two annually • Member's Updates – Four annually • Confirmed TA commitment • Conducted industry events

project reports

Cruise Down Under Conference

The 2012 Cruise Down Under Conference was held in Hobart in August and was sponsored by Tourism Tasmania, Tasports and Hobart City Council. The conference theme *"Connecting Experiences – from Ship to Shore"* attracted 128 delegates from Australia, New Zealand, Papua New Guinea and Indonesia.

Keynote presentations were by:

- Chris Allen, Royal Caribbean International
- Capt. Nikolaos Antalis, Royal Caribbean International
- Shirley Hendersen, Carnival UK
- Jennifer Vandekreeke, Carnival Cruise Lines

Other speakers included:

- Andrew McEvoy, Tourism Australia
- Simon Smith, AEC Group
- Karen Rees, Tasports
- Jason McGregor, Sydney Ports
- Roxanne Kelly, National Sea Passenger Facilitation Committee

Cruise Shipping Miami

Cruise Shipping Miami is a key promotional event on CDU's marketing program.

In 2013, it was attend by the following members:

- Chris White (CDU Chairman) – Tourism Victoria
- Jill Abel – General Manager, CDU
- Leah Clarke – South Australia Tourism Commission
- Tyler Wood – Bob Wood Cruise Group
- Mark Alfano – Bob Wood Cruise Group
- Peter Raines – Darwin Port
- Richard Schoonraad – Tourism NT
- Julie Averay Cuesta – Tourism NT
- Irene Morgan – Destination NSW
- Alcinda Trawen – Papua New Guinea Tourism

The following Cruise Down Under members also had adjacent trade stands contributing to a broader regional theme:

- Tourism Queensland/Brisbane Cruise Wharf
- New Caledonia Tourism South

Formal discussions were held with the following cruise lines:

- Princess Cruises
- Royal Celebrity Tours
- Royal Caribbean Cruises
- Celebrity Cruises
- Princess Tours
- Holland America Line
- Silversea Cruises
- Saga Cruise Line
- Regent Seven Seas Cruises
- Oceania Cruises
- Seabourn Cruise Line
- Paul Gaugin Cruises
- Zegrahms
- Lindblad Expeditions
- Crystal Cruises

VIP Cruise Executives Mega Famil

CDU held its first Mega Famil in late September 2012 and was heralded a huge success. The Minister for Tourism, The Hon. Martin Ferguson, welcomed an eight-member delegation of cruise line executives at a reception in Sydney. The delegation then dispersed around Australia and participated in intensive programs that were individually designed to meet specific cruise market needs.

The following cruise executives participated:

- Darius Mehta, Silversea Cruises
- Chris Martin, Holland America Line
- Craig Milan, Royal Caribbean Cruise Line
- Theresa Phelps, Royal Celebrity
- Mario Parodi, Prestige Cruises
- Joanne Salzedo, Norwegian Cruise Line
- Stephanie Farrow, Fred Olsen Line
- Christina Andrusyshyn, Prestige Cruises

The event was developed by CDU with the support of Tourism Australia and Qantas.

Economic Impact Study

The 2011-12 study undertaken by AEC Group continued to be funded by CDU and Tourism Australia. 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 $2.4 billion in 2011-12, including direct expenditure of $1.3 billion. This was a 48 per cent increase from 2010-11 when total direct expenditure was estimated at $941 million. If looking solely at the international market, the total expenditure was $1.7 billion.

The table on the right highlights growth trends for the period 2010-11 to 2011-12:

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

	2010-11	2011-12	Actual Change	% Change
Number of Australian ports visited by cruise ships	29	31	2	6.9%
Cruise Ship Characteristics				
Number of visiting cruise ships	42	42	0	0.0%
Passenger capacity of the cruise ships	49,254	54,063	4,809	9.8%
Number of crew on the cruise ships	21,786	22,997	1,211	5.6%
Cruise Ship Visits				
Number of cruise ship visits to ports	573	736	163	28.4%
Passengers and Crew				
Total passenger days at port	1,081,665	1,463,013	381,348	35.3%
Total crew days at port	237,386	324,660	87,274	36.8%
Expenditure				
Passengers ($m)[(a)]	$302.9	$443.1	$140.2	46.3%
Crew ($m) [(a)]	$43.5	$60.3	$16.8	38.6%
Port-related by operators ($m)	$440.6	$733.2	$292.6	66.4%
Corporate ($m)	$154.1	$157.2	$3.1	2.0%

Note: (a) Includes both domestic and international expenditure. Some totals may not add up due to rounding issues.
Source: CDU, Individual Ports, AECgroup

Table E.2: Summary of Direct Expenditure associated with the Cruise Shipping Industry in Australia, 2011-12

Port	Visit Days	Passenger Days At Port	Crew Days At Port	Direct Expenditure ($m) Passenger(a)	Crew	Operator	Corporate	Total
NSW:								
Eden	2	382	218	$0.1	$0.0	$0.1	$0.0	$0.2
Newcastle	12	28,543	5,979	$9.5	$1.1	$4.6	$1.8	$17.0
Sydney Harbour	197	613,949	131,735	$222.2	$32.2	$344.5	$126.7	$725.6
Total	*211*	*642,874*	*137,932*	*$231.8*	*$33.3*	*$349.2*	*$128.5*	*$742.7*
VIC:								
Geelong	2	823	306	$0.2	$0.0	$0.1	$0.0	$0.3
Melbourne	56	94,229	23,531	$23.5	$2.9	$92.0	$3.1	$121.6
Total	*58*	*95,052*	*23,837*	*$23.7*	*$2.9*	*$92.1*	*$3.1*	*$121.9*
QLD:								
Brisbane	101	292,284	57,263	$101.6	$12.5	$168.0	$19.2	$301.2
Cairns/Yorkeys Knob	47	48,188	12,963	$9.6	$0.9	$2.2	$0.0	$12.7
Cooktown	1	97	0	$0.02	$0.00	$0.00	$0.00	$0.03
Mackay/ Whitsundays*	47	64,786	15,278	$12.4	$1.0	$1.4	$0.0	$14.8
Port Douglas	25	31,869	0	$6.0	$0.0	$0.1	$0.0	$6.1
Thursday Island	8	1,475	197	$0.3	$0.0	$0.0	$0.0	$0.4
Townsville	10	3,555	2,585	$0.7	$0.2	$0.6	$0.0	$1.5
Total	*239*	*442,253*	*88,286*	*$130.7*	*$14.5*	*$172.3*	*$19.2*	*$336.7*
SA:								
Adelaide	18	21,789	6,203	$6.9	$1.0	$3.0	$0.4	$11.4
Penneshaw	1	417	116	$0.08	$0.01	$0.01	$0.00	$0.09
Port Lincoln	3	959	374	$0.18	$0.02	$0.03	$0.00	$0.23
Total	*22*	*23,165*	*6,693*	*$7.1*	*$1.1*	*$3.1*	*$0.4*	*$11.7*
WA:								
Albany	8	10,062	2,564	$0.5	$0.2	$0.5	$0.0	$1.2
Broome	22	24,594	5,782	$2.0	$0.4	$1.3	$0.0	$3.7
Bunbury	3	1,969	1,192	$0.1	$0.1	$0.2	$0.0	$0.4
Esperance	4	2,623	821	$0.1	$0.1	$0.2	$0.0	$0.4
Exmouth	7	13,544	3,132	$4.1	$0.6	$0.4	$0.0	$5.0
Fremantle	40	82,988	19,629	$27.4	$4.4	$53.9	$5.8	$91.5
Geraldton	16	19,418	5,866	$0.6	$0.4	$2.3	$0.0	$3.3
Port Hedland	2	3,492	895	$0.3	$0.1	$0.1	$0.0	$0.5
Total	*102*	*158,691*	*39,881*	*$35.1*	*$6.1*	*$58.9*	*$5.8*	*$105.9*
TAS:								
Burnie	17	19,263	4,969	$2.0	$0.5	$0.8	$0.0	$3.4
Devonport	1	289	87	$0.03	$0.01	$0.01	$0.00	$0.05
Hobart	29	31,236	8,168	$3.4	$0.9	$1.3	$0.0	$5.6
Launceston	2	119	71	$0.01	$0.01	$0.01	$0.00	$0.03
Port Arthur	8	5,945	1,516	$0.6	$0.2	$0.2	$0.0	$1.0
Total	*57*	*56,852*	*14,811*	*$6.1*	*$1.6*	*$2.3*	*$0.0*	*$10.1*
NT:								
Darwin	43	42,436	12,576	$8.1	$0.8	$55.3	$0.2	$64.4
Total	*43*	*42,436*	*12,576*	*$8.1*	*$0.8*	*$55.3*	*$0.2*	*$64.4*
TERRITORIES:								
Norfolk Island	4	2,108	644	$0.4	$0.0	$0.0	$0.0	$0.4
Total	*4*	*2,108*	*644*	*$0.4*	*$0.0*	*$0.0*	*$0.0*	*$0.4*
Total	736	1,463,430	324,660	$443.1	$60.3	$733.2	$157.2	$1,393.8

*Note: (a) Includes both domestic and international expenditure. * Includes Hamilton Island. Some totals may not add up due to rounding issues.*
Source: CDU, Individual Ports, Deloitte Access Economics (2012), AECgroup

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

	International only (a)			International & Domestic (b)		
Impact	2010-11	2011-12	Change (%)	2010-11	2011-12	Change (%)
Output ($m)						
Direct	$650.8	$1,009.9	55.2%	$941.1	$1,393.7	48.1%
Indirect	$480.1	$764.5	59.2%	$683.9	$1,034.1	51.2%
Total	$1,130.9	$1,774.5	56.9%	$1,625.0	$2,427.8	49.4%
Wages Income ($m)						
Direct	$212.0	$316.3	49.2%	$305.3	$438.4	43.6%
Indirect	$122.0	$192.6	57.8%	$172.5	$258.9	50.1%
Total	$334.0	$508.9	52.4%	$477.8	$697.3	45.9%
Employment (FTEs)						
Direct	2,435	3,648	49.8%	4,007	5,677	41.7%
Indirect	1,637	2,586	58.0%	2,312	3,471	50.1%
Total	4,072	6,234	53.1%	6,319	9,148	44.8%
Value Added ($m)						
Direct	$323.9	$490.0	51.3%	$475.4	$689.6	45.1%
Indirect	$224.4	$356.7	58.9%	$313.6	$474.2	51.2%
Total	$548.3	$846.7	54.4%	$788.9	$1,163.8	47.5%

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

Members have access to a professional body which has made significant advances in providing quality information and cruise marketing collateral through its website.

about cruise down under

CDU History – The first 10 years that outline the formative years of the Association can be found at www.cruisedownunder.com

In the first 10 years, Cruise Down Under cemented its position as the peak marketing body for cruise tourism in this region. Through its 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.

David Brown from 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 Miami Cruise Convention 2010 demonstrating that the 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 organisation 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, 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 following Jason McGregor's move to the newly selected operators of the non-cruise shipping operations of Sydney Ports. Chris White was again elected Chairman, David Brown, Deputy Chairman and Glenn Stephens, Treasurer.

record of past annual general meetings and cruise conferences

Year	Destination	No. of Attendees	Date
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

past management committees

Past management committee

Year	Chairman	Deputy Chairman	Treasurer	Member	Member	Member	Member	Tourism Australia	General Manager
12-13	**Chris White** Tourism Victoria	**David Brown** Cruise Hunter	**Glenn Stephens** Fremantle Ports	**Leah Clarke** South Australian Tourism Commission	**Tyler Wood** Bob Wood Cruise Group	**Anne McVilly** Hobart City Council	**Jason McGregor/ John McKenna** Sydney Ports	**Leigh Sorensen** Tourism Australia	**Jill Abel**

Note: Anne McVilly was replaced by Tim Short on the 30 June due to change of employment.
Note: John McKenna replaced Jason McGregor in March 2013 due to change of employment.

Year	Chairman	Deputy Chairman	Treasurer	Member	Member	Member	Member	Tourism Australia	General Manager
11-12	**Chris White** Tourism Victoria	**David Brown** Cruise Hunter	**Glenn Stephens** Fremantle Ports	**Evda Marangos** Port of Melbourne Corporation	**Leah Clarke** South Australian Tourism Commission	**Tyler Wood** Bob Wood Cruise Group	**Richard Doyle** Doyle Tourism Services	**Leigh Sorensen** Tourism Australia	**Jill Abel**

Note: Richard Doyle stepped down as of 30 May 2012 and the position remained vacant until the 2012-13 elections.

Year	Chairman	Deputy Chairman	Treasurer	Member	Member	Member	Member	Tourism Australia	General Manager
10-11	**Chris White** Tourism Victoria	**Evda Marangos** Port of Melbourne Corporation	**Glenn Stephens** Fremantle Ports	**David Brown** Cruise Hunter	**Leah Clarke** South Australian Tourism Commission	**Claire Willis** Abercrombie & Kent	**Richard Doyle** Doyle Tourism Services	**Leigh Sorensen**	**Jill Abel**

Year	Chairman	Deputy Chairman	Treasurer	Member	Member	Member	Member	Tourism Australia	General Manager
09-10	**Evda Marangos** Port of Melbourne Corporation	**Chris White** Tourism Victoria	**Glenn Stephens** Fremantle Ports	**David Brown** Cruise Hunter	**Mark Crummy** Tourism NT	**Claire Willis** Abercrombie & Kent	**Leah Clarke** South Australian Tourism Commission	**Matthew Cameron-Smith**	**Jill Abel**

Note: The following positions were held until the resignation of the Chairman on 30 April 2010 when the Management Committee elected a new Chairman and Deputy Chairman: Richard Doyle, Tourism NT – Chairman until 30 April 2010. Evda Marangos, Port of Melbourne Corporation – Deputy Chairman until 1 May 2010. Chris White, Tourism Victoria – Member until 17 May 2010

Year	Chairman	Deputy Chairman	Treasurer	Member	Member	Member	Member	Tourism Australia	General Manager
08-09	**Richard Doyle** Tourism NT	**Brett Dudley** ecruising.travel	**Glenn Stephens** Fremantle Ports	**Evda Marangos** Port of Melbourne Corporation	**David Brown** Cruise Hunter	**Chris White** Tourism Victoria	John Treacy & AssociatesPty Ltd.	**Dawn Howell**	**Jill Abel**

members' register

CDU registered 72 members as at 30 June 2013:

Name	Person	Level	Member Since
Ports Australia	David Anderson	Honorary	2005
AAT Kings	Fleur Ulbrick	Bronze	2005
Abercrombie & Kent	Toby Biddick	Silver	2002
ACG Security	Lee Passmore	Silver	2012
Australian Pacific Touring	Rob Tandy	Bronze	2007
Australian Shipping Supplies	Richard Fader	Bronze	2006
The Australian Opal and Diamond Collection	Joseph Dimasi	Bronze	2002
Australian Reef Pilots	Alan Maffina	Silver	1999
Australian Shoreside Management	Tanya McMahon	Silver	2009
Bob Wood Cruise Group	Tyler Wood	Silver	1998
Bridgeclimb	Lyndell Clancy	Bronze	2013
Brisbane Cruise Wharf	Lee Butterworth	Platinum	2004
Bunbury Cruise Ship Committee	David Kerr	Silver	2013
Burnie City Council	Brett Whiteley	Gold	1998
Captain Cook Cruises (WA)	Graeme Skeggs	Bronze	2011
Carnival Australia	Paul Mifsud	Silver	2006
Chart Management Consultants	Ted Blamey	Bronze	2011
Christmas Island Tourism Association	Linda Cash	Silver	2008
City of Fremantle	Donna Burgess	Silver	2008
City of Greater Geelong	Brett Ince	Bronze	2001
Cruise Eden	Gail Ward	Silver	2001
Cruise Hunter	David Brown	Gold	2001
Darwin Port Corporation	Terry O'Connor	Platinum	1995
Dept. Resources, Energy & Tourism	Helen Cox	Honorary	1993
DTESB - Queensland	Mark Jones	Bronze	2003
Destination NSW	Eileen Gilliland	Platinum	1995
Devonport City Council	Stuart Jones	Bronze	2012
Fergusson Winery	Louise Fergusson	Bronze	2012
Fremantle Port	Glenn Stephens	Platinum	1995
Flinders Ports	Carl Kavina	Platinum	2009
Geraldton Port Authority	Martin North	Gold	2007
Glenelg Shire Council	Liz McNeill	Bronze	2010
Great Southern Rail	Damien Wolff	Silver	2011
Holland America Line	Tony Archbold	Silver	2012
Indonesia, Ministry of Culture and Tourism	Rizha Handayani	Platinum	2009
Intercruises Shoreside and Port Services	Martin Bidgood	Silver	2011
Kuranda Scenic Railway	Ivana Andacic-Tong	Bronze	2008

Name	Person	Level	Member Since
Mantra Group	Judd Rabbidge	Bronze	2013
Melbourne Star Cruises	Tim Ryan	Bronze	2008
Mike Bartlett	Mike Bartlett	Honorary	2007
Moonshadow Cruises & Port Stephens 4WD	Janene Rees	Bronze	2010
New Caledonia Tourism - South Noumea	Jean Michel Foutrein	Platinum	2001
Papua New Guinea Tourism	Alcinda Trawen	Platinum	2005
Port Arthur Historic Site	Andrew Ross	Gold	2007
Port of Broome	Capt. Vic Justice	Gold	1999
Port of Melbourne Corporation	Evda Marangos	Platinum	2005
Port of Portland	Malcolm Geier	Silver	2007
Port of Townsville	Barry Holden	Gold	2002
Ports North	Karry Egerton	Platinum	1993
Rotor-Lift Aviation	Greg Ross	Bronze	2012
Royal Botanic Gardens	Robyn Merrett	Bronze	2008
Royal Caribbean International	Gavin Smith	Silver	2008
Sealink Travel Group and Captain Cook Cruises	Richard Doyle	Silver	2012
Skyrail Rainforest Cableway	Marni Barnett	Bronze	2011
Sofitel Sydney Wentworth	Geoffrey Webb	Silver	2012
Southern Cross Shipping	Jason Drury	Silver	2012
South Australian Tourism Commission	Leah Clarke	Platinum	1998
Sydney Ports Corporation	John McKenna	Platinum	1993
Tasmanian Travel & Information Centre/Hobart City Council	Anne McVilly	Bronze	2009
Tasports - Hobart	Karen Rees	Platinum	1993
Tasports - Burnie/Devonport/Launceston	Karen Rees	Gold	1993
The National Opal Collection	Damien Cody	Bronze	2012
Thompson Clarke	Chris Raley	Bronze	2005
Tourism Australia	Leigh Sorensen	Honorary	1993
Tourism NT	Richard Schoonraad	Platinum	1998
Tourism Queensland	Denise Brown	Platinum	1994
Tourism Tasmania	Rita Warrener	Platinum	1998
Tourism Tropical North Queensland	Brian Hennessy	Gold	2008
Tourism Victoria	Chris White	Platinum	1998
Tourism Western Australia	Christine Cole	Platinum	1998
Townsville Enterprise	Patricia O'Callaghan	Silver	1998
Whitsundays Marketing & Development	Danial Rochford	Gold	2013

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 2012-13:

- AGC Security
- Bridgeclimb
- Bunbury Cruise Ship Committee
- Devonport City Council
- Fergusson Winery
- Holland America Line
- Mantra Group
- Rotor-Lift Aviation
- Sofitel Sydney Wentworth
- The National Opal Collection
- Whitsundays Marketing & Development

The Management Committee accepted resignations from the following members during 2012-13:

- Doyle Tourism Services
- Admirals Casinos
- Wilhelmsen Ships Service
- The AOT Group
- Dept of Transport- Victoria
- AFT Tourism Marketing
- Northern Highland Tourism
- Tourism Top End
- Fantasea Cruises
- Nationwide (Aust) Service

acknowledgements

Cruise Down Under 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 2012-13.

- Bob Wood Cruise Group
- Fremantle Ports
- Hobart City Council
- Newcastle Port Corporation
- South Australia Tourism Commission
- Sydney Ports Corporation
- Tourism Australia
- Tourism Victoria

annual financial report for the year ended 30 June 2013

cruise DOWNUNDER
your first port of call

Income statement
For the year ended 30 June 2013

	Notes	2013 $	2012 $
Income			
Grants Received		58,943	80,097
Conference Sponsorship		54,878	30,000
Interest Received		24,449	31,687
		138,270	**141,784**
Other Income			
Conference		95,610	80,413
Membership Fees		178,283	211,357
Other Income		1,326	7,404
		275,219	299,174
		413,489	**440,958**
Expenditure			
Audit Accounting Assistance		2,800	1,980
Administration		45,069	69,349
Annual Reports		6,074	6,407
Bank Charges		1,028	935
Committee Travel		6,711	19,883
Conference Expenses		128,480	75,213
EIS Consultants		8,800	8,910
EMDG Consultant		3,894	4,961
Insurance		3,859	3,824
Marketing		149,295	49,138
Venue Hire		10,240	2,900
Other Expenses		24,644	10,911
Printing & Stationery		6,411	3,413
Sub Contractors		15,000	-
Subscriptions		726	287
Telephone		3,258	3,616
Travelling Expenses		7,520	3,103
Travelling Expenses - Overseas		17,952	10,305
		441,761	**275,135**
(Loss) Profit before income tax		(28,272)	165,823
(Loss) Profit for the year		**(28,272)**	**165,823**
Retained earnings at the beginning of the financial year		174,591	8,768
Retained earnings at the end of the financial year		**146,319**	**174,591**

Balance Sheet
For the year ended 30 June 2013

	Notes	2013 $	2012 $
Assets			
Current Assets			
Cash and cash equivalents		693,067	83,383
Trade and other receivables	2	45,489	651,078
Total Current Assets		**738,556**	**734,461**
Total Assets		**738,556**	**734,461**
Liabilities			
Current Liabilities			
Subscriptions in advance		142,646	100,709
Other amounts in advance		18,484	24,545
Sundry creditors		-	3,509
Total Current Liabilities		**161,130**	**128,763**
Total Liabilities		**161,130**	**128,763**
Net Assets		**577,426**	**605,698**
Equity			
Reserves	3	431,107	431,107
Retained earnings	4	146,319	174,591
Total Equity		**577,426**	**605,698**

1 Summary 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 Cruise Down Under Inc. 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 of 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 of the source of these transaction 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 amount less any provision for doubtful debts. A provision for doubtful debts is recognised when collection of the full amount is no longer probable. 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) 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	2013 $	2012 $
2 Trade and Other Receivables			
Current			
Investments		495,098	473,503
Prepayments		45,133	82,679
GST on acquisitions		356	704
		540,587	556,886
The company does not hold any financial assets whose terms have been renegotiated, but which would otherwise be past due or impaired.			
3 Accumulated Surpluses			
Association Accumulated Funds		431,107	431,107
4 Retained Earnings			
Retained earnings at the beginning of the financial year		174,591	8,768
(Net loss) Net profit attributable to members of the company		(28,272)	165,823
Retained earnings at the end of the financial year		146,319	174,591

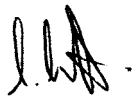
Management Committee Declaration

In the opinion of the Management Committee:

The accompanying financial statements of Cruise Down Under have been prepared in accordance with Generally Accepted Accounting Principles from proper accounts and records and represent fairly the financial transactions for the year ended 30 June 2013 and the financial position at 30 June 2012.

At the date of signing, we are not aware of any circumstances which would render the particulars included in the Financial Statements misleading or inaccurate.

There are reasonable grounds to believe the Association will be able to pay its debts as and when they become due and payable.



Chairman

Treasurer

Dated 30 June 2013

Auditor's Declaration

KEVIN GUMLEY
Chartered Accountant

173 Macquarie Street Hobart Tasmania 7000
Telephone: (03) 6223 7850 Fax: (03) 6223 8827
Email: kmgumley@bigpond.net.au
ABN 62 093 900 121

INDEPENDENT AUDITORS REPORT TO THE MEMBERS OF CRUISE DOWN UNDER INCORPORATED

Report on the Financial Report

I have audited the accompanying financial report, being a special purpose financial report, of Cruise Down Under Incorporated (the association), which comprises the balance sheet as at 30 June 2013, and the income statement, for the year then ended, a summary of significant accounting policies and other explanatory notes and the Statement by Members of The Management Committee.

The Management Committee's Responsibility for the Financial Report

The Management Committee is responsible for the preparation and fair presentation of the financial report and has determined that the accounting policies described in Note 1 to the financial statements which form part of the financial report are consistent with the financial reporting requirements of The Associations Incorporations Act (Tas) 1964 and are appropriate to meet the needs of the members. The Management Committee's responsibility also includes establishing and maintaining internal controls relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's Responsibility

My responsibility is to express an opinion on the financial report based on my audit. No opinion is expressed as to whether the accounting policies used, as described in Note 1, are appropriate to meet the needs of the members. I conducted the audit in accordance with Australian Auditing Standards. These Auditing Standards require that I comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report 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 entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the Management Committee, as well as evaluating the overall presentation of the financial report.

The financial report has been prepared for distribution to members for the purpose of fulfilling the Management Committee's financial reporting under The Associations Incorporations Act (Tas) 1964. I disclaim any assumption of responsibility for any reliance on this report or on the financial report to which it relates to any person other than the members, or for any purpose other than that for which it was prepared.

Chartered Accountant

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

Independence

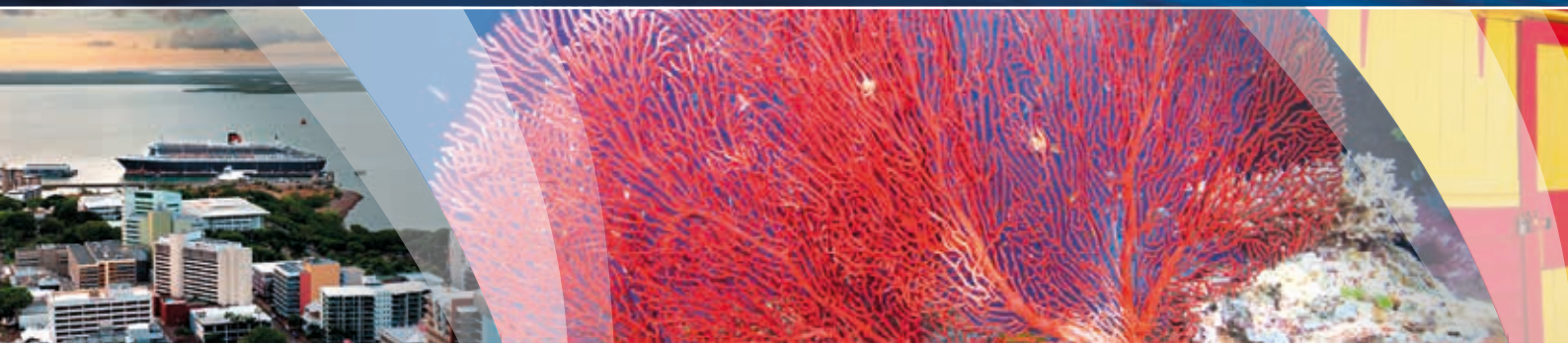
In conducting my audit, I have complied with the independence requirements of the Australian professional accounting bodies.

Auditor's Opinion

In my opinion, the financial report presents fairly, in all material respects, the financial position of Cruise Down Under Incorporated as of 30 June 2013 and its' financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements.

Kevin Gumley
Chartered Accountant
36 Norfolk Crescent
Sandy Bay TAS
Dated this 8th Day of August 2013

ADELAIDE BATEMANS BAY BRISBANE BROOME BURNIE CAIRNS CHRISTMAS ISLAND DARWIN DEVONPORT EDEN FREMANTLE GEELONG GERALDTON KANGAROO ISLAND HOBART INDONESIA LAUNCESTON MELBOURNE NEWCASTLE NEW CALEDONIA PAPUA NEW GUINEA PORT ARTHUR PORT LINCOLN PORTLAND SYDNEY TOWNSVILLE PLUS SMALLER DESTINATIONS



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Marketing CDU cruise destinations and providers of services to the cruise industry.

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CDU recognises and thanks all artists and photographers for supplying images.

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