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Message from the Chairman

As we prepare for our largest International marketing event, Cruise Shipping Miami, we are reminded of the enormity of the cruise sector here in Australia.

Having experienced the growth from a port perspective for many years, it will be a great opportunity to be part of the CDU team in Miami, reflecting on another record breaking season as well as promoting new and exciting opportunities for future itineraries.

We have just completed a range of Federal Government briefings, continuing to keep the cruise industry at the forefront of port infrastructure and tourism planning.

You will find us at booth #1217 alongside Cruise New Zealand and Papua New Guinea.

Make sure you come and join us at our Wednesday afternoon "Down Under BBQ" and enjoy a prawn on the bbq, a refreshment along with traditional entertainment.

We are also well into planning for our 2015 CDU Conference. The event will be held from the 2nd-4th September in Darwin and will incorporate a mega familiarisation program into the traditional three day event. Please save the date in your diary.

I look forward to meeting many of our stakeholders this month in Miami.

Stephen Bradford
Chairman

The Down Under BBQ is returning to Cruise Shipping Miami!

Please join the Cruise Down Under and Cruise New Zealand team for a prawn and sausage on the barbeque and try your hand at playing a didgeridoo.

**On Wednesday 18th March
From 4pm to 6pm
At booth #1217**



World-class National Anzac Centre to offer new experiences for cruise visitors to Western Australia

Cruise passengers to Western Australia can now enjoy a truly unique and moving experience, with the opening of the National Anzac Centre in Albany.

Albany is a place of historic military significance. In late 1914, more than 41,000 Australians and New Zealanders left the city, bound for the First World War. The state-of-the-art National Anzac Centre honours the Anzacs of the First World War, and provides an interactive, engaging and moving reflection of the Anzac story.

Tourism Western Australia's Chief Executive Officer, Stephanie Buckland, said the centre was already gaining worldwide attention, and had been included in Lonely Planet's top 26 new travel experiences for 2015.

"It is a truly fantastic addition to Albany and will become a place of significant pilgrimage for visitors, including cruise passengers," Ms Buckland said.

"In fact passengers on board the Crystal Serenity, which is visiting Albany in March and celebrating its 25th anniversary world cruise, will have an opportunity to visit the National Anzac Centre.

"Western Australia is a fantastic cruise destination, with each of our 10 ports offering unique and diverse tourism experiences for passengers."



Cruise shipping to Western Australia continues to grow. In 2013-14, the State's cruise industry generated \$116.5 million towards the economy, and recorded a total of 68 cruise ship visit days, a 20 per cent increase from the previous year.

In addition, Fremantle experienced its biggest cruise ship season in 40 years, attracting more than 30 ships and over 60,000 tourists in 2013-14. Notable forthcoming cruise visits to Fremantle include the Pacific Jewel, which is making its maiden visit to the city to start its first home ported season, as well as the MSC Orchestra, which is expected to bring around 2,200 passengers.

Ms Buckland said growing the cruise sector directly supports the Western Australian Government's objective of increasing the value of tourism to \$12 billion by 2020.

"To ensure Western Australia capitalises on the growth of the sector, the State Government, together with the Cruise Western Australia Committee, is implementing a cruise shipping strategy," she said.

"The strategy aims to bring together WA's cruise shipping industry, establish a common understanding and set the direction for the development of a sustainable, coordinated and achievable future for the sector."

Inaugural cruise to Mornington, Victoria

Victoria's Mornington Peninsula hosted its inaugural cruise ship visit in Feb 2015.

P&Os Pacific Pearl anchored off the village of Mornington bringing almost 2,000 passengers to experience an array of activities.

The Mornington Peninsula is renowned for its hot springs, quality wineries serving fine Victorian produce and wines and superb golf courses.

The local business community fully supported the visit, hosting a market on the main street of Mornington, complete with choirs, stilt walkers and entertainers.

The tourism industry also provided arriving visitors with welcome kits and information to those passengers not participating in shore excursions.

Mornington will receive a second ship in March, with plans for calls next year well advanced. Mornington is situated in Port Phillip Bay, 24 nautical miles from Melbourne.

Port Arthur breaks records

The Port Arthur and Cascades Female Factory Historic Sites have been abuzz this season with increased levels of visitation across both Sites on cruise ship days.

Visitor records were broken again when the Diamond Princess docked at Port Arthur and between visitors by land and sea, 4000 visitors were welcomed.

Thanks to the scale of Port Arthur's magnificent grounds and gardens and the volume of ruins and buildings to explore, we are able to host our visitors without overcrowding.



Kuranda Station turns 100

Kuranda Scenic Railway's Heritage listed building, Kuranda Station will be turning 100 years old on 12 March 2015.

The original station was reconstructed in 1915 to accommodate the growing tourist traffic in the area. The new station was of prefabricated concrete, with Marseilles roofing tiles, and incorporated a modern refreshment room for passengers, and a special lift for passengers' luggage from platform level to overbridge height.

The station incorporates the tropical plants of the region within its confines. The Annual Garden Competition, started by the Commissioner in 1914, provided a stimulus to soften the harsh lines of reinforced concrete with tropical vegetation. Kuranda won the Northern Division competition in 1915. It won the competition for many years and became folklore that it won the competition every year. To this day Kuranda Scenic Railway visitors enjoy the tropical gardens and only working hand levered signal cabin in Queensland.



Cruise Eden has gone to France!

When French tourists Mary and Robert Perron, along with their travelling companions Josiane and Claude Peter, visited Eden in January this year aboard the luxury French cruise ship L'Austral their photo appeared in our local newspaper The Eden Magnet. When they received a copy of The Eden Magnet, posted to them in France by the local staff, both couples were so chuffed with their souvenir that they created their own for us to enjoy!

Josie & Claude took their copy of The Eden Magnet to the South of France while Mary and Robert enjoyed theirs in Paris. In an email to The Eden Magnet Mr and Mrs Perron said "I keep a good souvenir from Eden Museum during our interview. You will see the Eiffel Tower, our must in Paris".

We love receiving visitors from all parts of the world into Eden on a cruise stop – and we especially love it when they can take their own piece of Eden and the Sapphire Coast back home with them.

Positive signs in Newcastle

New tourism product, combined with attractive port pricing incentives, have yielded positive results for Newcastle.

A variety of cruise operators are adding Newcastle to itineraries, ranging from the smaller international cruise operators such as Ponant, to the larger 2,500+ passenger cruise ships such as Cunard.

A focus on enhancing and refreshing shore excursions has created a number of high quality gourmet food and wine experiences. These range from long lunches at Hunter Valley wine country cellar-doors, samples at boutique micro-breweries, visits and tastings at Barramundi fish farms, chocolate and olive oil samples, as well as scenic coastal pub tours.



There is no shortage of options for lovers of great food and wine in Newcastle. To create diversity to shore tour programs, experiences are available to suit interests in soft adventure, eco-tourism, history and culture.

In May 2014 the port commenced a 98-year lease. The new port manager, the Port of Newcastle, is a 50:50 shareholder

partnership between Hastings and China Merchants Group. Each stakeholder has a strong global track record of managing infrastructure assets. Port of Newcastle aims to deliver continued growth of the local cruise shipping industry and welcomes all cruise operators to visit the port to access the range of exciting tourism experiences the Hunter Valley has to offer.

Portland, Victoria - the perfect stop

Victoria's oldest town of Portland hosted two cruise ships visit in February 2015, when the Pacific Pearl and Pacific Jewel called at the town.

Portland is halfway between Adelaide and Melbourne and the gateway to the majestic Great Ocean Road.

Visitors enjoyed excursions to the 12 Apostles, a collection of limestone stacks jutting out of the Southern Ocean beside the Great Ocean Road, wildlife, wineries and tours of the old towns of Portland and Port Fairy.



Portland's deep water harbour and dedicated berth make it an ideal stop for ships steaming between Melbourne and Adelaide.

Portland will receive a further two visits this season. The local industry welcomed the visits staging a market in Portland and providing volunteers to meet and greet passengers as they disembarked the ships.



Australian Wooden Boat Festival shines in Hobart

The MyState Australian Wooden Boat Festival is the largest wooden boat festival in the Southern Hemisphere, attracting more than 550 boats of all sizes from majestic tall ships to beautiful hand-finished dinghies.

In 2015, more than 220,000 visitors enjoyed the spectacle on the Hobart waterfront, as the four-day festival offered a brilliant program of exhibitions, activities, entertainment and excellent Tasmanian cuisine.



The festival is not just about boats; it is a genuine celebration of Tasmania's maritime heritage and culture.

Best of all, the event is entirely free to the public. You can walk directly from your ship into a hive of activity and fun. The festival is held every second year - the next one runs from 10-13 February 2017.

Enhance the Skyrail experience

For those guests interested in learning more about local Aboriginal culture, you may wish to enhance their Skyrail and Kuranda Scenic Railway experience with a Djabugay Aboriginal Guided tour. This easy to include option features:

- 40 minute gentle walking tour from Skyrail's Barron Falls Station
- Natural rainforest trail
- Insight into culture, history, language and stories
- Bush food and traditional shelter demonstrations
- Local guides
- Small groups
- Six departures (check with Skyrail for times)

For more information, please contact Adam Letson (07) 4042 2200



Tjapukai redevelopment caters to events

Tjapukai Aboriginal Cultural Park has begun hosting conferences with the opening of the Bundarra Cassowary Egg Theatre as part of its \$12 million redevelopment.

Sales Executive Saskia Wrobluskie said the Australian Indigenous cultural experience just 15 minutes north of the Cairns Airport had long been a favourite gala dinner venue for conference and incentive groups, but now was even more versatile for the business events industry.

"Taking its name from the Djabugay word for cassowary, the theatre is shaped like a cassowary egg as the Bundarra is central to many of the stories of the Djabugay rainforest people who are the local traditional owners."

"This unique multi-purpose function room is capable of holding up to 150 guests for conference and cocktail functions or up to for 80 for exclusive gala dinners."

Mrs Wrobluskie said another new events venue within Tjapukai, the Canopy Breezeway, was the setting for the December gala dinner of the 2014 World Indigenous Health and Domestic Violence Conference Group.

"Featuring soaring ceilings with hanging rainforest motifs, this central space overlooks the Tjapukai lake and its natural light makes it popular for breakfast meetings, catering to 200 seated or 300 standing," she said.

"These new venues add a greater dimension to the event capabilities of Tjapukai Aboriginal Cultural Park which include unique indoor and outdoor breakout venues, entertainment by world-class performers and catering featuring an innovative menu inspired by Indigenous flavours."

"The Tjapukai By Night Experience continues to be popular for welcome and farewell events with more than 250 guests because the spectacular fire-making ceremony, featuring a 12m fireball and Dreamtime performance, leaves a lasting impression on delegates," she said.

Tjapukai Aboriginal Cultural Park will enter a dynamic new phase in its 28-year history when its \$12 million revitalisation, as Australia's leading venue to experience Indigenous culture, is unveiled in April.



Tasmania on show

Tasmania will receive the last of its cruise ship visits in mid-May, with a total of 57 port calls for the season bringing an estimated 162,000 passengers and crew. The majority visit the ports of Hobart and Burnie, however this year Port Arthur welcomed nine cruise ships and the anchorages of Coles Bay and Wineglass Bay showcased Tasmania's stunning east coast scenery.

A local cruise ship stakeholder group has met regularly fostering a coordinated approach to working with the cruise lines and their agents. A new guide, designed to provide information to assist with itinerary planning and covering all Tasmania's ports and anchorages, has been developed and is now available at www.tasports.com.au/cruise_tourism_and_events

Tourism Tasmania has an extensive image library freely available to industry and trade wishing to promote Tasmanian cruise experiences. To register as a user and access images, please see www.tourismtasmania.com.au/visual_library. Cruise industry enquiries can be directed to Rita.Warrener@tourism.tas.gov.au phone (03) 6165 5287.

Plaque Presentations



Karen Rees and Iain Chalmers of Tasports presented Captain Giuseppe Gazzano with a Tasmanian Myrtle plaque to celebrate the maiden visit to Tasmania for the Carnival Legend. The vessel will return to Hobart in late April and again in 2016 as Tasmania becomes a more regular destination on Carnivals roster.

This season Tasports are proud to welcome the maiden arrival to Tasmania for 3 cruise ships the L'Austral, Carnival Legend and Insignia.



CDU Chairman, Stephen Bradford and Denise Minakowski from Carnival Australia exchanging plaques from the inaugural Carnival Legend visit, at the December industry night in Sydney.

New Member:

Yorkey's Knob Boating Club is located at Yorkeys Knob, one of the northern beachside suburbs of Cairns – just 15 minutes from the Cairns CBD and easily accessible by land or sea.

The 197 berth marina was constructed in 1994 and is nestled in the picturesque cove of Half Moon Bay, while the multi-million dollar marina club house was completed in October 1995 and is built out over the water with the largest shade sail in the north covering the deck and alfresco dining facilities. The view from the bar overlooks the marina and out across the Coral Sea.

Yorkeys Knob Boating Club is at the end of Buckley Street in Yorkeys Knob, 18km NW of Cairns and 42km SE of Port Douglas (16.81°S 145.71°E), and backs onto the adjacent 18 hole Half Moon Bay Golf Club.

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