



**AUSTRALIAN
CRUISE**
ASSOCIATION

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Australian Cruise Association **NEWS**

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Message from the Chairman

As Seatrade Cruise Global makes its move to Fort Lauderdale, the Australian Cruise Association will be there to support the largest cruise shipping event globally.

We have a great team attending the event representing destinations, ports, service providers and attractions. The event continues to keep Australia on the international map, reflecting the ongoing emphasis on promoting the outstanding experiences, destinations and itineraries on offer in our diverse and breathtaking region.

We are looking forward to having discussions with our cruise line partners around those areas where we see

strong growth opportunities including port infrastructure developments, homeporting, regional anchorages, increased overnight stays and late night departures.

We will be exhibiting at booth #1213 alongside Cruise New Zealand and Papua New Guinea.

We are also looking forward to celebrating our 20th anniversary conference, being held in Sydney from 7-9 September 2016.

I look forward to seeing many of you in Fort Lauderdale.

Stephen Bradford
Chairman

The Down Under BBQ is heading to Fort Lauderdale

Please join the Australian Cruise Association and Cruise New Zealand team for a prawn and lamb skewer on the barbecue and try your hand at playing a didgeridoo.

**On Wednesday March 16
From 4pm to 6pm
At booth #1213**



New Darwin Waterfront shaded walkway

Work has started on a new \$1.2 million shaded walkway that will allow cruise ship passengers to stroll from the Cruise Ship Terminal to the Darwin Waterfront Precinct in comfort.

Chief Minister Adam Giles said the shade structure would cover about 350 metres of the walking path along the sea wall from the Cruise Ship Terminal to the pontoon ramp access to the Darwin Waterfront.

"The waterfront is a fabulous gateway to the Territory for our cruise ship passengers and we want to make it as welcoming as possible," he said.

Mr Giles said the cruise industry provided an important boost for tourism in the Top End, injecting \$54 million into the local economy last financial year.

"The cruise industry is extremely important to our overall NT tourism industry as it provides an influx of

tourists into the region during the off-peak and shoulder seasons," he said.

"The 46 cruise ship visits this financial year will carry a passenger capacity of more than 70,000. According to figures released by the Australian Cruise Association, the average daily spend per passenger in Darwin was up to \$288.

Local Darwin contractor SAN Industries has been selected to deliver the project. SAN Industries will employ up to 30 workers over the life of the project, which is expected to be completed mid-2016.

The vision for the project was developed in consultation with stakeholders including local cruise

industry representatives, Darwin businesses and Waterfront stakeholders.

The cruise lines have been informed of the works being undertaken to minimise impact to passengers. Passengers can still walk to the city via The Anchorage while the work is going on, and shuttle buses will continue to offer transfers to the CBD.

"A thriving tourism industry helps boost local business, create jobs and grow the Territory economy," he said.

"It's all part of the Country Liberals Government's plans to drive the development of North Australia and build a \$2.2 billion visitor economy by 2020."



Papua New Guinea announces incentives

In consultation with the PNG Tourism Promotion Authority, the National Maritime Safety Authority of Papua New Guinea has approved a 60% discount on Navigational Aids and Regulatory Levies to all cruise ships calling into PNG in 2016. This has been done to promote cruise tourism in Papua New Guinea. This discount is effective from January to December 2016.

Tasmania increases port capacity for cruise ships

Tasmania is currently undertaking significant port upgrades to improve capacity for cruise vessels at the state's main cruise ports of Hobart and Burnie.

Tasports is preparing to commence works on a \$1.55 million upgrade to the fender system at Macquarie 2/3 berth in Hobart. The fender upgrade follows on from almost \$286,000 worth of work already completed at the Port of Hobart over the last calendar year including the installation of 200T bollards and seabed maintenance to provide a minimum depth of 10m at the capital city's main cruise ship berth. The project, once complete, will provide higher capacity fenders and bollards at Macquarie 2/3 berth that in addition to the other upgrades, will enable Hobart to accommodate vessels up to 348m LOA and 8.8m draft to berth directly alongside the cruise terminal.

In the north west of the state, Tasports is progressing planning works for the installation of a mooring dolphin at the Port of Burnie. The dolphin installation

and associated bollard upgrade at Burnie No.7 berth will increase capacity at the port to accommodate vessels up to 315m LOA.

The projects at Hobart and Burnie are both expected to be completed by October 2016, prior to the commencement of the 2016/2017 cruise ship season and in preparation for a large increase in cruise ship calls state-wide. State-wide cruise ship bookings for Tasmania are up nearly 62% next season with 89 cruise vessels booked to call at Tasmania during the 2016/17 season, an increase from 55 in 2015/16.

Busy season on Port Arthur's harbour

This summer has been a big one at Port Arthur, with record arrivals including cruise ships calling in our Harbour. These included many old friends on return visits, as well as several on their maiden calls at Port Arthur - Golden Princess on January 5, Azamara Quest on January 20 and Europa on February 10.

We like to mark maiden calls with a memento that is just a little bit different. We present each vessel with a plaque, which is affixed to a genuine convict brick from the Historic Site. Port Arthur was a major industrial site during the convict era, with timber cutting and sawmilling, shoe making, quarrying, shipbuilding and brick making undertaken by convict labour.

The Historic Site was also thrilled to welcome expedition vessel Coral Expeditions, which visited Port Arthur on multiple dates as part of its new Tasmanian itinerary which saw it adopt Hobart as its home port for the season.



Astor Birthday Celebrations in Fremantle

Tourism Western Australia is very happy that Cruise & Maritime Voyages (CMV) classic ship Astor, is home porting for a third summer season in Fremantle.

Grant Hunter, CEO / Director of CMV Australia welcomed guests aboard on February 2 to celebrate the Astor's birthday with Captain Emmanoull Psarakis and his crew.

The Astor's maiden voyage to the Amazon departed on February 2, 1987 and a copy of the original poster was on display for the celebration.

Pacific Eden comes to Eden

Snug Cove, in the Port of Eden, was the place to be on Sunday, January 10, 2016 when the Pacific Eden made her maiden voyage to her 'namesake port' on the south coast of NSW.

Met on arrival by a flotilla of local yachts and with the town's central headland full of onlookers, the Pacific Eden dropped anchor in calm waters just a five-minute tender ride from the wharf. Disembarkation was soon underway with most of the 1,410 passengers leaving the ship to embrace a stunning day and enjoy an unsurpassed welcome with several town festivities staged for their arrival.

A little over 15% of passengers toured around the township of Eden and the bay, Merimbula and Pambula villages, local scenic National Parks, the Eden Killer Whale Museum and Potoroo Palace Wildlife Sanctuary. They enjoyed local fare including Sydney rock oysters and high tea at the Seahorse Inn, overlooking the harbour and Pacific Eden as she sat on anchor under azure skies. The remaining passengers took the local shuttle bus into Eden town, or braved the hilly, yet scenic, 10-minute walk to the main street.

As expected in school holidays, about one third of passengers were families, with many being new to the cruise market. And with most being from NSW and Victoria, we look forward to seeing many return visits.

"Each passenger was welcomed with a "goodie bag" containing a Port Guide for use on the day, and a Destination Guide to encourage return visitation" said Natalie Godward of Cruise Eden.

Also impressing the disembarking passengers was the colourful array of market stalls awaiting them on Snug Cove, including a sample table of award-winning aperitifs by Disaster Bay Chillies, a table of goodies by the Eden Visitor Information Centre, NPWS rangers showcasing our parks and wildlife as well as novel clothing and accessories.

Based on the positive feedback from passengers and their enjoyment of the beauty of the Sapphire Coast we hope to see many return at some point soon!

Gladstone steps up

Pacific Dawn will become the first cruise ship to dock at the Port of Gladstone on March 10. The first visit will be quickly followed by the Pacific Jewel on March 20.

Gladstone is planning a great welcome, with newly recruited volunteers expected to create a friendly atmosphere and the fabulous Feast on East markets providing an experience not to be missed.

The Gladstone region will offer a wide range of shore excursions to surprise and delight the passengers.



Port of Cairns cruises through February

Cruise-ship spotters had a thrilling week as the Port of Cairns welcomed six cruise ships during one of the busiest months of the year.

"It was something quite special seeing these magnificent vessels entering Trinity Inlet almost back to back and in some cases side by side," Ports North's Manager Operations, David Good said.

Heading the line-up were Pacific Princess and Amsterdam, adding twice the excitement when they both arrived on Tuesday, February 16 bringing more than 3,100 visitors to the city.

The following day the exclusive, six-star Azamara Quest returned to Cairns. In Australian waters for the first time this season, Azamara Quest had her maiden visit to Cairns just over a month ago.

Cairns rounded out the week, with the

arrival of another stunning ship, Silver Whisper, and again, it was an overnight visit for the city.

The next week started with another two ships coming in to harbour, one of which, Le Soleal, was making her maiden voyage to Cairns. The doyenne of the sea, the MV Artania, followed Le Soleal in, and again, onlookers enjoyed watching the two beautiful vessels berth top to toe at the Cairns Terminal.

"All passengers were treated to a fresh local tropical fruit tasting and live band; a great custom for the Port of Cairns and one that has passengers leaving pretty happy," Mr Good said.

Thompson Clarke starts "Maritime Insights"

Commencing in March 2016, and thereafter on a monthly basis, Thompson Clarke will be sending out a "Maritime Insights" eNewsletter. The complimentary eNewsletter will contain updates on notable current news and events in the maritime industry, a brief description of people within the industry seeking employment, contract work opportunities for job seekers, and helpful maritime resources.

Readers can also participate in discussions on recent news and events via their LinkedIn Group.



Newcastle hosts special events

Maiden calls and special events aligned to cruise ship visits have been the highlights of cruise season in Newcastle.

A variety of cruise ships have visited ranging from the smaller luxury ships, Silver Shadow and Azamara Quest, to the larger Radiance of the Seas and Queen Elizabeth.

Passengers on board the Azamara Quest cruise ship were treated to a spectacular AzAmazing evening at the iconic Fort Scratchley including music from world-renowned jazz musician James Morrison, local food and fireworks as part of their visit to the Port of Newcastle. The highly successful event confirmed Newcastle's ability to showcase local Hunter Valley product and entertainment via exclusive events for cruise guests.

The maiden visit by Queen Elizabeth attracted thousands of local residents to the harbour foreshore to witness the majestic ship. Queen Elizabeth became

the first Cunard ship to visit Newcastle for more than a century. According to shipping records, the last Cunard passenger liner to visit Newcastle was the Caronia in 1907.

The visit coincided with a special honour guard from RAAF Williamtown recognising Cunard's historic wartime connections to the Hunter. On April 11, 1941, hundreds of men from the newly established 450 RAAF Squadron Williamtown boarded the original Queen Elizabeth in Sydney to sail to the Middle East.

Proud veterans of 450 Squadron and family members attended a special commemoration service on Queen Elizabeth in Newcastle to mark the 75th anniversary of the formation of the squadron.



Fraser Island makes history

Pacific Aria will make history on the April 3 when she becomes the first P&O ship to call at World Heritage Listed Fraser Island. The mooring is located near Kingfisher Bay Resort and the ten shore excursions on offer include options to visit the mainland townships of Hervey Bay and Maryborough.

Le Soleal called at Fraser Island in March, the first ship to visit for a number of years.

New South Wales launches videos

New South Wales (NSW) continues to grow as a major international cruise destination with year ending June 2015 seeing a significant increase in cruise ship visits with 285 ships arriving within the year, and just under 1.2 million total passenger days in port.

While there are three cruising ports in NSW, Sydney, Newcastle and Eden, Sydney is regarded as the 'marquee' port and is an essential stop for cruises to the state. The gateway to NSW and the rest of Australia, Sydney is one of the world's most dynamic and cosmopolitan cities, blessed with a mild climate, glamorous beaches and the benefit of city-side docking.

As Sydney continues its growth in cruise visitation, and as a premier port for both domestic and international ships in 2016, Destination NSW has worked closely with City of Sydney (CoS) and Sydney Harbour Foreshore Authority (SHFA) to develop a series of 'Welcome to Sydney' videos that have been made available to operators in the cruise shipping sector.

The videos are free to use with Destination NSW encouraging cruise operators and partners to display them on their own websites, and via their social media and other promotional channels, to maximise exposure to cruise passengers to the opportunities on offer in Sydney and NSW.

To further support this, Destination NSW

has additionally produced a 90-second video. Similar to the three 'Welcome to Sydney' videos, the reel can be used by operators and partners to promote shore excursions and day trips across Sydney and greater NSW through owned channels.

The Sydney Cruise Ship Passenger Survey has revealed that the most popular Sydney activities amongst disembarking passengers are visiting attractions (81%), shopping (46%), and dining out (35%). These new videos intend to increase awareness of how passengers can access these experiences while in port. Videos depict iconic Sydney, food and beverage options, shopping, art and culture tours, and outdoor lifestyle and native wildlife encounters.

The three 'Welcome to Sydney' videos have been produced to cater for the following cruise target markets - luxury high-end (primarily international passengers), upper mid-market (domestic and international passengers), and domestic and families. With international and domestic cruise passengers staying an average of more

than two nights in NSW either side of their cruise arriving or departing, these videos further offer tourism operators and partners an opportunity to encourage potential visitor dispersal beyond the city.

Destination NSW CEO, Sandra Chipchase said, "We've seen significant growth across the cruise sector in NSW with Sydney now receiving almost a third of all cruise ships that berth in Australia, and with these ships, more than one million visitors into Sydney. With city-side docking one of the great benefits of cruising in to Sydney Harbour, passengers have a world of opportunity to explore the city and beyond right at their feet.

"The cruise sector is on an upward trajectory with even more visitors expected to arrive in 2016. Destination NSW is committed to working with cruise operators and partners to give passengers opportunity to experience everything Sydney and NSW has to offer.

To download videos and for more information on Sydney or NSW cruising, visit www.destinationnsw.com.au/cruise

Welcoming Cruise Ships to Geraldton

The City of Geraldton, the largest city north of Perth, is evolving as a popular port on WA cruise itineraries. Joanne Brown, the Cruise ship and Visitor Information Officer has set the benchmark in her role as she works effectively with the business community and coordinates a group of enthusiastic volunteers to ensure cruise passengers have a memorable visit.

In partnership with Tourism WA, Joanne has arranged specialised training and on February 22, in co-operation with the Geraldton Chamber of Commerce, an inaugural information session and workshop was presented by Jurek Leon of Terrific Trading. The event was well received by more than 50 local retail representatives and provided insights to maximise the benefits of cruise ship visits for businesses and the broader community. The City of Geraldton is looking forward to providing a warm welcome to 13 cruise ships during the remainder of 2016.





An Amazing Evening in Hobart

On the evening of January 20, the Azamara Quest arrived into Hobart and to the rousing tunes of the Tasmanian Police Pipe Band (veterans of the Edinburgh Tattoo) passengers disembarked the ship for what was to be a truly amazing event.

As the guests filed into the Macquarie 2 terminal, they were greeted with Tasmanian wines, and award winning craft beer.

On this, their maiden voyage to Tasmania, a warm welcome was given to the Azamara guests and crew by the Tasmanian Premier, Will Hodgman and Lord Mayor Sue Hickey.

The star of the evening was the Tasmanian Symphony Orchestra; one of the world's most renowned small orchestras having graced stages from Tokyo to London to Los Angeles. The audience was entranced by a selection of well-known orchestral favourites, as

well as show tunes, an evocative piece about the island they were visiting and a rousing rendition of Waltzing Matilda. After encores and standing ovations, the guests were invited outside to view a fireworks display launched from a barge in the river especially for them. The waterfront of Hobart was lit by giant blooms and cascades of colour in the night sky.

Back in the terminal guests were treated to delicious local produce and enjoyed the opportunity to meet and chat with the orchestra.

Cruise Director, Russ Grieve who acted as the evening's Master of Ceremonies,

declared it one of the best Amazing evenings held in a port.

The next day many passengers found their way to the ABC store where they purchased DVDs of both the Tasmanian Police Pipe Band and the Tasmanian Symphony Orchestra.

The port of Hobart is an ideal venue for special events and we hope to be able to present more of these to cruise passengers in the future.

The event was co-ordinated by ACA member Karen Fraser's Tourism Professionals.

Native Wildlife abounds close to Melbourne

Victoria takes up just 3% of Australia's landmass, but is home to more than 30% of all native Australian species. Home to a diversity of landscapes and climates, Victoria is the preferred habitat for many of Australia's most iconic native animals.



From Melbourne viewing wildlife in their natural setting is so easy. Within 90 minutes passengers have a chance of seeing kangaroos, koalas, wombats, echidnas, seals, dolphins and even Victoria's official marine fauna emblem, the weedy sea dragon in the waters of Port Phillip Bay.

Phillip Island is also home to around 32,000 little penguins, with around 2,000 arriving each evening at the viewing area at the Phillip Island Nature Park. Also just off Phillip Island, is Australia's largest fur seal colony, located at Seal Rocks. Joining a cruise with Wildlife Coast Cruises will allow passengers to witness the wild Fur Seal colony and be captivated by these naturally playful and inquisitive animals.

Wild koalas feature along Victoria's coastline, including the Great Ocean Road and Gippsland's Raymond's Island. Take a tour with Echidna Walkabout to see kangaroos and koalas in the wild

in the You Yangs and Brisbane Ranges National Park and learn all about their amazing lifestyle and adaptation to the their environment.

For those with trips to the Great Ocean Road region, there maybe opportunities to go whale watching, spotting koalas and the elusive platypus. Nestled inside a dormant volcano, visitors can get up close at Tower Hill State Game Reserve to see koalas, emus, kangaroos, sugar gliders and many species of water birds roaming freely.

New Members

Australian Cruise Association has welcomed the following new members to the association in the 2015/16 year. Contact details for our members are available on our website at:

www.australiancruiseassociation.com

- Visit Sunshine Coast
- Sturrock Grindrod Maritime
- Wilson Security
- Shire of Exmouth
- Noumea Discovery Travel Co
- Gladstone Area Promotion and Development
- Karen Fraser's Tourism Professionals
- Pilbara Ports Authority



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