



AUSTRALIAN
CRUISE
ASSOCIATION

ANNUAL REPORT 2024-25




The Australian Cruise Association is the peak cruise industry association for Australia and the South Pacific, dedicated to marketing the region as one of the world's leading cruise destinations, and advancing cruise as a sustainable and vital pillar of Australia's visitor economy.





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Message from the Chair

Dear Members,

It is with genuine optimism and continued pride that I present the Chair's Report for the 2024–25 financial year.

This past year followed the cruise sector's most successful season on record, an achievement worth celebrating. However, as often happens in fast-moving industries, it also brought a shift in momentum. As we've seen, geopolitical uncertainty, policy changes in neighbouring regions, and operational challenges have caused a softening in cruise calls to Australian ports. In this context, I have been incredibly proud to witness how ACA, our CEO, and our member network has responded with clarity, cooperation, and a renewed focus on ensuring that the right settings are established for the next phase of cruise growth in Australia.

We have remained steady in our mission: to advocate for a competitive, connected and thriving Australian cruise industry. This year's conference in Adelaide was testament to that, bringing together members, industry partners and policymakers in what was a forward-focused, energising event. We're now setting the stage for Fremantle 2025, which will provide the ideal forum to continue driving progress in infrastructure, destination readiness and sustainability across the whole region.

The ongoing collaboration with Tourism Australia, CLIA, and State and Territory Governments has been critical to ensuring a united industry voice. Whether it's through the Coastal Trading Act review, investment in regional product, or national marketing strategies, ACA continues to be a respected and influential contributor to Australia's visitor economy.

We also saw ACA take a strong international position throughout the year. Our delegation to the 40th anniversary of Seatrade Cruise Global was not only well received, but it was also acknowledged as one of the most active and visible teams in attendance. Australia's global profile as a cruise destination remains strong, and our voice is increasingly sought after on matters of regional collaboration.

I would like to thank all of our members for your continued passion and professionalism. Your participation in workshops, familiarisation programs, state working groups, and national conversations has ensured that ACA remains highly relevant to the cruise ecosystem, from port operations to tourism delivery.



I would also like to acknowledge our CEO, Jill Abel, and our Membership and Events Coordinator, Gemma Axford for their tireless advocacy and expert stewardship of the Association during a year that required both ambition and adaptability. The ACA Board of Management has continued to work strategically and collaboratively, ensuring the organisation remains financially stable, forward-looking, and member focused.

As we look to the future, we do so with momentum in our sails. The global outlook for cruising is incredibly positive. New ships, new markets and new generations of travellers are bringing new expectations, and new opportunities that Australia is well placed to meet.

On behalf of the Board, thank you for your support throughout 2024–25. We look forward to working with you in the year ahead to keep Australian cruise destinations world-class, competitive and ready for what's next.

On a personal note, it is also my time to hand over the reins as Chair of ACA, having served in the role for six extraordinary years. It has been an honour and a privilege to work with the various members of the Board, the membership, Gemma and most particularly the incredible Jill. I am pleased to have played a small part in supporting the ACA and being able to leave with the ACA continuing to grow in capability and influence, increasing benefits to members and being recognised more broadly as a strong and collaborative voice of the industry.

I wish you all good health and happiness and I hope your participation in the industry goes from strength to strength.

Yours sincerely

Mr Philip Holliday
Chair
30 June 2025



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

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

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

Vision

Advance cruise as a sustainable and vital pillar of Australia's visitor economy.

Mission

The Australian Cruise Association is a peak body representing the cruise shipping industry in Australia to realise the region's potential as one of the world's leading cruise destinations.

Objective

To influence cruise and charter operators to develop itineraries to increase cruise visits in Australia. To achieve this, ACA has set itself the following three (3) key objectives:

1. Marketing
2. Advocacy
3. Partnerships



CEO's Report

The 2024–25 cruise year has been one of strong destination advocacy and promotion along with some consolidation for the Australian Cruise Association. While external factors such as geopolitical conditions, environmental regulations in New Zealand, and operational frameworks influenced activity across our ports, ACA remained focused on ensuring members were supported through advocacy, education, and international promotion. Our role has been to translate industry challenges into opportunities for reform and growth, positioning Australia strongly for the next phase of growth.

Much of this year's work centred on building member value. Our communications platforms were expanded with the introduction of a refreshed Member Brochure and a global-facing Newsletter, ensuring Australia's cruise developments and destination highlights reached key decision-makers internationally. We also celebrated and promoted member achievements in destination development and infrastructure upgrades, reinforcing the strength of the national network.

Professional development and destination readiness continued to be a priority. Our familiarisation program, including a standout visit to Norfolk Island, delivered practical insights into sustainability and community engagement. Education workshops and regional collaborations helped strengthen product offerings and the skills base that underpin the passenger experience.

International advocacy remained another strong pillar of ACA's activity. At Seatrade Cruise Global in Miami, we led a 20-person Australian delegation, engaged in strategic meetings, and for the first time promoted our nation at the Food & Beverage at Sea showcase. These initiatives raised Australia's profile with more than 75 cruise line brands and underlined our role in shaping discussions on sustainability, infrastructure planning, and supply chain capability.

Domestically, ACA contributed extensively to government and industry forums, including the Coastal Trading Act review, the Visitor Economy Industry Stakeholder Group, and the National Sea Passenger Facilitation Committee. These platforms ensured that the cruise perspective was firmly integrated into national tourism, trade, and policy conversations.



CEO's Report

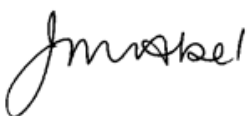
Key Achievements in 2024–25

- Developed a new Member Brochure and Newsletter distributed globally to cruise executives.
- Delivered the 2024 ACA Conference in Adelaide with record attendance, focused on infrastructure, regional collaboration, and environmental leadership.
- Advocated for cruise-friendly reforms through the Coastal Trading Act review.
- Represented Australia internationally at Seatrade Cruise Global and the Global Cruise Association meeting.
- Expanded our membership base, reinforcing ACA's national reach and influence.
- Hosted international and domestic cruise line executives and ground handlers through familiarisation programs in all states, showcasing regional product and destination readiness.
- Played a leading role in shaping the future of cruise in Australia through the South Australian Cruise Attraction Working Group and Victoria's cruise strategy initiatives.
- Supported regional outcomes through familiarisation programs, education workshops, and marketing collaborations.
- Celebrated member successes in infrastructure investment and destination development through targeted communications.

Looking ahead to 2025–26, our focus will remain on restoring cruise growth, navigating regulatory change, and ensuring Australia's destinations are globally competitive. With Fremantle set to host our 2025 Conference, we will once again provide a national platform for collaboration, insight, and forward planning.

I extend my sincere thanks to the ACA Board of Management, our Membership and Events Coordinator Gemma Axford, our members, and our government and industry partners. Your commitment, innovation, and collaboration remain the driving force of this Association.

Yours sincerely



Jill Abel
Chief Executive Officer
30 June 2025



Cruise Shipping Overview

The global cruise industry continues to chart a strong and confident course. In 2024, 34.6 million passengers took a cruise, and this figure is expected to rise to 37.7 million in 2025 as demand for cruise holidays continues to grow steadily. Looking further ahead, forecasts suggest that passenger numbers will reach close to 42 million by 2028, reflecting the sector's sustained recovery and expanding appeal. To meet this growing demand, the global cruise fleet is undergoing significant investment, with 81 new ships on order through to 2036, representing billions of dollars in capital expenditure. Passenger capacity is projected to grow by around 6.5 per cent in 2025 alone, with further increases to follow as these vessels enter service.

The global economic contribution of cruising is estimated at USD 168 billion in 2025, supporting around 1.6 million jobs worldwide. The fleet remains diverse, with the majority of ships still in the small- to mid-size categories, even as larger vessels continue to make headlines. Consumer sentiment remains extremely positive, with 82 per cent of past cruisers indicating they intend to cruise again and more than 70 per cent of those who have never cruised saying they are considering it. First-time cruisers now account for over a third of passengers, while millennials and Gen X are playing an increasingly important role in shaping product preferences, itineraries, and onboard experiences. The average age of cruisers continues to decline, now sitting at around 46 years old, a sign of the sector's broadening demographic reach.

Sustainability and environmental regulation are major drivers of innovation across the industry. Shore power adoption continues to expand globally, although the number of ports with capability remains limited, and the cost of sustainable fuels is still a barrier in some markets. At the same time, new propulsion technologies, including hybrid systems, battery solutions and hydrogen-powered vessels, are emerging as part of the transition to net zero. These developments are increasingly influencing itinerary planning, fuel strategies, and infrastructure investment, as cruise lines and ports align to meet regulatory requirements and consumer expectations.

While the industry remains resilient, it is not immune to external pressures. Geopolitical instability, fuel price volatility and ongoing supply chain challenges continue to affect itinerary planning and operational decision-making. Decarbonisation targets and compulsory carbon accounting frameworks are expected to shape future deployments, leading to shorter voyages and a sharper focus on itinerary design to balance environmental obligations with the guest experience. For Australia, the challenge is to remain visible and competitive in this evolving global landscape, ensuring the nation is well positioned to capture its current global market share and the opportunities arising from this new phase of growth.



New South Wales Report

NSW welcomed more than 1.2 million passengers and crew across 312 cruise ship visits during the 2024–25 cruise season.

There were 23 maiden arrivals in the ports of Sydney, Newcastle, and Eden, including Cunard's Queen Anne, which made her first Australian visit in February 2025 as part of a 107-day world voyage.

Sydney continued to lead as Australia's primary cruise gateway, with the Overseas Passenger Terminal and White Bay Cruise Terminal hosting the highest number of cruise passengers nationally. In recognition of its performance, Sydney was named Best Australian Cruise Port for the third consecutive year in the Cruise Passenger Readers' Choice Awards 2024.

Sydney's continued leading performance reflects strong collaboration across the cruise industry, infrastructure partners and government stakeholders at both state and local levels.

Port of Eden hosted 24 cruise ship visits, bringing approximately 45,000 passengers and 20,000 crew to the Sapphire Coast, contributing millions to the local visitor economy. In February 2025, Eden experienced a record-breaking week, welcoming five ships over five days, culminating in the arrival of Ovation of the Seas with 4862 passengers—the largest number ever to dock at the port. This was made possible by a NSW Government planning modification permitting ships up to 370 metres to berth at Eden Cruise Wharf.

Newcastle received nine cruise ship visits during the season, carrying approximately 9000 passengers and 5000 crew. While weather affected some scheduled arrivals, six of the visiting ships were luxury international lines, contributing high-yield benefits to the local economy.

A volunteer welcome program, led by the Newcastle Tourism Industry Group and Destination Sydney Surrounds North, supported cruise arrivals through a team of 51 local volunteers providing maps, brochures and local insights at key locations.

In June 2025, a Memorandum of Understanding was signed between councils and tourism bodies across Newcastle, the Central Coast and the Hunter, aiming to strengthen regional collaboration in cruise tourism. Coordinated by the Port Authority of NSW, the partnership includes seven councils and organisations - from Newcastle, Lake Macquarie, Cessnock, Singleton, Port Stephens, Maitland, and the Central Coast - plus Destination Sydney Surrounds North and the Newcastle Tourism Industry Group. One immediate outcome was joint funding for a part-time cruise coordinator to support itinerary expansion and improved onshore experiences across the Hunter and Central Coast regions.



New South Wales Report

Destination NSW continued to support cruise tourism during FY24–25 through its NSW First program, offering business development workshops, new promotional assets and industry engagement with peak cruise bodies.

Destination NSW concluded its Cruise Ready Workshop series in July 2024, with more than 100 businesses attending the final Sydney event—part of a broader effort to strengthen product development, industry readiness and engagement with the cruise distribution network. The Destination NSW Content Library was updated during FY24-25 to include new cruise imagery from Eden and Sydney, featuring ships such as Silver Muse, Carnival Splendour, Celebrity Edge, Azamara Pursuit, and Viking Venus. The library also includes a dedicated Cruise Port Experiences section, covering all nine NSW cruise ports. More than 34,000 assets are available free to industry users.

Destination NSW remains an active industry participant as a Platinum State Tourism Organisation Member of the Australian Cruise Association and a Gold Executive Partner of Cruise Lines International Association (CLIA).

In 2024–25, Destination NSW:

- Attended the ACA Conference and AGM in Adelaide (September 2024)
- Hosted a pre-ACA Conference famil in Sydney for cruise line representatives, including a Welcome to Country experience, Sydney Opera House, and Royal Botanic Garden tours, BridgeClimb, and local precinct experiences
- Participated in Seatrade Cruise Global (Florida, April 2025), highlighting NSW cruise ports and shore experiences alongside Port Authority of NSW at the ACA stand
- Attended Cruise360 Australasia, supporting continued engagement with the cruise trade and product development stakeholders.

The season's results point to a confident future for cruising in NSW, underpinned by infrastructure investment, regional collaboration, continued demand from global markets and the ongoing efforts of cruise industry stakeholders across the public and private sectors.



Victoria Report

The 2024–25 cruise season in Victoria experienced a modest decline in activity, reflecting broader trends across the Australian cruise sector. A total of 113 cruise ship visits were recorded across Victorian ports, slightly down from the previous season due to a reduced number of vessels operating in Australian waters.

Melbourne remained the central hub for cruise activity in the state, welcoming 97 cruise ship arrivals between September 2024 and May 2025, comprised of 48 turnaround call and 49 transit calls. The season commenced with the arrival of the *Diamond Princess* in September and concluded with a late-season visit from *Insignia* in May.

Melbourne also played host to three Carnival Australia vessels - *Pacific Adventure*, *Pacific Encounter*, and *Carnival Splendor* - during the Melbourne Cup Carnival, reinforcing the city's appeal as a destination for themed and event-based cruising.

Victoria's regional ports continued to contribute to the state's cruise offering, with eight calls to Phillip Island, and four calls to each Geelong and Portland. These ports provided valuable shore excursion opportunities and showcased regional tourism experiences to international visitors.

The season was impacted by global geopolitical events, notably the conflict in the Middle East, which led to Virgin Voyages withdrawing from the Australian market for the 2024–2025 season. This resulted in the loss of approximately 10 turnaround calls to Melbourne.

Despite this, the season saw notable firsts and expansions, with Disney Cruise basing the *Disney Wonder* in Melbourne from November to February, operating 10 cruises. Norwegian Cruise Line introduced three turnarounds with the *Norwegian Sun*, marking its debut in Melbourne. Looking ahead, Disney Cruises has confirmed seven turnaround calls for the 2025–26 season, indicating continued confidence in Melbourne as a homeport.

Visit Victoria and Ports Victoria represented the state at the Seatrade Cruise Global Summit in Miami in April 2025, participating under the Australian Cruise Association banner. Engagements with key cruise lines focused on strengthening partnerships and promoting Victoria as a premier cruise destination.

Work has commenced on the Victorian Cruise Ship Strategy 2026–2036, aimed at guiding sustainable growth, infrastructure development, and regional inclusion in the cruise sector over the next decade.

The Victorian cruise industry continued to support and expand shore excursion offerings, with several new products introduced during the season. These experiences are vital in enhancing passenger satisfaction and driving economic benefits to local communities.



Tasmania Report

Cruise continues to be an important contributor to the overall success of Tasmania's visitor economy, including dispersing cruise visitors and visitor expenditure into regional areas.

The season commenced on 28 October 2024 and concluded on 16 May 2025, with 137 port calls and 236,997 passenger days in port contributing an estimated \$140 million to the Tasmanian economy. The economic boost was shared across the state, with port calls in Hobart, Burnie and Port Arthur, along with some regional ports.

Season highlights included two successful partial turnarounds in Hobart for the *Royal Princess*, along with maiden calls for the *Crown Princess*, *Heritage Adventurer*, *Norwegian Sun*, *Viking Venus*, *Scenic Eclipse 2*, and *Seabourn Quest*.

Hobart hosted 18 overnight visits and 10 double ship days, including Christmas Day, with Ponant, Coral Expedition and Disney Cruises in Hobart on New Years Eve. *Coral Discoverer* once again ran a successful seasonal operation, homeporting in Hobart.

While port calls in 2025-26 will be slightly down on 2024-25, Tasmania is still looking forward to 114 ship visits during the upcoming season. Tasmania continues to develop new shore products and itineraries around Hobart, Burnie and Port Arthur. These activities were informed by industry workshops for tourism businesses and a familiarisation for nine cruise product managers who also attended more than 70 business-to-business appointments at the Tasmanian Tourism Showcase.

Tourism Tasmania, in collaboration with regional tourism organisations, local government and the Tourism Industry Council Tasmania, supported the introduction of a new Visitor Experience Guide short course. The one-day course was piloted in Hobart last season and will be delivered in Hobart and Burnie during spring 2025.

Additionally, Shorex operators can now recruit step-on guides and casual port services staff through the Tasmanian Hospitality and Tourism Jobs portal. Tourism Tasmania has also published a comprehensive suite of industry resources to support the cruise tourism sector, including How to Work with Cruise, Alcohol Guidelines, and Tasmanian Cruise Passenger Survey.

New Cruise Tasmania Destination brochures were developed in partnership with TasPorts for cruise line deployment teams and launched at Seatrade 2025 and a Shore Excursion Experience Guide featuring more than 100 cruise-ready experiences for Shorex operators to consider for Hobart, Port Arthur and Burnie.



South Australia Report

South Australia welcomed 206,200 passengers and crew across 114 cruise and expedition ship visits during the 2024-25 season, including 38 calls to Adelaide, 25 to Kangaroo Island, 10 to Port Lincoln and 40 to regional expedition sites. The season featured a diverse range of vessels and itineraries, with expedition cruising continuing as a strong growth segment. The 40 calls to regional coastal sites showcased the state's capacity to deliver high-value, immersive experiences in unique locations, further enhancing South Australia's reputation for authentic and nature-based tourism offerings.

South Australia's highly regarded Cruise Ship Welcome Program continued across the three major ports and anchorages, with more than 100 volunteers providing a warm reception, visitor information and assistance to passengers and crew. The South Australian Tourism Commission (SATC) managed the welcome service at the Port Adelaide Passenger Terminal and provided funding and guidance to the Kangaroo Island Tourism Alliance and the City of Port Lincoln to deliver their local welcome programs.

Cruise activations once again added vibrancy and local flavour, including the Penneshaw Cruise Day Markets, Port Lincoln foreshore activities and the Port Adelaide hop-on hop-off bus service. These initiatives provided opportunities for regional communities to benefit directly from cruise visitation.

The SATC worked closely with cruise lines, Inbound Tour Operators (ITOs), Flinders Ports and regional tourism organisations throughout the season to ensure smooth operations, high-quality shore excursion programs and strong passenger experiences. This collaboration included itinerary planning support, familiarisation visits for cruise line representatives and coordinated efforts to address operational requirements at key ports. Hosting the 2024 Australian Cruise Association Conference in Adelaide further strengthened industry relationships, showcased the state's cruise capabilities and generated valuable exposure to key decision-makers across the global cruise sector.

The new South Australian Cruise Attraction Working Group, comprising representatives from the SATC, Flinders Ports, Department of Infrastructure and Transport, and key industry stakeholders, has strengthened industry coordination and strategic planning. The group met five times since its inception in September 2024 to identify opportunities and progress initiatives to grow cruise visitation.

Looking ahead, 55 cruise ship visits are currently scheduled across the state in 2024-25 (expedition visits yet to be confirmed), including Robe's first cruise ship visit in a decade, Silversea's *Silver Nova* in November 2025, and more than 19 maiden ship visits across South Australian ports and anchorages. 2025-26 will see an expanded Silversea program featuring multiple overnight stays.

South Australia will continue to work closely with the ACA, CLIA and trade partners to attract new lines, develop diverse itineraries and further strengthen its position as a leading Australian cruise destination.



Western Australia Report

Western Australia has ten cruise destinations that are growing in popularity with major cruise lines - Albany, Bunbury, Broome, Busselton, Dampier, Esperance, Exmouth, Fremantle, Geraldton, and Wyndham. Cruise tourism in 2023-24 was worth \$384.9 million to the WA economy and supported 1,211 FTE jobs from 290 cruise ship visits - the largest ever figures for the state.

Tourism WA is implementing a range of activities aligned to delivery of the Western Australian Cruise Tourism Strategic Plan 2023-2033. The Strategic Plan provides WA's ten active cruise destinations with a clear direction on the objectives, development, and growth required to position the state as a desirable and capable cruise destination.

In July 2024, Tourism WA hosted its flagship event, the eighth WA Cruise Exchange (WACE). The forum brought together industry leaders and WA port destination representatives to explore the exciting new range of onshore activities and excursions on offer in Western Australia. More than 40 WA suppliers from over 30 businesses met with 27 cruise sector executives in a business-to-business environment, followed by a dedicated Ports Roundtable discussion. The WACE participants were then able to enjoy a selection of curated experiences around Perth and the Swan Valley.

At the 2024 ACA Annual Conference hosted in Adelaide, it was announced that the 27th ACA Conference will be held in Fremantle 3 –5 September 2025. The successful bid was led by Tourism WA, with support from the City of Fremantle and Business Events Perth. The 2025 event is expected to attract approximately 150 delegates, and four international cruise line executives are confirmed as keynote speakers. Tourism WA will also use this opportunity to deliver pre/post familiarisation visits for delegates to around the State.

The Western Australian Government is committed to investing in infrastructure to support the future growth of cruise tourism. Kimberley Ports Authority is progressing plans to establish Broome as a First Point of Entry (FPOE), which will not only allow for the expansion of cargo services but also deliver major benefits for tourism. Achieving FPOE status will enable cruise ships to sail directly to Broome on international itineraries and support coastal trading requirements. The Australian and Western Australian Governments are now working on the design and development of essential biosecurity infrastructure to meet federal government requirements. Once FPOE status is designated, new opportunities will open to develop and deliver itineraries originating in Asia and travelling down the Australia's west—unlocking further growth opportunities across the state.



Roebuck Bay, Broome

Western Australia Report

The new Kimberley Marine Support Base (KMSB) arrived in Broome in May 2025 and is on track to be operational by September, adding another berthing option within the Port of Broome. Representing a private investment exceeding \$200 million, the KMSB features a 50m x 165m floating wharf platform linked to a 360-metre-long fixed causeway, allowing safe and efficient 24/7 operation regardless of tide depth and can accommodate vessels up to 348 metres.

The Geraldton Port Maximisation Project is a \$350 million WA government funded infrastructure project that will modernise and enhance the Geraldton Port. Designed and constructed by Mid West Ports over four years, the project represents a major investment in the region's infrastructure. As part of the works, Berth 1 is currently being upgraded, and is set to be operational and open for bookings from September 2027. The berth will feature no permanent infrastructure, ensuring there will be no restrictions for vessels with extended bridgewings.

A significant investment is being made to upgrade facilities at Dampier Port with new upgraded berths that will support visits from larger cruise ship. Moorings have now been installed at Abrolhos Islands improving tour operator access to the islands.

Tourism WA recognises the importance of strengthening shoreside capacity and in 2024-25, seven cruise education workshops were delivered in Albany, Broome, Busselton, Esperance, and Fremantle. These workshops attracted more than 150 businesses, cruise volunteers, drivers and guides.

A new initiative introduced in 2024 saw Tourism WA partner with the City of Fremantle to successfully provide cultural welcome ceremonies at Walyalup Koort, adjacent to the visitor centre. Local Aboriginal dance groups performed at eight cruise ship calls, providing a memorable experience for both guests and crew.

Western Australia's global tourism brand *Walking On A Dream* continues to support cruise tourism by capturing the 'spirit of adventure' and the aspirational nature of our state's port destinations, whilst setting a course for sustainable growth of sector for future years.



Northern Territory Report

It was another record season in the NT with 111 ships arriving in Darwin Port, delivering over 60,000 passengers to the tropical capital city. This number was complimented by the smaller ships that continue to use Fishermans Wharf and expedition ship visits to regional anchorages including the Tiwi Islands, Maningrida, Yirrkala and the Cobourg Peninsula.

Highlights of the season included 11 maiden voyages, including the stunning new *Queen Anne* spending two days in Darwin and our largest ship of the season *Quantum of the Seas* arriving with over 3950 passengers.

Onshore activations for arriving passengers included a warm welcome from volunteers and shuttle bus hosts from the Top End Visitor Information Centre. The city greeted passengers with a chance to view snakes, lizards and baby crocodiles along with live music performances creating a vibrant atmosphere in the mall.

Other initiatives undertaken to create a memorable experience included retail store windows displaying 'welcome cruise passengers' signage and sounds of the Territory being played over the speakers in the walkway connecting the wharf and cruise ship terminal. The ongoing collaborative efforts of the local cruise ship working group has led to 91% of passengers being satisfied with their visit to Darwin. Satisfaction was one of the measures included in the cruise ship study undertaken in Darwin this season. Detailed insights into passenger and crew expenditure and travel behaviour was gathered while departing or transiting on a suite of different ships sizes throughout March and April. Details from the final report will be shared with local stakeholders and help guide future cruise sector planning.

The Territory was represented at key trade events including Seatrade Cruise Global, CLIA 360 and the 2024 Australian Cruise Association Conference. Cruise lines undertook immersive experiences across the NT with visits to Kakadu, Katherine and Finniss River to support itinerary planning that focuses regional dispersal of passengers via shore excursions and pre/post cruise touring.

Tourism NT in partnership with Tourism Top End, hosted the annual NT cruise forum in May with the theme of connecting land and sea. Guest presenters included representatives from CLIA, Carnival Corporation, Coral Expeditions, Shorex Australia, Bob Wood Cruise Group, Inter cruises, Akorn and Holidays of Australia. It was a day of information sharing, exploring opportunities and networking during a lunch cruise on the harbour. A familiarisation program to the red centre followed providing guest speakers the opportunity to explore the products on offer to overland passengers in the heart of Australia.



Great Barrier Reef, Tropical North Queensland

Queensland Report

The 2024-25 cruising season in Queensland has reached new heights, solidifying its position as one of Australia's premier cruise destinations. The region has not only maintained but expanded its appeal, attracting an increasing number of domestic and international travellers who are eager to explore Queensland's unique coastal gems and vibrant cities.

Cruise lines introduced new itineraries designed to showcase the diversity of Queensland's coastline, ranging from remote island anchorages to bustling urban ports. Eco-friendly initiatives and innovative shore excursions have provided passengers with immersive experiences that highlight local culture, marine life, and natural wonders, reflecting a broader industry trend towards sustainable travel.

The season witnessed record numbers of cruise ships calling at Queensland's 42 ports and anchorages, reinforcing the state's status as a cruising powerhouse. Major ports such as Brisbane, Cairns, and Townsville experienced a surge in arrivals, while smaller destinations like Moreton Island, the Whitsundays, and Thursday Island saw increased visitation due to their pristine environments and unique regional experiences.

Passenger numbers continue to climb, with more travellers than ever before seeking the adventure, relaxation, and discovery that a Queensland cruise offers. The industry's growth is mirrored by new infrastructure developments, streamlined passenger services, and a deepened commitment to protecting the state's extraordinary marine environments.

Queensland welcomed cruise ships to various locations, including:

- Anchorages off Mornington Island, Thursday Island, Lizard Island, Cooktown, and Port Douglas.
- Cairns Port Terminal and Yorkeys Knob anchorage, which saw 103 cruise ship visits, accommodating over 160,000 passengers.
- Port of Townsville, which welcomed 22 cruise ships with 22,180 passengers.
- The Whitsundays' two anchorage points, which saw 102 ship visits, accommodating 246,725 passengers.
- Mooloolaba anchorage, which welcomed 5 cruise ships.
- Moreton Bay/Tangalooma, which saw 45 cruise ship visits.
- Brisbane International Cruise Terminal, which accommodated 382,285 passengers through transiting and turnaround.



Daintree, Tropical North Queensland

Queensland Report

Many destinations provided dedicated welcome activities, including markets, guided tours, and access to unique local experiences. Cruise passengers in Queensland had the opportunity to interact with Aboriginal and Torres Strait Islander cultures, explore national parks, engage in water sports, and indulge in local cuisine.

Homeporting at the Brisbane International Cruise Terminal offers year-round cruising opportunities, introducing Queensland-only cruise itineraries and providing routes to and from Noumea, Vanuatu, and New Zealand.

Tourism and Events Queensland, in partnership with Tourism Whitsundays and Tourism Tropical North Queensland, hosted cruise conferences and workshops in Airlie Beach and Cairns. These events attracted 150 local stakeholders who participated in presentations and panel discussions from industry leaders such as Carnival Australia, Coral Expeditions, and Silversea, as well as Bob Wood Group, Intercruises, Akorn, Shorex Australia, and Insight Australia Travel. Business-to-business meetings were also held with regional cruise stakeholders, cruise lines, and Shorex companies to encourage more shore excursion itineraries for passengers in the region.

The future looks promising with planned port infrastructure improvements and a key action over the next three years being the development of a holistic value proposition for the cruise sector in Queensland and its regions. Government and industry are also collaborating to maximize the sector's leverage and opportunities in the lead-up to the Brisbane 2032 Olympic and Paralympic Games.

Board of Management 2024-25



Philip Holliday Independent Chair

Term Expires 2025

Since December 2019, Philip has led Port Authority of New South Wales, as CEO and Director, in managing the navigation, security and operational safety needs of commercial trade and cruise shipping in Sydney Harbour, Port Botany, Newcastle Harbour, Port Kembla, Eden and Yamba.

Philip joined Sydney Ports Corporation in May 2011 as Executive General Manager, Operations and Harbour Master. In 2014, he became Chief Operating Officer and Harbour Master, Sydney following the amalgamation of the Sydney, Newcastle and Port Kembla port corporations.

Philip has spent his entire career in the shipping and ports industries, starting as a 16-year-old cadet when he joined Ropner Shipping Services and later moving to Souter Shipping where he gained his Class 1 (FGN) Masters certificate.

In 1998, Philip joined the UK's largest port operator, Associated British Ports (ABP) in a port operations role. Following a number of roles within ABP he became the Harbour Master for the ABP Port of Southampton and the Marine Advisor for the group's 21 UK ports.



Brendan Connell Deputy Chair | Port of Brisbane

Term Expires 2025

Brendan has led the Port's Corporate Relations function since 2017 and has recently added Sustainability to his responsibilities.

With an emphasis on building partnerships with stakeholders, Brendan will oversee the Port's ambitious and industry-leading Sustainability agenda, along with planning and implementing the Port's communications initiatives, its interaction with local and regional communities, and its strategic interaction with customers and Government.

Brendan has also played a leading role in the development and operation of the Brisbane International Cruise Terminal, which has just completed a highly successful first season. Brendan interacts with key government and industry stakeholders, including cruise lines, to ensure the facility operates efficiently and maximises opportunity for the sector.

Brendan has over 20 years' experience across media, government and communications sectors, has previously served as a Senior Advisor to a Deputy Prime Minister, two Premiers, and a Deputy Premier, and holds a Bachelor of Journalism from QUT.



James Coughlan Treasurer | Shorex Australia

Term Expires 2025

With close to 25 years' experience in cruise James has held several positions both on land and at sea.

Having spent 10 years at sea for Crystal Cruises travelling to over 100 countries provided James with a clear picture of what the cruise traveller and cruise lines are looking for in their shoreside experiences.

Over the last 11 years James lead the Shore Excursion team at Inter cruises and has been pivotal in the growth and delivery of the Australian shoreside experiences in all of the ports in Australia. Most recently James has started his own business in "Shorex Australia" where his team will be servicing the cruise industry to deliver exceptional service while supporting the local stakeholders to maximise their opportunity from this industry.

Having sat on numerous committees and boards as well as being a current judge for the Queensland tourism awards combined with his vast cruise experience will allow James to support the ACA board to continue their amazing work for the members and the greater cruise industry in the region.



Andrew McKinnon Board Member | South Australian Tourism Commission

Term Expires 2025

Andrew has more than 10 years' experience in the tourism industry, including his current role as Senior Manager of Cruise, Aviation and Access at the South Australian Tourism Commission. Andrew is an energetic and innovative tourism professional dedicated to the growth of tourism in both South Australia and into the broader Australian tourism industry.

Andrew has played a lead role in the development and management of the cruise industry in South Australia. Providing advice and guidance to industry partners, regional tourism bodies and operators to ensure they are working in partnership and delivering to expectations of cruise lines.

A proven leader, Andrew spearheads strategic objectives that elevate the state's appeal while ensuring sustainable growth. With a professional history of management and leadership Andrew has developed sound commercial acumen as well as a diverse skill set in strategic planning, sales, marketing, communications, financial management, people management and formed very strong government and industry relationships.



Kristy Little Board Member | TasPorts

Term Expires 2026

Kristy has over 15 years' experience in marketing and business development roles within the tourism sector. This includes her current role as Senior Commercial Manager Customer Engagement and Cruise for TasPorts, where she has found her professional passion for the cruise industry during her twelve-year tenure.

Since joining TasPorts, Kristy has overseen the strategic development of the cruise portfolio for Tasmania's key cruise ports and has managed the segment through a period of monumental growth for the state. Kristy has played a key role in guiding the development of TasPorts' port infrastructure and services in line with the evolving needs of cruise operators, whilst providing oversight on strategic and operational planning for cruise ship visits. A critical element of Kristy's current role is creating and maintaining valuable and constructive relationships with industry and stakeholders, as well as developing business growth opportunities for the cruise segment within Tasmania.

Kristy's unique experience gives her a diverse and balanced understanding of the cruise segment, from both the port operations and infrastructure standpoint, as well as from the tourism perspective.



Martin Bidgood Board Member | Port Authority of New South Wales

Term Expires 2026

Martin is a seasoned cruise and maritime operations leader, currently serving as General Manager, Cruise at the Port Authority of New South Wales. He brings over 15 years of international experience managing high-performance destination management teams and delivering shore-side services to the global cruise industry.

Martin, originally from London, earned a degree in International Hospitality Management from Bournemouth University. He began his career in the UK cruise support sector, leading Aragon Tours before the company was acquired by InterCruises in 2009. He then served as Regional Director for InterCruises UK & Ireland, before relocating to Sydney in 2011 to helm the company's operations across Australia.

With his move to Port Authority of NSW, Martin has continued to influence local cruise activity, championing new stakeholder engagement frameworks like the Port of Eden Stakeholder Group and emphasizing the economic benefits of cruise tourism for regional communities.



Karlie Cavanagh Board Member | Inchcape Shipping Services

Term Expires 2025

Karlie brings extensive experience and a profound operational insight into the realm of Australian Cruise ports and their unique demands. Having spent the last eight years as a key member of the Inchcape Shipping Services team, Karlie has held the pivotal role of Australian & South Pacific Cruise Operations Manager. In this capacity, she orchestrates seamless collaborations with ports, principals, and vendors across the Australian coastline.

Boasting an intimate understanding of all major cruise destinations in Australia, as well as several lesser-known locales, Karlie's focus remains steadfast on enhancing the overall experience for guests, vessels, and crew within the Australian cruise industry.

Karlie's expertise is enriched by her historical tenure with the Sydney Port Corporation, where she contributed significantly to port operations. Moreover, her background as a Master at Captain Cook Cruises on Sydney Harbour has provided her with hands-on knowledge of the maritime domain.

Driven by an unwavering passion for the cruise sector and a relentless commitment to precision, Karlie's involvement with ACA underscores her invaluable operational prowess. Her role within the committee lends a practical expertise that will undoubtedly bolster the growth and evolution of the Australian cruise industry.



Shayne Murray Board Member | Cruise Broome

Term Expires 2026

Self-employed business proprietor who for many years has had a focused interest in the Cruise, Transport and Tourism industries in Western Australia.

Shayne has lived in Broome for the past 15 years and started up the business Broome Transit, a Coach and Bus Company dedicated to transporting crew and passengers between the airport, port and hotels for the cruise and Oil and Gas Industry as well as providing local tour product and programs for the cruise industry.

Other business interest includes Cellfied International, an online program that treats Dyslexia and reading disabilities which is delivered in major countries around the world. Shayne also invested and assisted with the incorporation and development of the new Australian ground handler Shorex Australia Pty Ltd in August 2023.

Community interests in Broome include Chairman Cruise Broome and a seat on the Western Australian Tourism Cruise Committee.

Shayne was also integral in the establishment of Cruise Broome, created to establish relationships with cruise ship companies and agents, charged with the forward planning and development of the cruise ship industry in Broome. In collaboration with Tourism Western Australia, Cruise Broome represents the key business within the Western Australian cruise shipping strategy to open pathways of increasing cruise ship visitation to Broome.



Jill Abel Chief Executive Officer

July 2005 to June 2028

Jill commenced her work in the cruise industry in 1995 when she became a consultant to Hobart Ports (now Tasports) looking after the operational aspects of the cruise ship visits. The position developed to include the Executive Officer role of Cruise Tasmania, marketing the state as a cruise ship destination. Jill worked in this role for ten years until 2005.

In February of 2005 Jill was appointed General Manager of Australian Cruise Association, the peak industry marketing body and in 2015 appointed as Chief Executive Officer. Australian Cruise Association is responsible for the marketing of Australia and the Pacific to the cruise ship industry.

Jill manages the marketing initiatives of the member based organisation that includes international sales missions, attendance at international cruise events, website development, membership development and representation, brochure production and media.

Jill is responsible for the management of the Economic Impact Study, presented annually, identifying the benefits of the Australian Cruise Ship Industry. Jill represents Australian Cruise Association on a range of Federal Government working committees working with the whole of industry to address current and future issues and is also the secretary of the organisation.



Gemma Axford Membership and Events Consultant

July 2024 to Present

Gemma is a senior marketing and business development professional with over 15 years of experience successfully leading large-scale marketing strategies and driving revenue growth across tourism, corporate, and government sectors. Gemma has previously held leadership roles with Qantas, Central Coast Council and as General Manager of a leading accessible tourism consultancy.

Gemma is responsible for managing the Association's marketing, communications, and events activities, and supports the Chief Executive Officer to execute all of the Association's programs and initiatives.



Dominic Mehling Tourism Australia - Honorary

Dominic acts as the primary link between domestic tourism products and regions, and Tourism Australia, the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events.

With 20 years of industry experience, Dominic has a background in hotel and resort sales and marketing for brands including 'Hayman Island', 'One&Only Resorts' and 'Atlantis'. He also has experience in front-of-house hotel operations for brands including Langham, Accor and Westin.

Board of Management 2024-25

Board of Management Meetings

The Board of Management held the following meetings:

174	25 July 2024	Cairns
175	6 September 2024	Adelaide
176	19 September 2024	Teams
177	5 December 2024	Sydney
178	20 February 2025	Hobart
179	20 May 2025	Broome

Attendance at Board of Management Meetings

Record of attendance at Board of Management meetings:

Member	Meetings Attended	Meetings Eligible to Attend
Philip Holliday	6	6
Brendan Connell	5	6
James Coughlan	6	6
Kristy Little	6	6
Karlie Cavanagh	6	6
Shayne Murray	6	6
Andrew McKinnon	5	6
Martin Bidgood	4	4
Jill Abel	6	6
Gemma Axford	6	6
Dominic Mehling	4	6
Natalie Godward	1	2



Board of Management 2024-25

Committees and Sub-Committees

Listed below is the allocation of responsibilities for the committees and sub-committees for the 2024-25 year.

Committees	
Board of Management Responsible for: <ul style="list-style-type: none"> • Rules of Association • Financial Delegation • CEO's contract • Membership and Events Consultant Contract • Strategic Planning • Legal and Property Matters 	The Executive - Chairman, Deputy Chair and Treasurer - Rule 40
	Chief Executive Officer - Jill Abel <ul style="list-style-type: none"> • Secretary of the Association • Seatrade Cruise Global Convention • Global Sales Missions • Government Liaison • Economic Impact Study • Management Committee meetings • Media Spokesperson • Education
	Membership and Events Consultant - Gemma Axford <ul style="list-style-type: none"> • Conference and AGM • Marketing • Travel Programs and Familiarisations • Membership Development and Support

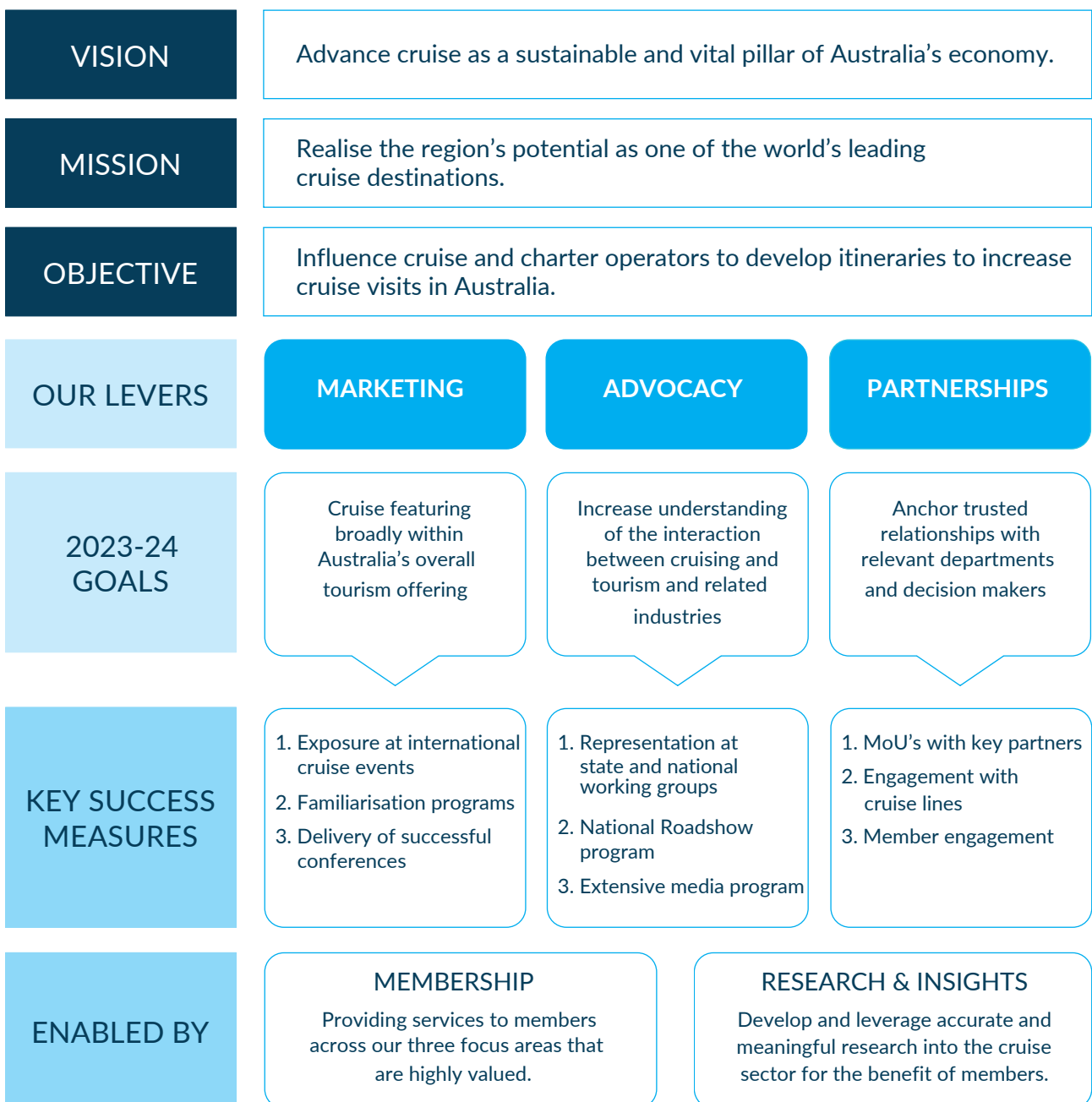
Sub Committees - Rule 39	
Sub Committee 1 Chair Philip Holliday and Deputy Chair Brendan Connell <ul style="list-style-type: none"> • Leadership • Governance • Political Liaison • Media spokesperson • Succession Planning 	Sub Committee 5 Brendan Connell and Gemma Axford <ul style="list-style-type: none"> • Communications strategy • Implementation of Public Relations plan
Sub Committee 2 Shayne Murray and Brendan Connell <ul style="list-style-type: none"> • Annual Operating Plan • Risk Management Plan • Rules of Association • 3-Year Strategic Plan 	Sub Committee 6 Kristy Little, Natalie Godward, Karlie Cavanagh, Tess Barmore, Gemma Axford and Jill Abel <ul style="list-style-type: none"> • Annual Conference and AGM
Sub Committee 3 Treasurer James Coughlan and Chair Philip Holliday <ul style="list-style-type: none"> • Financial Management and Reporting • Budget • Insurance 	Sub Committee 7 Karlie Cavanagh <ul style="list-style-type: none"> • Annual Report
Sub Committee 4 James Coughlan and Gemma Axford <ul style="list-style-type: none"> • Membership and education • Industry forums 	Sub Committee 8 Andrew McKinnon <ul style="list-style-type: none"> • State Tourism Organisation co-ordination
	Sub Committee 9 Brendan Connell, Karlie Cavanagh <ul style="list-style-type: none"> • State Ports Organisations co-ordination

Project Reports

Strategic Planning

We maintained a strong focus on delivering the 2023–2025 Strategic Plan, ensuring our activities remained aligned with organisational goals. In 2025, our efforts centred particularly on advocacy and partnerships. A significant priority was the Federal Government’s review of the Coastal Trading Act, to which ACA contributed through multiple submissions. The STO Sub-Committee played an important role in preparing positioning papers that informed this work. In parallel, we continued to emphasise the positioning of Australia and the broader region as one of the world’s leading cruise destinations, an especially important focus as global and national settings have influenced deployment patterns.

2023-25 Strategy





The Rocks, New South Wales

2023-25 Annual Operating/Marketing Plan

	LEVER 1 MARKETING	LEVER 2 ADVOCACY	LEVER 3 PARTNERSHIPS	ENABLER 1 MEMBERSHIP	ENABLER 2 RESEARCH & INSIGHTS
2023-24 GOAL	Cruise featuring broadly within Australia's overall tourism offering	Increase understanding of the interaction between cruising and tourism and related industries	Anchor trusted relationships with relevant Departments and decision makers	Grow membership and provide high value benefits and services to members	Provide members with accurate and meaningful research into the cruise sector
PRIORITIES	<ol style="list-style-type: none"> 1. Work closely with Tourism Australia 2. Cruise offerings feature in marketing collateral, including luxury offering 3. Tourism Australia participation at key cruise trade events 	<ol style="list-style-type: none"> 1. Roadshows and other initiatives, targeting STOs/RTOs 2. Increased set of operators in each cruise destination 3. Communicate broader set of messaging about cruising 	<ol style="list-style-type: none"> 1. Enhance relationships with Federal and State Govt, trade media, industry 2. Provide strong member representation on committees at Federal and State Govt level 	<ol style="list-style-type: none"> 1. Identify targeted new members 2. Increase membership numbers 3. Expanding membership engagement 	<ol style="list-style-type: none"> 1. Research the value of pre and post cruise spending 2. Increase understanding cruise-related event expenditure 3. Annual Economic Impact Assessment (with CLIA)
OTHER	<ol style="list-style-type: none"> 1. Maximise participation at global cruise conferences 2. Trade mission with STOs and ACA members 3. Ensure cruise component at relevant association events 	<ol style="list-style-type: none"> 1. Annual operating plan, annual report, financial report and budget 2. EMDG application 3. Deliver ACA Conference 	<ol style="list-style-type: none"> 1. Work with cruise lines to grow broader economic value such as providoring 2. Work with governments and private operators on future infrastructure 	<ol style="list-style-type: none"> 1. Survey members on enhancing benefits 2. Expand social media opportunities for members 	<ol style="list-style-type: none"> 1. Work with STO's to gather additional state cruise related data 2. Identify supply issues and assist with solutions



Seatrade Cruise Global

The 40th edition of Seatrade Cruise Global, held from 7–10 April 2025 in Miami, was once again a significant success for Team Australia. With 600 exhibitors, the event attracted 75 cruise line brands and over 11,500 registered attendees. Competition for appointments was intense, with representatives from more than 128 countries in attendance.

This year's theme was 'Milestones', reflecting the continuing growth and transformation of the cruise industry. The sector is forecast to carry 37 million passengers in 2025, up from 34.6 million in 2024. With 77 newbuilds on order through to 2035, cruise lines are continuing to expand fleets to meet increasing demand, with 42 million passengers predicted to cruise in 2026.

Globally, consumer sentiment remains strong, with 82% of respondents expressing intent to cruise—millennials making up the largest segment. Notably, 70% of people who have never cruised are now considering it.

Despite some political uncertainty in the U.S., Carnival Corporation reported strong performance: yields are up, onboard spending has increased by 10%, and advance bookings at higher prices are the strongest on record. While the cruise industry is not immune to economic downturns, its perceived value for money continues to drive resilience.

Environmental regulation continues to influence the industry's direction, prompting ports and cruise lines to invest in innovation. Viking, for example, has ordered its first hydrogen-powered vessel, signalling a shift toward more sustainable operations. Geopolitical instability remains a key challenge for itinerary planning. However, growth in the Asian market presents significant opportunities for Australia. Our region's reputation for safety, reliability, and recent improvements in operational cost—particularly with falling oil prices—position us well against lower-cost competitor markets. While a modest rebalancing of cruise calls is anticipated in the upcoming season, feedback from the 2024/25 season indicated that Australian destinations outperformed previous years.

Team Australia's schedule during the week was full, with strategic meetings covering regional updates, infrastructure planning, and new business opportunities. Our popular "Down Under BBQ" once again proved a highlight, drawing strong attendance from cruise line executives keen to expand visitation in our region. Special thanks to NZCA for their valuable assistance in coordinating this event.

Australia also featured prominently in the conference session "Navigating Challenges, Harnessing Opportunities: Sustaining Australasia as a Key Deployment Region", moderated by Joel Katz (CLIA). The panel included Jill Abel (ACA), Jacqui Lloyd (NZCA), Chris White (Visit Victoria), Tess Barmore (SATC), and Anne McVilly (PAHSMA). Together, they discussed the policy and strategic settings required to drive the next phase of regional growth.



26th Annual ACA Conference

Our 2024 conference was held in Adelaide 4-6 September and was proudly sponsored by South Australia Tourism Commission and Flinders Port Holdings.

The conference, themed “Steering Ideas to Success”, attracted 156 delegates from USA, Australia, Papua New Guinea, Fiji, Norfolk Island and New Zealand. With the successful restart of cruise in Australia well behind us and the conclusion of a record 2023/24 season to celebrate, we shifted our focus to face the potential impacts of economic constraints, geopolitical influences and a globally competitive market on our immediate future growth.

Speakers included:

- Peter Little, Carnival Australia and Chair of CLIA
- Chad Berwick, Norwegian Cruise Line
- Jessica Ashe, Holland America Group
- Adele Labine-Romaine – Partner - Deloitte Access Economics
- Gavin Smith, Royal Caribbean Group
- Ben Angell, Norwegian Cruise Line
- Tim Jones, Celebrity Cruises
- Teresa Lloyd Carnival Australia
- Josh Dolgoy, Royal Caribbean Group
- Kell Dillon, Maritime Safety Queensland
- Leigh Howard, Tourism Fiji
- Uncle Mark Koolmatrie, Kool Tours



Norfolk Island

Cruise Workshops and Familiarisation Programs

In 2025, ACA continued to strengthen destination readiness through a series of cruise workshops and familiarisation programs held nationwide. Designed for local operators, guides, and volunteers, these sessions remain a vital platform for sharing knowledge, building capability, and ensuring the consistent delivery of high-quality experiences for cruise guests and crew.

With a wide range of maiden ship calls across the season, it was particularly important to update members on industry expectations and emerging guest trends. These workshops provided valuable insights to help operators adapt and ensure destinations are well prepared to welcome new vessels and diverse passenger segments.

Alongside these sessions, we hosted familiarisation programs for cruise line executives and shore excursion partners, showcasing new products and destination experiences. A highlight was ACA's first ever familiarisation visit to Norfolk Island, a long-standing member offering a truly unique destination. The program not only demonstrated the island's rich culture, history, and natural beauty, but also underlined its important role in connecting Australia with New Zealand and our South Pacific partners.

This work has been further strengthened through collaboration with CLIA and Tourism Australia, whose support ensures these programs remain impactful and aligned with national tourism priorities.



Darwin Port, Northern Territory



Environmental, Social and Governance Programs

In 2025, the Board continued to integrate Environmental, Social and Governance (ESG) into its agenda, with each meeting highlighting practical examples from both ship visits and member-led initiatives. This approach not only underscored the cruise sector's commitment to sustainability but also provided valuable opportunities to learn from one another's progress.

A strong emphasis was placed on communicating these efforts more broadly, engaging government officials at state and local levels, as well as media and key stakeholders, to demonstrate the industry's determination to meet its 2050 net-zero emissions target.

Equally important has been the momentum from our shoreside members. Ports, tour operators, and regional partners are increasingly embedding environmental practices into their operations, helping ensure that destinations reflect the same sustainability principles being advanced at sea. Together, these efforts are building a more unified and credible story of responsible cruising across Australia.





Economic Impact Assessment

Cruise Lines International Association Australia (CLIA) and the Australian Cruise Association (ACA) jointly released a report on the analysis of the Australian Cruise Industry, the Contribution of Cruise Tourism to the Australian Economy in FY2024/25.

The continued, unified approach to reporting enabled further improvements to be made to the methodology and data collection for the report. The report disaggregates the results down to the port and destination level to meet the needs of members and key stakeholders of both associations.

The Value of Cruise Tourism Economic Impact Assessment for Australia was prepared by AEC Group on behalf of CLIA and the ACA. Its key findings for 2024-25 show:

- The report highlights that while cruise continues to deliver strong national benefits, supporting thousands of Australian jobs and a robust supply chain that reaches communities nationwide, overall activity has softened from last year's record high. This reflects the growing challenges Australia faces in maintaining its competitiveness against other global cruise regions.
- The total economic output from cruise tourism in 2024-25 was estimated at \$7.32 billion, down from \$8.4 billion in 2023-24, representing a significant 13.2% decrease following last year's record-high results.
- Direct wages income fell by 16.3%, from \$1.3 billion to \$1.1 billion, whilst overall supported employment fell by 13.8%, from 26,370 full-time equivalent (FTE) positions to 22,720 FTEs.
- The total value-added impact decreased from \$4.3 billion to \$3.7 billion, marking a 13.3% decline.
- Despite these declines, cruise tourism remains a vital contributor to Australia's visitor economy, delivering a total economic output of \$7.32 billion and supporting more than 22,000 full-time equivalent jobs. The sector's performance demonstrates the enduring strength of consumer demand for cruise holidays, and underscores its ongoing importance to communities and supply chains nationwide.



Economic Impact Assessment

Table E.1 National economic impacts of cruise tourism

Impact	2023-24	2024-25	Change	
			Level	%
Output (\$M)				
Direct	\$3,382.9	\$3,082.5	-\$300.4	-8.9%
Indirect & Induced	\$5,050.2	\$4,237.4	-\$812.8	-16.1%
Total	\$8,433.1	\$7,319.9	-\$1,113.2	-13.2%
Wages Income (\$M)				
Direct	\$1,309.4	\$1,096.0	-\$213.4	-16.3%
Indirect & Induced	\$1,524.2	\$1,259.0	-\$265.1	-17.4%
Total	\$2,833.6	\$2,355.0	-\$478.6	-16.9%
Employment (FTEs)				
Direct	13,530	11,291	-2,239	-16.5%
Indirect & Induced	12,840	11,429	-1,411	-11.0%
Total	26,370	22,720	-3,650	-13.8%
Value Added (\$M)				
Direct	\$1,315.7	\$1,560.1	-\$140.9	-8.3%
Indirect & Induced	\$1,622.5	\$2,149.9	-\$427.5	-16.6%
Total	\$2,938.2	\$3,710.0	-\$568.4	-13.3%

Source: AEC



Cradle Mountain, Tasmania

Economic Impact Assessment

Table E.2 Australian Cruise Tourism Statistics

Statistic	2023-24	2024-25	Change	
			Level	%
Australian ports/destinations visited	49	56	7	14.3%
Visiting Cruise Ship Characteristics				
Number	75	68	-7	-9.3%
Pax Capacity	88,454	80,280	-8,174	-9.2%
Crew Capacity	40,829	36,396	-4,433	-10.9%
Cruise Ship Visits				
Turnaround	816	729	-87	-10.7%
Transit	834	858	24	2.9%
Total	1,650	1,587	-63	-3.8%
Cruise Ship Visit Days				
Turnaround	897	772	-125	-13.9%
Transit	851	928	77	9.0%
Total	1,748	1,700	-48	-2.7%
Passenger & Crew Visit Days at Port				
Turnaround Passengers	3,001,721	2,747,188	-254,533	-8.5%
Transit Passengers	1,253,718	1,392,880	139,162	11.1%
<i>Total Passenger Visit Days</i>	4,255,439	4,140,068	-115,371	-2.7%
Crew	437,653	401,543	-36,110	-8.3%
Total	4,693,092	4,541,611	-151,481	-3.2%
Direct Expenditure (\$M)				
Turnaround Passengers	\$1,662.1	\$1,519.1	-\$143.0	-8.6%
Transit Passengers	\$275.0	\$304.2	\$29.2	10.6%
<i>Total Passengers</i>	\$1,937.1	\$1,823.4	-\$113.8	-5.9%
Crew	\$60.4	\$53.7	-\$6.7	-11.2%
Cruise Lines	\$1,594.0	\$1,499.8	-\$94.2	-5.9%
Total	\$3,591.5	\$3,376.8	-\$214.7	-6.0%

Source: AEC



About Australian Cruise Association

Australian Cruise Association (previously Cruise Down Under) is a membership based, non-profit association, dedicated to marketing Australia and the South Pacific region as a destination for cruise ships.

In 1993 a small group of Australian and New Zealand ports and tourism organisations who had previously marketed their destinations separately to cruise companies, came together with the aim of having a single marketing presence at the annual Seatrade Cruise Shipping Convention in Miami, and promote the region under a single banner.

In the early years, the cruise brand 'Cruising Down Under' obtained funding assistance from the Australian Tourist Commission (ATC), with the support of the Office of National Tourism (ONT). ATC also provided the Cruise Down Under Secretariat until 1997.

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

In May 1998 the interim executive comprising of Mike Bartlett (Cairns Port Authority) as Chairman, Chris Drinkwater (Hobart Port) as Deputy Chairman and Glenn Stephens (Fremantle Ports) as Treasurer, was elected as the Management Committee.

Cruise Down Under (CDU) was incorporated in Queensland in July 1998 with its own secretariat. Mike Bartlett was engaged to undertake the role of Secretary after retiring from Cairns Port Authority.

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

As a maturing association, the Management Committee decided in 2005 that it was obliged to embark on a formal process to appoint an executive officer (front desk position) and as such, called for expressions of interest for a General Manager to deliver the Association's administration and marketing activities. The selection process resulted in Jill Abel from Abel Event Management & Promotion being appointed as Cruise Down Under's General Manager and the registered office of CDU was relocated from Queensland to Tasmania.



Richmond, Tasmania

About Australian Cruise Association

It was at this time that Mike Bartlett from Cruise Australian Waters bid CDU goodbye as he opted for semi- retirement. Mike will always be remembered for his dedication to cruise shipping and in particular the tireless work he undertook in the formative years of Cruise Down Under and as such was awarded Life Membership in 2007. Richard Doyle took on the role of Chairman, through to 2010.

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

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

Following the 2013 election, the new management committee, led by David Brown, identified that the incoming committee did not fulfill the skills set identified for the position of Chairman. Chris White was invited to take on the role of Chairman for one year through to the 2014 election. At the 2014 AGM in Perth, the association appointed Stephen Bradford as Independent Chairman of CDU for a two year period.

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

At the 2015 conference in Darwin a proposal was put to the membership during a members' only workshop, to consider changing the name from Cruise Down Under to Australian Cruise Association. The new name was put forward and unanimously supported as a more appropriate descriptor of the entity, with a subsequent rise in recognition and profile of the Association and strength in membership growth. Australian Cruise Association was formally adopted as the new entity name at the 2016 AGM.

The Association celebrated its 20th Anniversary conference in Sydney in 2016 with a superb conference that cemented the strength of the association and its members' commitment to the cruise industry in Australia. The significant event culminated in fireworks and a stunning dinner on the forecourt of the Sydney Opera House. Richard Doyle, Evda Marangos and Judy Wood were appointed life members.



About Australian Cruise Association

In 2017 the AGM and conference moved to Mooloolaba and celebrated the impact of cruise on regional Australian destinations. Stephen Bradford stood down as Chairman, after guiding the association through a significant period in the associations history, including the unprecedented signing of an MoU with CLIA, creating a strong and unified approach to continuing growth of the cruise industry. Grant Gilfillan was appointed as Stephen's successor.

Tyler Wood retired after fulfilling his six year term and was replaced by business partner, Jay McKenzie, ensuring an ongoing link with Bob Wood Cruise Group.

Christine Cole from Tourism WA and Scott Lovett from Tourism NT joined the committee following the 2018 AGM in Broome.

At the 2019 AGM in Geelong, we farewelled Thor Elliott who had been the Association's treasurer for the past six years and had completed his full term. Matthew Carley from Port of Brisbane stepped into the role. Jay McKenzie retired and was replaced by Karlie Cavanagh from Inchcape Shipping Supplies and Natalie Godward became the nominated representative for Port Authority of NSW (Port Authority) as Grant Gilfillan became the second independent Chairman.

COVID-19 pandemic hit Australia and the entire world in 2020 and ACA held its first virtual AGM due to the cancellation of the Townsville conference. Whilst the AGM ran smoothly, the face to face contact of ACA members was definitely missed. Grant Gilfillan retired from his position as CEO of Port Authority and as Chairman of ACA. Philip Holliday took over the role of Chair, representing Port Authority and Natalie Godward moved to a sub-committee position. James Coughlan replaced Martin Bidgood representing Inter cruises and Anthony Brent from Abercrombie and Kent replaced Karen Davies. Anne McVilly completed her six-year term with ACA and was recognised for her valuable contribution. Kristy Little from Tasports was elected.

Our 2021 AGM was again held virtually, after two attempts to hold the conference in Townsville (September and November). Matthew Carley held the position of Treasurer at ACA from September 2019 until May 2022 and was a major contributor in steadying the ship during the pandemic. Brendan Connell (Port of Brisbane) joined the committee whilst James Coughlan (Inter cruises) took on the role of Treasurer.

In September of 2022, we finally managed to hold a very successful conference and AGM in Townsville. The event co-incided with the restart of cruise following the pandemic and provided the perfect platform to educate and energise . Shayne Murray (Cruise Broome) joined the committee, repacing Anthony Brent (Akorn) who had provided two years of global shore excursions insights.



About Australian Cruise Association

The post pandemic restart of cruise in Australia was frenetic with record numbers of ships and cruise calls welcomed in 2023-24. The Conference and AGM was held in Wollongong that started conversations around the next phase of growth and infrastructure required to drive the growth. James Coughlan joined under Shorex Australia, Scott Lovett (Tourism NT) did not renominate and Andrew McKinnon (SATC) joined the committee.

The competitive global nature of the cruise sector started to have an impact on our deployments leading into the 2024-25 season. This started the drive for high level conversations on how to ensure that Australia gets the settings right to retain its global market share. The Conference and AGM was held in Adelaide and set some clear strategic agendas. The Board of Management was re elected and mid way through the term, Phil Holliday was elected as an Independent Chair following his departure from PANSW. Martin Bidgood became the representative for PANSW.



Record of past Conference and Annual General Meetings

Year	Destination	Attendees	Date
2025	Fremantle	167	3-5 September
2024	Adelaide	156	4-6 September
2023	Wollongong	136	30 August – 1 September
2022	Townsville	132	7-9 September
2021	Townsville	cancelled	8-10 September
2020	Townsville	cancelled	9-11 September
2019	Geelong	130	4-6 September
2018	Broome	115	12-14 September
2017	Mooloolaba	110	6-8 September
2016	Sydney	135	7-9 September
2015	Darwin	121	2-4 September
2014	Perth	124	3-5 September
2013	Cairns	126	11-13 September
2012	Hobart	128	29-31 August
2011	Newcastle	108	24-26 August
2010	Brisbane	118	25-27 August
2009	Adelaide	95	26-28 August
2008	Melbourne	110	27-29 August
2007	Darwin	85	29-31 August
2006	Cairns	115	23-25 August
2005	Fremantle	49	31 August -2 September

Record of past Conference and Annual General Meetings

Year	Destination	Attendees	Date
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

Sydney, New South Wales



Members' Register

107 members as at 30 June 2025

Name	Representative	Level	Member Since
Admirals Associates	Michael Hackman	Bronze	2018
Akorn Destination Management	Jeff Barnard	Silver	2002
Art Gallery of New South Wales	Julieta Lopez	Silver	2023
Auriga Pilots	Sherie Evans	Gold	1999
Austrade	Sam Palmer	Honorary	1993
Australian Pacific Touring	Cher Lontok	Bronze	2007
Austronesian Expedition Services	Justin Friend	Silver	2024
Bermello Ajamil & Partners	Luis Ajamil	Bronze	2025
Big Bus Tours Sydney	Adam Akam	Bronze	2017
Bob Wood Cruise Group	Carmen Stevenson	Silver	1998
Bonorong Wildlife Sanctuary	Matt Clement	Silver	2025
Brighton Coach and Tours	Janene Rees	Silver	2025
Brisbane Economic Development Agency	Tas Webber	Gold	2022
Burnie City Council	Cassie Lions	Silver	1998
Burnt Pine Travel	Bart Murray	Silver	2018
Cairns Adventure Group	Lisa Chambers	Bronze	2024
Capricorn Enterprise	Mary Carroll	Silver	2023
Chart Management Consultants	Ted Blamey	Bronze	2011
Chris White		Honorary	2017
City of Albany	Matthew Gilfellon	Silver	2019
City of Fremantle	Caitlin Skinner	Silver	2022
City of Greater Geelong	Brendan Sanders	Silver	2001
City of Port Lincoln	Naomi Blacker	Silver	2023
Crown Currency Exchange	Emily Palermo	Bronze	2020
Cruise Broome	Shayne Murray	Silver	2016

Members' Register

107 members as at 30 June 2025

Name	Representative	Level	Member Since
Cruise Eden	Debbie Meers	Silver	2001
Cruise Insurance Quotes	Mike Adams	Bronze	2025
Cruise Tourism Partners	Tammy Marshall	Bronze	2017
Curringa Farm	Tim Parsons	Silver	2018
Darwin Port	Peter Dummett	Platinum	1995
Dave's Travel Group	Cat Watkins	Silver	2024
Destination NSW	Stephen Mahoney	Platinum	1995
Destination Phillip Island	Kim Storey	Silver	2019
Destination Southern Tasmania	Alex Heroys	Bronze	2018
Destination Wollongong	Tracey Pascoe	Bronze	2016
Evda Marangos		Honorary	2016
Experience Co	Alice Irvin	Bronze	2021
Flinders Ports	Carl Kavina	Platinum	2009
Fremantle Ports	Thor Elliott	Platinum	1995
Geelong Port	Jayde Smith	Bronze	2024
Gladstone Area Promotion and Development	Nicola Smith	Bronze	2015
Gladstone Ports Corporation	Andrew Davis	Silver	2017
Glenelg Shire Council	Sarah Tolliday	Silver	2010
Great Southern Rail/Journey Beyond	Renee Branton-Brown	Silver	2011
Hobart City Council	Robert Matson	Silver	2009
Hughes - Australia's Chauffeur Service	Kent Joseph	Silver	2024
ID New Zealand	Deborah Summers	Silver	2014
Inchcape Shipping Services	Karlie Cavanagh	Silver	2016
Intercruises Shoreside and Port Services	Joanne Brown	Silver	2011

Members' Register

107 members as at 30 June 2025

Name	Representative	Level	Member Since
Judy Wood		Honorary	2016
Kangaroo Island Tourism Alliance	Megan Harvie	Gold	2023
Kimberley Coastal Pilots	Capt. Craig Brent-White	Silver	2017
Kimberley Marine Support Base	Jean-Pierre Veder	Silver	2024
Kimberley Ports Authority	Luke Westlake	Gold	2018
Kuranda Scenic Railway	Ivana Andacic-Tong	Bronze	2008
Mackay Isaac Tourism	Jeff Stewart-Harris	Gold	2025
Maritime Safety Queensland	Kell Dillon	Silver	2023
Mid West Ports	Vickie Williams	Gold	2007
Mike Bartlett		Honorary	2007
Papua New Guinea Tourism	Mary Kanawi	Gold	2005
Picture Me	Terry Rogan	Bronze	2024
Port Arthur Historic Site	Anne McVilly	Gold	2007
Port Authority of NSW	John McKenna	Platinum	1993
Port Authority of NSW Eden and Newcastle	Martin Bidgood	Silver	2023
Port of Brisbane	Brendan Connell	Platinum	2017
Port of Portland	Greg Burgoyne	Silver	2007
Port of Townsville Ltd.	Monica Cazzulino	Gold	2002
Ports Australia	Michael Gallacher	Honorary	2005
Ports North	Ash Sinha	Platinum	1993
Ports Victoria	Glen Colaco	Platinum	1998
PPG Tours	Tony Regan	Silver	2025
Richard Doyle		Honorary	2016
Royal Botanic Gardens	Maraika van Wessem	Bronze	2008

Members' Register

107 members as at 30 June 2025

Name	Representative	Level	Member Since
SeaLink Marine & Tourism	Richard Doyle	Gold	2012
Select Fresh Providores	Steven Biviano	Gold	2024
Shorex Australia	James Coughlan	Silver	2023
Shute Harbour Marine Terminal	Shaun Cawood	Platinum	2022
Skyrail Rainforest Cableway	Nerida Meakin	Bronze	2011
Smarte Carte Australia	Brett Landers	Silver	2023
South Australian Tourism Commission	Andrew McKinnon	Platinum	1998
Southern Ports	Jo Mills	Gold	2021
Spectacular Jumping Crocodile Cruises	Wes Field	Silver	2023
Svitzer Australasia	Veronica Jensen	Silver	2018
Sydney Harbour Marriott	Ivy Zhang	Silver	2024
Sydney Opera House	Rosalind Pixley	Bronze	2015
Taronga Zoo	Monika Townsend	Silver	2019
Tasports - Burnie/Devonport/Launceston	Kristy Little	Silver	1993
Tasports - Hobart	Kristy Little	Platinum	1993
The CaPTA Group	Ben Woodward	Silver	2024
Tonic Tourism Solutions	Tyler Wood	Bronze	2025
Tourism and Events Queensland	Therese Phillips	Platinum	1993
Tourism Australia	Dominic Mehling	Platinum	2016
Tourism Fiji	Chad Eastgate	Gold	2023
Tourism NT	Samantha Waldron	Platinum	1998
Tourism Tasmania	Steve Farquer	Platinum	1998
Tourism Top End	Samantha Bennett	PIK	2023
Tourism Tropical North Queensland	Tara Bennett	Gold	2023
Tourism Western Australia	Christine Cole	Platinum	2017

Members' Register

107 members as at 30 June 2025

Name	Representative	Level	Member Since
Tourism Western Australia	Christine Cole	Platinum	2017
Townsville Enterprise	Lisa Woolfe	Gold	2005
Transam Argosy Pty Ltd	Aaron Graham	Silver	2019
Trippas White Group	Paul.Romanella	Bronze	2019
Vanuatu Tourism Office	Adela Issacher Aru	Gold	2024
Viking Cruises	Jane Moggridge	Silver	2020
Visit Northern Tasmania	Tracey Mallett	Bronze	1998
Visit Victoria	Chris White	Platinum	2015
Whitsunday Ferries	Gary Kilby	Silver	2024
Wilhelmsen Ship Services	Andreas Kaeach	Silver	2020

Note: New members in bold.

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.

Mission Beach, Tropical North Queensland



Acknowledgements

The Australian Cruise Association acknowledges the following organisations for their in-kind support, including making available resources and facilities which enabled the Board of Management to conduct its regular meetings during 2024-25.

- Cruise Broome
- Inchcape Shipping Services
- Port Authority of NSW
- Port of Brisbane
- Shorex Australia
- South Australian Tourism Commission
- TasPorts
- Tourism Australia



Sydney, New South Wales



Annual Financial Report

for the year ended 30 June 2025

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Compilation Report

Australian Cruise Association For the year ended 30 June 2025

Compilation report to Australian Cruise Association

On the basis of information provided by the client we have compiled in accordance with APES 315 'Compilation of Financial Information' the special purpose financial statements for Australian Cruise Association for the year ended 30 June 2025.

The specific purpose for which the special purpose financial statements have been prepared is set out in Note 1. The extent to which Accounting Standards and other mandatory professional reporting requirements have or have not been adopted in the preparation of the special purpose financial report is set out in Note 1.

The Responsibility of the Directors

The Committee is solely responsible for the information contained in the special purpose financial statements and has determined that the accounting policies used are consistent with the financial reporting requirements of the company and are appropriate to meet the needs of the Committee.

Our Responsibility

Our procedures use accounting expertise to collect, classify and summarise the financial information, which the Committee provided, into a financial report. Our procedures do not include verification or validation procedures. No audit or review has been performed and accordingly no assurance is expressed.

To the extent permitted by law, we do not accept liability for any loss or damage which any person other than the company may suffer arising from any negligence on our part.

Daniel Rands

Rands Advisory Group Pty Ltd
Chartered Accountants

Dated: 21 August 2025

Income Statement

Australian Cruise Association For the year ended 30 June 2025

	Notes	2025 \$	2024 \$
Income			
Conference income		257,669	213,594
Grants received		70,000	160,000
Interest received		27,702	11,712
Total Income		355,371	385,305
Other Income			
Membership fees		431,658	320,528
Other income		79,405	78,666
Total Other Income		511,063	399,194
Total Income		866,434	784,500
Expenses			
Accounting and audit		8,630	7,710
Administration		98,894	92,266
Annual reports		2,580	2,580
Bank charges		1,095	1,353
Conference expenses		192,009	154,295
EMDG and EIS consultancy		-	18,000
Events and venue hire		17,478	14,405
Fines		-	35
Insurance		3,835	3,901
Interest expenses		-	233
Marketing		308,379	336,487
Other expenses		10,718	8,171
Printing and stationery		2,129	3,620
Prior period adjustment		-	4,869
Roadshow expenses		-	1,058
Sub contractors		88,371	95,532
Subscription		1,441	1,460
Telephone		2,921	2,966
Travelling expenses		42,736	55,627
Total Expenses		806,475	804,568
(Deficit/Surplus) from ordinary activities		59,958	(21,348)

Statement of Financial Position

Australian Cruise Association As at 30 June 2025

	Notes	30 June 2025 \$	30 June 2024 \$
Assets			
Current Assets			
Cash and Cash Equivalents	2	775,834	784,375
Trade and Other Receivables	3	614,707	262,284
Total Current Assets		1,390,541	1,046,659
Total Assets		1,390,541	1,046,659
Liabilities			
Current Liabilities			
Trade and Other Payables	5	846,085	585,020
GST Payable	6	65,378	42,518
Total Current Liabilities		911,462	627,539
Total Liabilities		911,462	627,539
Net Assets		479,079	419,121
Equity			
Retained Surpluses		479,079	419,121
Total Equity		479,079	419,121

Notes to the Financial Statements

Australian Cruise Association for the year ended 30 June 2025

1 . Statement of Significant Accounting Policies

(a)Basis ofAccounting

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

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

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

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

(b) Cash and Cash Equivalents

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

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

(c) Trade and Other Receivables

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

(d) Trade and Other Payables

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

(e) GST

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

(f) Income Tax

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

Notes to the Financial Statements

Australian Cruise Association For the year ended 30 June 2025	Notes	2025 \$	2024 \$
2. Cash & Cash Equivalents			
Cash at bank and on hand		498,648	519,221
Bank short term assets - deposits		277,186	265,154
Total Cash & Cash Equivalents		775,834	784,375
3. Trade and Other Receivables			
Trade Receivables		586,314	241,480
Prepayments		28,393	20,804
Total Trade and Other Receivables		614,707	262,284
4. Property, Plant and Equipment			
Office equipment			
Office equipment at cost		4,402	4,402
Accumulated depreciation of office equipment		(4,402)	(4,402)
Total Office equipment		-	-
Total Property, Plant and Equipment		-	-
5. Trade and Other Payables			
Superannuation payable		2,105	-
Memberships in Advance		445,021	413,873
Other Amounts Received in Advance		398,958	171,147
Total Trade and Other Payables		846,085	585,020
6. Current Tax Liabilities			
GST		42,646	34,785
Total Current Tax Liabilities		42,646	34,785

Depreciation Schedule

Australian Cruise Association For the year ended 30 June 2025

Name	Purchased	Cost	Cost Limit	Opening Value	Purchases	Disposals	Rate	Depreciation	Closing Accum Dep	Closing Value
Office Equipment										
Toshiba Laptop	14 Nov 2017	1,507	0	0	0	0		0	1,507	0
Printer	04 May 2018	443	0	0	0	0		0	443	0
Laptop	31 Dec 2021	2,452	0	0	0	0		0	2,452	0
Total Office Equipment		4,402	0	0	0	0		0	4,402	0
Total		4,402	0	0	0	0		0	4,402	0

Statement by Members of the Committee

Australian Cruise Association For the year ended 30 June 2025

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

In the opinion of the committee the financial report:

1. Presents a true and fair view of the financial position of Australian Cruise Association as at the end of June 2025 and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that Australian Cruise Association will be able to pay its debts as and when they fall due.

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



Phil Holliday
Chairman



James Coughlan
Treasurer

Sign date: 21 August 2025

Auditor's Independence Declaration to the Directors of Australian Cruise Association.

In relation to our audit of the financial report of the Australian Cruise Association for the financial year ended 30 June 2025, to the best of my knowledge and belief, there have been no contraventions of the auditor independence requirements of any applicable code of professional conduct.

Wise Lord & Ferguson

WISE LORD & FERGUSON



NICK CARTER

Partner

Date: **21/08/2025**

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

Opinion

We have audited the accompanying special purpose financial report of the Australian Cruise Association (the Association), which comprises the Statement of Financial Position as at 30 June 2025 and the Income Statement for the year then ended, including a summary of significant accounting policies and other explanatory notes, and the certification by members of the committee on the annual statements giving a true and fair view of the financial position and performance of the Association.

In our opinion the financial report presents fairly, in all material respects, the financial position of the Association as of 30 June 2025 and of its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements and the requirement of the *Associations Incorporation Act (Tas) 1964*.

Basis of Accounting

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

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

Emphasis of matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist the Association to meet the requirements of the *Associations Incorporation Act (Tas) 1964*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Emphasis of matter – Basis of Accounting

We draw attention to Note 1(g) of the financial report, which describes the ongoing effects of the COVID-19 pandemic throughout the world including Australia and the community which the Association operates. Our opinion is not modified in respect of this matter.



Responsibilities of the Committee for the Financial Report

The Committee is responsible for the preparation and fair presentation of the financial report and have determined that the accounting policies described in Note 1 to the financial statements, which form part of the financial report, are appropriate to meet the financial reporting requirements of the ***Associations Incorporation Act (Tas) 1964*** and the Association's constitution and are appropriate to meet the needs of the members.

In preparing the financial report, the Committee is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Auditor's Responsibility

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

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

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

- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

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

Wise Lord & Ferguson

WISE LORD & FERGUSON



NICK CARTER

Partner

Date: **21/08/2025**

ADELAIDE ALBANY AIRLIE BEACH BRISBANE BROOME BURNIE BUSSELTON CAIRNS DARWIN DEVONPORT EDEN FIJI FREMANTLE
HOBART KANGAROO ISLAND MELBOURNE NEWCASTLE NORFOLK ISLAND PAPUA NEW GUINEA PORT ARTHUR PORT DOUGLAS
PORT LINCOLN SYDNEY THURSDAY ISLAND TOWNSVILLE VANUATU WHITSUNDAYS PLUS SMALLER DESTINATIONS



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

For further information or advice we invite you to contact:

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ACA recognises and thanks Tourism Australia, Destination NSW, Vanuatu Tourism Office and Tourism Fiji for supplying images.