



## Media Release

For Immediate Release

### ACA Conference Breakfast is for the Birds

(September 4, 2018) Jaime Jackett, warden from the Broome Bird Observatory, will speak at the closing breakfast at the Australian Cruise Association annual conference being held next week in Broome.

Each year, ACA organises a speaker from an organisation providing support for the local communities in which their Conference is being held.

"We have had some wonderful local speakers attend our Conferences who have been able to make an important connection between our delegates and the destination" said Jill Abel, CEO of the Association. "These have included the Great Barrier Reef Foundation in Mooloolaba in 2017 and Orange Sky Laundry – a not for profit organisation supporting the homeless – in Sydney in 2016."

The Broome Bird Observatory, now in its 30<sup>th</sup> year, facilitates and supports a range of research projects on migratory shorebirds and the local environment. Their focus is on Roebuck Bay which is renowned internationally as being among the top five migratory shorebird destinations in the world. From here shorebirds embark on their long annual migration to northern Asia and Siberia.

They also run courses and tours to educate visitors about the area. As such, the Observatory plays a key role in the Broome cruise industry taking guests on birdwatching excursions and showcasing Roebuck Bay from a shorebirds perspective.

It is unique experiences such as this in remote regional destinations that make for memorable holiday experiences for cruise passengers to Australia.

"Our Friday breakfasts are a wonderful finale to our conferences and help to inspire, motivate and educate our delegates leaving them with a greater understanding of the important contribution that cruising can make to a destination" continued Abel.

ACA will make a donation to the Observatory which will go toward their Birdlife Australia Congress and Campout to be held this weekend in honour of their anniversary.

ACAs conference and AGM will be held at the award-winning Cable Beach Club Resort & Spa, from September 12-14.

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**About Australian Cruise Association:**

Australian Cruise Association is the co-operative marketing brand for cruise tourism in the Australia and Pacific region and represents a diversity of interests including regional ports, international, national and state tourism agencies, shipping agents, inbound tour operators and companies dedicated to marketing the region as a world class cruise destination.

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