



2009-2010 Annual Operating Plan

Vision

Develop the Australian, Asian and South Pacific region ("CDU Region") as a major world class base and destination for cruise ships.

Mission

Cruise Down Under (CDU) is the peak cruise industry association growing and developing the Australian Pacific region as the world's leading cruise destination providing economic, social and environmental benefits.

Objectives

To influence cruise and charter operators to develop itineraries and/or base their cruise ships in the "CDU region".

	Focus 1 Leadership and Governance	Focus 2 Research and Insights	Focus 3 Position and Market the "CDU region" as a world-Class destination	Focus 4 Growing Membership	Focus 5 Stakeholder/Partnership Development
Objectives	Establish strategies to continue the recognition of CDU as the respected peak industry organisation	Provide CDU members with useful, accurate and meaningful research and customer information	Market and promote the "CDU region" as an attractive and diverse cruise destination for world class cruising	Grow membership and provide high value benefits and services to CDU members	Develop closer and stronger relationships with all stakeholders and partners
Key Outcomes 2009/10	<ul style="list-style-type: none"> A successful succession strategy A robust governance regime Increased awareness on: <ul style="list-style-type: none"> role and structure of CDU the cruise industry 	<ul style="list-style-type: none"> An economic benefits report Effective communication between members and stakeholders 	<ul style="list-style-type: none"> An effective marketing program Effective communications and feedback to members, cruise lines and industry stakeholders 	<ul style="list-style-type: none"> Increase member numbers Increase awareness on membership benefits Retain current members 	<ul style="list-style-type: none"> Increase stakeholder co-operation Understanding/awareness of stakeholders' objectives and operations
Priority Projects 2009/10	<ul style="list-style-type: none"> Review the future role and structure of CDU Develop funding strategies for future succession programs Prepare annual operating plan, annual report, financial report, budget Review other governance reports 	<ul style="list-style-type: none"> Secure government funding to conduct research into the economic impact of cruising – Tourism Research Aust. Annual cruise conference (incl. industry sessions) 	<ul style="list-style-type: none"> Participate at Miami Cruise Conference Develop communications strategy Marketing plan for 2010 New CDU Brand 	<ul style="list-style-type: none"> Develop membership retention Identify potential new members Review membership structure and fees Review/update membership collateral/brochure 	<ul style="list-style-type: none"> Conduct a stakeholder survey Develop a stakeholder database Host stakeholder networking events
Other Important Projects	<ul style="list-style-type: none"> Conduct membership survey on the role and priorities for CDU Project CDU as the peak marketing body Communicate/liaise with Federal, State Governments, trade media, industry to raise CDU profile Develop business continuity plan 	<ul style="list-style-type: none"> Conduct State Passenger surveys (use EIS questions for consistent data) Maintain a comprehensive customer database 	<ul style="list-style-type: none"> US sales mission, co-ordinate visits Produce renewed promotional collateral Arrange famlils to Australia Expand media list of contacts Assist members with cruise line appointments Review website 	<ul style="list-style-type: none"> Review communications strategy for members Rotate management meetings in different locations Host industry sessions and brief senior executives incl. member organisations Survey/contact members re membership satisfaction levels/benefits 	<ul style="list-style-type: none"> Engage with stakeholders' decision makers, Tourism Ministers, shadow ministers, Hon. Members Nurture TA relationship
Key Performance Indicators (KPIs)	<ul style="list-style-type: none"> Table reports at AGM Conduct briefings/meetings with Federal Government (DITR and DIMIA), Tourism Australia and Ports Australia. Liaise/collaborate regularly with other peak organisations eg. STOs, ATEC, TTF and Ports Australia 	<ul style="list-style-type: none"> Communicate the findings of the economic benefits report to members and stakeholders incl. Federal and State Governments, members and industry Host 2010 cruise conference 	<ul style="list-style-type: none"> Attend Cruise Conference Miami Meet US industry executives Circulate Sales Calls report 	<ul style="list-style-type: none"> Increase membership numbers Member satisfaction ratings Circulate: <ul style="list-style-type: none"> Member Updates Visiting Cruise Ship list 	<ul style="list-style-type: none"> Circulate/present Stakeholder survey results Increase cruise sector profile Increase CDU profile as key industry association Circulate CDU News
Completed Projects in 2009-2010	<ul style="list-style-type: none"> Annual Report Annual Operating Plan Financial report and Budget Business Continuity Plan Participated on the National Sea Passenger Facilitation Committee meeting 	<ul style="list-style-type: none"> Economic Impact Study 2009 Cruise Conference Industry sessions Passenger surveys – Victoria, Tasmania, ?? Communications Strategy 	<ul style="list-style-type: none"> US Sales Mission & report Launched New CDU Brand Miami Cruise Conference incl. Panel participation Media releases issued: <ul style="list-style-type: none"> CDU Economic Study Access Economics Report Tourism Australia New CEO CDU New Brand 	<ul style="list-style-type: none"> Increased membership to XXX Management Committee meet in Sydney, Melbourne, Membership Strategy Circulated membership survey results 	<ul style="list-style-type: none"> Circulated CDU News – XX No. Confirmed TA commitment Conducted industry events: Sydney