



Media Release

For Immediate Release

Go West! Australian Cruise Association Conference Heads to Broome in 2018

Exciting speaker line-up announced

(June 4, 2018) The three-month countdown is about to begin, and early bird registrations are open until July 31, for the 22nd annual Australian Cruise Association Conference and AGM being held this year in Broome, Western Australia.

Themed “Forging Stronger Relationships”, the wide-ranging conference sessions will look at how different sectors of the industry are working collaboratively for a greater gain.

A record line up of cruise line executives will be kicked off by Sture Myrmell – President, Carnival Australia and newly appointed Chairman of CLIA, presenting a global and national view of the industry and future plans for his cruise brands, with particular mention of opportunities for mutual success.

Susan Bonner, newly appointed Managing Director, Australia and New Zealand for Royal Caribbean International, will share the challenges of operating big ships in our region and discuss future opportunities for her brands.

Capt. Mike Drake from Carnival Australia will discuss the challenges of infrastructure from a nautical management perspective and discuss where Australia can make changes to increase port calls in our regional destinations.

Ports Australia, CEO, Mike Gallagher will be discussing the “Blue Highway” and how their organisation is working with ACA around government regulations and how they minimise the impact of barriers to future growth with particular focus on how these impact expedition cruising.

Other cruise line executives including Timothy Littlely from Seabourn, Bruce Krumrine from Princess Cruises and Michael Mihajlov from Carnival Australia, will talk about the important relationship between ship and shore when planning destination activities.

The Conference will kick off on Wednesday, 12 September with a range of networking tours planned to showcase the destination. These will include early morning camel rides along iconic Cable Beach; an aboriginal cultural tour and the Willie Creek Pearl Farm tour.

“Broome offers the opportunity for conference delegates to engage with colleagues in an enticing destination with unrivalled, natural beauty. Affectionately known as the ‘Pearl of the North’, Broome is the home of South Sea pearls. Their discovery in the 1800s fueled a mass migration almost as epic as the gold rush, creating a melting pot of cultures that makes Broome the multicultural town it is today,” said David Lowe, Tourism Western Australia.

During the pearling boom, over 300 luggers were plying the rich local waters. Today the destination is more focused on welcoming cruise ships with 15 visits during the 2017/18 season.

Jill Abel, CEO of ACA said: “We are seeing the regional ports becoming increasingly critical to the growth of the cruise tourism sector in Australia. We wanted to recognise that in our selection of the destination for our annual conference and look forward to working with Broome on creating a highly successful event.”

It is anticipated that around 120 people will attend the Conference which will run through until 14 September 2018.

The conference and AGM will be held at the award-winning Cable Beach Club Resort & Spa, situated on the world-famous 22km-long Cable Beach, offering a stunning backdrop to the event. Other local venues such as the Broome Surf Life Saving Club and the Mangrove Hotel will also host events showcasing the spectacular coastal location which is now a drawcard for domestic and international passengers on cruise itineraries.

ACA is working closely with Tourism WA, Cruise Broome and Broome Chamber of Commerce and Industry (BCCI) to bring the Conference together.

This event is coming at a good time in Broome’s cruise development. Federal Government funding has been secured to purchase an all-tide gangway system for the port that will enable more efficient passenger disembarkation. In addition, the Western Australian State Government is currently working toward solutions that will improve access to the ports of both Broome and Exmouth.

With multiple airlines servicing the region, Broome can be accessed by several Australian capital cities; during the peak season (April-October) direct flights are available from Melbourne, Sydney and Brisbane as well as from Perth all year round.

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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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