



**AUSTRALIAN  
CRUISE**  
ASSOCIATION

25th Conference and AGM  
*'Full Steam Ahead'*

30 Aug to 1 Sept 2023 – Wollongong, NSW

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# "Full Steam Ahead"

*Preliminary Conference Program*





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## Keynote Speakers

### Philipa Harrison - Managing Director, Tourism Australia



As the Managing Director of the nation's global tourism marketing agency, Ms Phillipa Harrison is responsible for driving Tourism Australia's strategies to create sustainable demand for Australia's tourism experiences both internationally and domestically.

Phillipa Harrison joined Tourism Australia in February 2017 to head up the organisation's international operations for Asia, the Americas, Europe and New Zealand as well as Global Distribution and Partnerships. In this role Phillipa had responsibility for overseeing Tourism Australia's network of international offices spanning 12 countries as well as managing airline relationships and distribution channels, working in partnership with the industry to grow the inbound market for Australian tourism. In September 2019, Phillipa was promoted to Managing Director.

Prior to joining Tourism Australia, Ms Harrison spent six years working for Hamilton Island Enterprises and before that held a variety of senior sales, marketing and product roles at Viator Systems (Sydney), Base Group (Sydney), STA Travel (London), Contiki Holidays (London), and Trailfinders (London).

Ms Harrison holds a Bachelor of Arts (Mass Communication and Psychology) from Macquarie University and an MBA from AGSM at the University of NSW

### Adele Labine-Romain - Partner, Deloitte Access Economics



With almost two decades of talking tourism, Adele is a determined tourism advocate who believes in the potential for the sector to create stronger economies and better lives.

Adele is the Australian Travel and Hospitality Sector Leader at Deloitte and a partner within Deloitte Access Economics' economic and policy advisory practice. With a deep understanding of the tourism landscape and experience in strategy and policy development including executive roles with Tourism Australia and peak industry body Tourism & Transport Forum, she now works with government and private sector clients across the tourism spectrum including aviation and transport, hotels, business events, sports and major events and attractions.





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## **André Russ - Vice President of Business Development, EarthCheck**



André manages the organisation's overall business development and engagement strategy across 70+ countries and territories. Working with a passionate team of tourism and sustainability specialists, EarthCheck provides advice, vision and implementation for destinations and operators that are good for business and good for the planet. EarthCheck collaborates with its partners and networks to create unified and innovative solutions with a particular focus on tourism, green infrastructure, precincts, culture, and climate action.

André is a graduate of Griffith University in Sustainable Enterprise, holds an Advance Diploma in International Hotel Management from the International College of Hotel Management and a Diplôme, Culinaire d'Hôtellerie from Le Cordon Bleu in Paris. He served on the Market Access Working Group for the Global Sustainable Tourism Council, is a member of the Business and Tourism & Innovation Advisory Group for South Bank Corporation, IHCM's Graduates in Industry International Advisory Committee and acts as Head of International Relations for the Asia-Pacific Economic Cooperation International Centre for Sustainable Tourism.

## **Mick Fogg - Director Expeditions and Destination Development, Asia Pacific, Ponant**



As an award-winning wildlife photographer and adventurer, Mick has spent over 20 years designing itineraries and creating unique bespoke shoreside experiences in some of the world's most remote and spectacular destinations, from Antarctica to Southeast Asia. He has led over 300 expeditions through the Asia Pacific region, sharing his passion for exploration and travel with guests. In 2012, Mick was appointed the first Ambassador of Orangutan Foundation International in recognition of his conservation work in Borneo.

Mick joined Ponant Yacht cruises and Expeditions in June of 2014 bringing his years of experience in itinerary design and operation to the company. He is currently the Director of Expeditions and Destination Development for the Asia Pacific region.

When not exploring the planet, Mick spends his time with his two greatest loves – his wife, Karina and their son, Harrison.



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## Conference Program

### **Day 1**                    **Wednesday 30 August (all delegates)**

9:30am                    Registration Desk opens (Novotel Wollongong Northbeach)

#### *Networking Program:*

*1:00pm – 4:00pm        Working Port Tour*

*1:00pm – 4:00pm        Historical Aviation Restoration Society (HARS)*

*1:00pm – 3:30pm        Blue Mile History Walking Tour*

*1:00pm – 3:30pm        Indigenous Stand-Up Paddle Board Tour*

2:30pm                    Introduction to Cruise Workshop  
(for new to cruise industry attendees; shore excursion program information)

4:30pm                    Registration Desk Closes

5:00pm                    Welcome Event

7:15pm                    Members' Only Dinner - Lucia's by the Sea

### **Day 2**                    **Thursday 31st August (all delegates)**

9:00am                    Official Welcome

9:30am                    **State of the Industry**

11:00am                    *Morning Tea*

11:30am                    **Sustainability and Destination Management**  
Panel Session



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**Day 2**

**Continued...**

1:00pm

Lunch

2:00pm

**Building for the Future – cruise lines and ports**  
Panel Session

3:00pm

Afternoon Tea

3:30pm

**How is Expedition different?**

4:15pm

A new shore excursion product doing it well

4:30pm

Creating a Successful Region - New Zealand Cruise Association

4:50pm

Presentation on 2024 Conference and AGM

5:00pm

Conference Day 2 Close

6:15pm

Coach departs for Gala Dinner

6:30pm

Gala Dinner – Steamers Bar & Grill

**Day 3**

**Friday 1 September (all delegates invited for breakfast)**

8:00am

Breakfast with Guest Speaker  
(Novotel Wollongong Northbeach)

9:30am

AGM (ACA members only)

10:30am

Member Workshop – developing actions from conference sessions

12:00pm

Conference concludes