



AUSTRALIAN  
**CRUISE**  
ASSOCIATION

**2025**  
CONFERENCE

**Anchoring Success  
Across Every Region**  
3 - 5 September  
Fremantle WA

**27<sup>th</sup> Conference and AGM**

# Anchoring Success Across Every Region

**3 - 5 September 2025**  
**Fremantle WA**



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## DAY 1 WEDNESDAY 3 SEPTEMBER

**9:30am** Registration Desk opens  
Esplanade Hotel Fremantle by Rydges

### NETWORKING TOURS

- 1:00pm - 4:00pm** **Fremantle Ports Tour**  
Step behind the scenes of Western Australia's gateway port on this exclusive tour hosted by Fremantle Ports. Explore the Fremantle Passenger Terminal, Australia's largest cruise terminal, which has recently undergone major upgrades while preserving its rich heritage character.  
With Scenic Eclipse II scheduled in port, this is a unique opportunity to see operations in action. The tour continues with a visit to Little Creatures Brewery, where you'll learn the story of this iconic Fremantle brand, discover the art of brewing, and enjoy a guided tasting of their celebrated range of beers, paired with light nibbles.
- 1:00pm - 4:00pm** **Fremantle Prison Tour**  
Discover the fascinating history of the UNESCO World Heritage-listed Fremantle Prison on a guided Convict Prison Tour. Built by convicts in the 1850s, this remarkably intact site offers an authentic window into Western Australia's past and the lives of the nearly 10,000 men who helped shape the state.  
Before stepping back in time, enjoy a shared lunch at Tonic + Ginger, located in the beautifully restored Old Synagogue precinct. This vibrant venue serves bold South East Asian flavours in a heritage-listed setting, creating the perfect contrast of past and present Fremantle.
- 1:30pm - 3:30pm** **Fremantle Hidden Gems Tour**  
Uncover Fremantle's rich heritage, quirky laneways and local secrets on this guided walking tour led by Perth's first walking tour company Two Feet & A Heartbeat. From convict-era buildings and maritime landmarks to street art and vibrant café culture, the tour reveals the stories and characters that make Fremantle such a dynamic destination.  
Proceeds from this tour will be donated to St Pat's Community Support Centre, supporting people facing homelessness across Perth's south metropolitan region.
- 2:30pm - 4:00pm** **Fremantle Cultural Tour**  
Experience Fremantle through an entirely new lens on this immersive Truth-Telling Walking Tour delivered by In Culture Tours. Led by proud Whadjuk man Steven Jacobs, the journey begins with a Welcome to Country and Sand Ceremony at Bathers Beach before exploring iconic sites including the Whaler's Tunnel.  
Through Dreamtime stories, insights into traditional bush foods and medicine, and reflections on the continuing importance of Country, this tour offers a deeply personal perspective on Walyalup (Fremantle) that cannot be found in history books.

**2:30pm - 4:00pm** Introduction to Cruise Workshop (for guests new to the cruise industry)  
**4:30pm** Registration Desk closes  
**5:00pm** Welcome Event - Gage Roads Brewery  
**7:15pm** Members' Dinner - Emily Taylor  
Sponsored by Fremantle Ports





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## DAY 2 THURSDAY 4 SEPTEMBER

- 9:00am Official Welcome
- 9:30am Fremantle Ports Development
- 9:45am Keynote: CLIA Global Overview
- 10:00am Panel: State of the Australian Cruise Industry and Future Outlook
- 10:40am Keynote: Tourism Australia – Emerging Tourism Trends
- 11:00am Morning Tea  
Sponsored by Viking
- 11:30am Keynote: How Princess Can Turn the Tide in Australia
- 12:00pm Panel: Decoding Deployment
- 12:30pm Keynote: Anchoring Sustainability – A New Course for Cruise Waste Management in Australia
- 12:50pm Mid West Ports Update
- 1:00pm Lunch  
Sponsored by Mid West Ports
- 1:50pm Keynote: Redesigning Shorex for Different Generations
- 2:00pm Panel: Unpacking Shorex and Pre-/Post-Cruise Opportunities
- 2:30pm Panel: Setting Up Ports for the Next Decade of Cruise
- 3:00pm Kimberley Marine Support Base Update
- 3:10pm Afternoon Tea - Sponsored by Kimberley Marine Support Base
- 3:30pm Panel: The Rise of Expedition and Ultra-Luxury Cruising - Benefits to Destinations
- 4:00pm Panel: Reflections and Regional Resilience
- 4:30pm 2026 Conference and AGM Announcement
- 5:00pm Conference Day 2 Close
- 6:30pm Gala Dinner - Freo Social  
Sponsored by Select Fresh Providores  
Theme: Classic Rock







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## **DAY 3 FRIDAY 5 SEPTEMBER**

- 8:00am** Conference Breakfast  
Esplanade Hotel Fremantle by Rydges, Island Suite  
Sponsored by Spinifex Brewing Co
- 9:30am** AGM  
(Australian Cruise Association members only)
- 10:15am** Break
- 10:30am** Member Session – Getting the Settings Right
- 12:00pm** Conference concludes



# INTERNATIONAL GUEST SPEAKERS

## MICHAEL BRAATHEN

*Director Itinerary Planning, Port Operations & Land Programs | Mystic Cruises*

Michael brings more than two decades of international cruise and travel experience to his role at Mystic Cruises.

Now based in Portugal, Michael oversees the development of itineraries and shore experiences for both Nicko Cruises, a mass-market German brand, and Atlas Ocean Voyages, a luxury expedition yacht line—two very different products that he describes as the “best of both worlds,” each with unique characteristics and brand needs that continue to inspire his work every day.



## ROBERT DE BRUIN

*Director of Deployment and Itinerary | Holland America Line*

Born and raised in Rotterdam, the Netherlands, Robert completed a Technical and Nautical Degree from at the Rotterdam Nautical College before joining Holland America Line, sailing as both a deck and safety officer for six years.

Since 2016, Robert has been shoreside, involved in all aspects of worldwide itinerary development, first for Seabourn and now Holland America Line—including luxury small ship itineraries, expedition voyages, and world cruises.



## DEBBIE HOLBROOK

*Director of Deployment and Itinerary Planning | Princess Cruises*

Debbie oversees the strategic deployment and itinerary planning for the Princess fleet of 17 ships including their newest Sphere LNG class, Sun and Star Princess. This includes launching over 650 voyages, carrying over 1.8 million passengers annually.

As a dedicated community leader, Debbie serves on the Princess Cruises Community Foundation and enjoys supporting local charitable events and serving on nonprofit boards.



## CHRISTINE MANJENCIC

*Vice President Destination Services | Norwegian Cruise Line Holdings*

As a seasoned leader with over 30 years of experience in the travel, tourism, and sales industries, Christine has built a career around delivering exceptional luxury service experiences and driving strategic growth.

She has led highperforming teams across tourism, sales, and destination creation, with a focus on developing unique land programs and special events tailored for luxury clientele.





# GUEST SPEAKERS



**BEN ANGELL**

*Norwegian Cruise Line Holdings*



**REBECCA JAMES**

*Fremantle Ports*



**MATTHEW RUTHERFORD**

*Princess Cruises*



**ADELA ISSACHAR ARU**

*Vanuatu Tourism Office*



**TIM JONES**

*Celebrity Cruises*



**JACK SHERRELL**

*Two Feet & A Heartbeat*



**STEVEN BIVIANO**

*Select Fresh Providores*



**JOEL KATZ**

*CLIA*



**GAVIN SMITH**

*Royal Caribbean Group*



**BRENDAN CONNELL**

*Port of Brisbane*



**JACQUI LLOYD**

*New Zealand Cruise Association*



**DAMIAN TULLY**

*Mid West Ports Authority*



**SALLY COPE**

*Tourism Australia*



**PETER LITTLE**

*Carnival Cruise Line*



**JEAN-PIERRE VEDER**

*Kimberley Marine Support Base*



**DEB CORBETT**

*Ponant*



**RENATA LOWE**

*Tourism Western Australia*



**MLADEN VUKIC**

*APT Travel Group*



**JOSH DOLGOY**

*Royal Caribbean Group*



**JOHN MCKENNA**

*Port Authority of NSW*



**TAS WEBBER**

*Brisbane Economic Development Agency*



**MIKE DRAKE**

*Carnival Cruise Line*



**SANDY OLSEN**

*Carnival Corporation*



**LUKE WESTLAKE**

*Kimberley Ports Authority*



**JEFF GILLIES**

*Coral Expeditions*



**ADAM RADWANSKI**

*Silversea Cruises*



**SAMI ZOUAD**

*Fremantle Ports*





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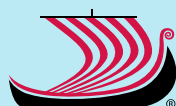


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**VIKING**