



AUSTRALIAN
CRUISE
ASSOCIATION

2026
CONFERENCE

Building Value
Beyond the Berth
2 - 4 September
Brisbane QLD

28th Conference and AGM

Building Value Beyond the Berth

2 - 4 September 2025
Brisbane | Queensland



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DAY 1 WEDNESDAY 2 SEPTEMBER

9:30am Registration Desk opens
Brisbane Marriott Hotel

NETWORKING TOURS

1:00pm - 4:00pm **Brisbane International Cruise Terminal Tour**

The Brisbane International Cruise Terminal (BICT) is South East Queensland's only purpose-built cruise terminal, designed to accommodate the world's largest cruise ships. Delivered by Port of Brisbane, the world-class facility has welcomed over 500 cruise ships since opening in June 2022, growing Brisbane and Queensland's cruise tourism industry and attracting more visitors to the region.

1:00pm - 4:00pm **Best of Brisbane Walking Tour**

For those looking to truly experience Brisbane, from historic landmarks to hidden laneways, the Best of Brisbane Walking Tour offers the ultimate way to explore Queensland's capital. Ideal for both visitors and locals rediscovering the city, this three-hour guided experience combines history, culture, architecture and storytelling to showcase Brisbane at its best.

Led by a passionate local guide, participants explore the city's most iconic sites, uncover fascinating stories and discover hidden gems along the way, creating an engaging and memorable introduction to Brisbane.

1:00pm - 3:15pm **Brisbane River Kayak Tour**

Offering a unique perspective of Queensland's capital, this experience showcases Brisbane's iconic landmarks from the water. Guests enjoy close-up views of the Story Bridge, Kangaroo Point Cliffs and South Bank, taking in the best of the river city from a whole new perspective.

1:00pm - 3:00pm **Story Bridge Adventure Climb**

Suitable for participants of all fitness levels and experience, the Story Bridge Adventure Climb offers an unforgettable way to experience Brisbane from above. As climbers make their ascent, they are rewarded with spectacular panoramic views across the city and beyond, with the Glass House Mountains, Moreton Bay and the Scenic Rim providing a breathtaking backdrop.

2:30pm - 4:00pm Introduction to Cruise Workshop (for guests new to the cruise industry)

4:30pm Registration Desk closes

6:00pm - 9:00pm Welcome Event - Iris Rooftop
Sponsored by Bermello Ajamil

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DAY 2 THURSDAY 3 SEPTEMBER

- 9:00am Official Welcome
- 9:20am Patricia O'Callaghan | Welcome from Queensland Government
- 9:40am Bud Darr | State of the Industry
- 10:10am Sally Cope | Winning the Global Traveller:
How Australia Competes for Demand
- 10:30am Panel | Building Beyond Berths:
The Power of Partnership in Growing Cruise Tourism
- 11:00am Morning Tea
Sponsored by Viking
- 11:30am Carole Biencourt | The Value of Experience:
How Shorex Influences Deployment Decisions
- 12:00pm Luis Ajamil | Designing Australia's Cruise Gateways of the Future
- 12:30pm Stefano Torresi | What Makes a Market Matter?
The Viking Perspective on Global Deployment and Australia's Future
- 1.00pm Lunch
Sponsored by Bob Wood Cruise Group
- 2:00pm Breakout Panel 1 | Delivering the Destination

Breakout Panel 2 | Driving the Portside:
Building Tomorrow's Cruise Gateway
- 3:00pm Afternoon Tea
Sponsored by Port of Townsville
- 3:30pm Hannah Statham | Selling a Destination to the Next Generation
- 3:50pm Jacqui Lloyd | From No Zealand to New Zealand
- 4:10pm Panel | Buying into the Dream: Why Australia Continues
to Matter to Global Cruise Brands
- 4:40pm 2027 Conference and AGM Announcement
- 4:50pm Conference Day 2 Close
- 6:30pm Gala Dinner | Howard Smith Wharves Rivershed
Sponsored by Select Fresh Providores
Entertainment sponsored by BDO





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DAY 3 FRIDAY 4 SEPTEMBER

- 8:00am** Conference Breakfast
Guest speaker: Lucas Patchett | Founder | Orange Sky Laundry
Brisbane Marriott Hotel | Grand Ballroom
Sponsored by Port of Brisbane
- 9:30am** AGM
(Australian Cruise Association members only)
- 10:30am** Member Session | Driving the Strategic Action Plan
- 12:00pm** Conference concludes



INTERNATIONAL GUEST SPEAKERS

LUIS AJAMIL

Principal | Bermello Ajamil

Luis Ajamil is Principal at Woolpert, the leading cruise port, waterfront planning and design firm following its acquisition of Bermello, Ajamil & Partners. Based in Miami, home to many of the world's largest cruise lines, Luis has leveraged this strategic location to help ports and destinations expand their presence in the cruise industry - one of the fastest-growing segments of global shipping and tourism. Woolpert has offices throughout Australia, providing a range of planning, architecture, engineering and geospatial services.



CAROLE BIENCOURT

Vice President Onboard Revenue | Holland America Line and Seabourn

With a career spanning more than 40 years, Carole has held senior roles across Finance, Revenue Management and, in her current position, oversees Onboard Revenue, Future Cruises and Shore Excursions for Holland America Line and Seabourn. While Carole has moved across various areas of the business throughout her extensive tenure, her passion for both brands and commitment to creating exceptional guest experiences has remained constant. An avid traveller, Carole has visited all seven continents and enjoys managing the brands' shore excursion programs and working with tour operators around the world.

CHARLES "BUD" DARR

President & Chief Executive Officer | Cruise Lines International Association

Charles "Bud" Darr oversees CLIA's international operations as the cruise industry continues to advance policies and practices that support safe, healthy and sustainable cruise operations. As CEO of the global peak body for cruising, Bud leads CLIA's agenda and brings together the world's cruise lines and industry partners around a shared voice for the sector. Bud brings extensive maritime, legal, regulatory and policy experience from senior leadership roles across the cruise industry, including as Executive Vice President for Maritime Policy and Government Affairs at MSC Group.



STEFANO TORRESI

Director of Port Operations | Viking

Stefano brings nearly two decades of cruise industry experience, including almost ten years overseeing port operations across Italy, France and Spain for several major cruise lines. He was involved in the complex Costa Concordia removal project on Giglio Island, Italy, where he was responsible for fleet operations and logistics. In 2016, Stefano joined CostaMed, a port agency jointly owned by Costa Cruises and Medov Srl, where he oversaw the company's start-up phase and subsequent consolidation.

GUEST SPEAKERS AND PANELLISTS



JACOB BJARKAM

PowerCon



DEB CORBETT

Ponant



PATRICIA O'CALLAGHAN

Queensland Government



LISA CHAMBERS

Cairns Adventure Group



WILL FLAMSTEED

Port Arthur Historic Site



MATTHEW RUTHERFORD

Princess Cruises



JAMES COUGHLAN

Shorex Australia



TIM JONES

Celebrity Cruises



NEIL STEPHENS

Port of Brisbane



BRENDAN CONNELL

Port of Brisbane



JACQUI LLOYD

New Zealand Cruise Association



HANNAH STATHAM

Media Mortar



SALLY COPE

Tourism Australia



PETER LITTLE

Carnival Group



Jay Youten

IDEMIA





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

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