ABOUT CRUISE DOWN UNDER

Cruise Down Under is a membership based, non-profit organisation dedicated to marketing Australia and the South Pacific region as a destination for cruise ships.

In 1993 a small group of Australian and New Zealand ports and tourism organisations who had previously marketed their destinations separately to cruise companies, came together with the aim of having a single marketing presence at the annual Seatrade Cruise Shipping Convention in Miami, and promote the region under a single banner.

In the early years, the cruise brand “Cruising Down Under” obtained funding assistance from the Australian Tourist Commission (ATC), with the support of the Office of National Tourism (ONT). ATC also provided the Cruise Down Under Secretariat until 1997.

The ATC funding was used to produce promotional material including video, directories for regional destinations, itinerary planner and port information directory. Under the “Cruising Down Under” brand and later “Cruise Down Under” branding, there has been an Australian presence at Seatrade Miami since 1994 and at Seatrade Pacific in Cairns (1995 and 1997) and Singapore (1996).

In 1997, the ATC advised the agencies and industries associated with the CDU brand that federal funding support would be discontinued and it encouraged those involved in the industry to maintain the current initiatives and form their own association.

In November 1997 at Seatrade Pacific, the member ports and tourism organisations agreed to form a non-profit incorporated association to enable Cruising Down Under to continue to develop relationships with cruise lines.

An interim Chairman, Deputy Chairman and Treasurer were elected to establish the association and Cairns Port Authority (one of the founding members) took over the Secretariat from the ATC.

In May 1998 the interim executive comprising of Mike Bartlett (Cairns Port Authority) as Chairman, Chris Drinkwater (Hobart Port) Deputy Chairman and Glenn Stephens (Fremantle Ports) Treasurer, was elected as the Management Committee.

A vision, mission and objectives of Cruising Down Under were subsequently developed and adopted by the member organisations.

Cruising Down Under was incorporated in Queensland in July 1998 with its own secretariat. Mike Bartlett was engaged to undertake the role of Secretary after retiring from Cairns Port Authority.

An additional position saw the Management Committee expanded to four in 1999, when Richard Doyle from Tourism NT (formerly Northern Territory Tourist Commission) became the tourism representative. In addition, Tourism Australia (Rodney Harrex) became an ex officio member of the management
committee that year.

In 2000, Judy Wood joined the expanded Committee as the 5th elected member and became the first non government organisation on the committee. Australia’s largest cruise port, Sydney Ports, through Phil Rosser became the Deputy Chair of the Association the same year. Also in 2000, members voted to alter the name to Cruise Down Under.

In August 2002, as a result of the growth in the association and the need for a succession plan, the membership agreed to separate the functions of Chairman and Secretary into two dedicated positions - Chairman (elected by the members) and Executive Director (Secretary) appointed by the Management Committee. As a result of the change in roles, Richard Doyle became Chairman in 2002, whilst Mike Bartlett was engaged as Executive Director. Also that year, Victoria was represented on the Management Committee for the first time, when Evda Marangos from Department of Infrastructure was elected.

At the 2004 Annual General Meeting, members supported the expansion of the Management Committee by two additional member positions, bringing the elected committee to seven with a second non government member John Treacy from Cruise Associates Pty. Ltd. and Karen Fraser from Tourism Tasmania.

Since 1998, Cruise Down Under has conducted its annual general meeting usually in August. Hosted by a Cruise Down Under member organisation, the Annual General Meetings also included a cruise conference as part the Association’s objective to provide a networking forum for members and stakeholders to share and exchange industry information.

Since 2004 the Management Committee decided to invite bids from interested members to host the Cruise Conference and Annual General Meeting. Also in 2004, the membership agreed that committee members be elected for a two year term, to ensure continuity of experience and ensure succession planning had a suitable foundation.

As a maturing association, the Management Committee decided in 2005 that it was obliged to embark on a formal process to appoint an executive officer (front desk position) and as such, called for expressions of interest for a General Manager to deliver the Association’s administration and marketing activities. The selection process resulted in Jill Abel from Abel Event Management & Promotion being appointed as Cruise Down Under’s General Manager and the registered office of CDU was relocated from Queensland to Tasmania.

It was at this time that Mike Bartlett from Cruise Australian Waters bid CDU goodbye as he opted for semi retirement. Mike will always be remembered for his dedication to cruise shipping and in particular the tireless work he undertook in the formative years of Cruise Down Under.

As part of the natural evolution of CDU, 2005 also saw CDU revamp its Rules of Association to affect the status of a national body. Members unanimously resolved to amend the Rules of Association to enable the necessary changes to move CDU from a State to a National organisation.
Evda Marangos continued in her role on the Management Committee as the representative for Port of Melbourne Corporation which joined CDU in 2005.

In 2005/06, CDU took on the task of quantifying the economic impact of cruise shipping in Australia and its work with the Department of Tourism, Industry and Resources has seen the industry develop a recognised national model which was used to obtain some home grown data to support investment in the cruise industry.

Chris White, Tourism Victoria replaced Karen Fraser, Tourism Tasmania on the Management Committee.

Following the 2005 AGM, the Management Committee established a number of sub-committees to manage key projects as identified in CDU’s business plan.

In March of 2006 Cruise Down Under and Cruise New Zealand formalised their commitment to jointly promote Australia and New Zealand to the international cruise industry, by signing a memorandum of understanding at the Seatrade Cruise Shipping Convention in Miami. The MOU enables both organisations to strategically plan their marketing activities and share valuable industry information.

It has also expanded its knowledge base by building ties with Ports Australia Limited (formerly Australian Association of Ports and Marine Authorities). Respected author and cruise specialist, Professor Ross Dowling, was invited as Academic Advisor to the Chairman of Cruise Down Under.

The Association’s first honorary life membership was awarded to Mike Bartlett at the 2007 Cruise Conference in Darwin. The award is an honorary award to an individual for outstanding and conspicuous services/achievements to Cruise Down Under.

The Rules of Association were amended at the Special General Meeting in 2007 which established a process for the succession of Management Committee members. This allows the elected Management Committee members to elect a Chairman, Deputy Chairman and Treasurer.

In 2007 a third industry member in Brett Dudley from ecruising Asia Pacific Limited was elected to the Management Committee.

In 2007 the Management Committee adopted a framework for developing a comprehensive Code of Conduct as part of the committee’s development and administrative protocol.

In 2007, following a skills audit process, the Management Committee created a new position of Deputy Vice Chairman. This was filled by Brett Dudley.


During the election of office bearers in 2008, it was decided by the elected Committee members that the position of the Deputy Vice Chairman was no
In 2009 the current Chairman, Richard Doyle resigned and Evda Marangos held the position of Chairman through until the 2010 elections. At this time Chris White stepped into the position of Chairman, a position she held until the 2013 AGM.

Evda Marangos’ term expired at the end of 2012 and the organisation recognised her tireless efforts over many years. Evda was integral in the development of sound governance, annual operating plans and the annual report.

Glenn Stephens was recognised at the 2013 Conference when he stood down from the CDU Management Committee. Glenn had been involved with CDU since its inception and held the position of Treasurer for the entirety of his terms. Glenn’s commitment to the organisation has been integral to the success of CDU.

Following the 2013 election, the new management committee, led by David Brown, identified that the incoming committee did not fulfill the skills set identified for the position of Chairman. Under rule 25.4 whereby “in the opinion of the Management Committee, the necessary skills and experience referred to above, the Management Committee may appoint at its entire discretion up to two specialist members to assist in the discharge of the functions of the Management Committee”

Chris White was invited to take on the role of Chairman for one year through to the 2014 election. In addition to providing leadership to CDU, the Chairman would work with the Committee to establish a succession plan to guide the organisation for the long term in line with CDU’s strategic plan.

At the 2014 AGM in Perth, the association appointed Mr Stephen Bradford as independent Chairman of CDU for a two year period. Ms Chris White stood down from the committee. David Brown also stepped down due to having completed the maximum six year term on CDU. Julie O'Brien from Tourism and Events Queensland and Anne McVilly from Port Arthur Historic Site joined the committee.
Record of past CDU Annual General Meetings and Cruise Conferences:

<table>
<thead>
<tr>
<th>Year</th>
<th>Destination</th>
<th>No. of Attendees</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Perth</td>
<td>124</td>
<td>3-5 September 2013</td>
</tr>
<tr>
<td>2013</td>
<td>Cairns</td>
<td>126</td>
<td>11-13 September 2012</td>
</tr>
<tr>
<td>2012</td>
<td>Hobart</td>
<td>128</td>
<td>29-31 August 2011</td>
</tr>
<tr>
<td>2011</td>
<td>Newcastle</td>
<td>108</td>
<td>24-26 August 2010</td>
</tr>
<tr>
<td>2010</td>
<td>Brisbane</td>
<td>118</td>
<td>25-27 August 2009</td>
</tr>
<tr>
<td>2009</td>
<td>Adelaide</td>
<td>95</td>
<td>26-28 August 2008</td>
</tr>
<tr>
<td>2008</td>
<td>Melbourne</td>
<td>110</td>
<td>27-29 August 2007</td>
</tr>
<tr>
<td>2007</td>
<td>Darwin</td>
<td>85</td>
<td>29-31 August 2006</td>
</tr>
<tr>
<td>2006</td>
<td>Cairns</td>
<td>115</td>
<td>23-25 August 2005</td>
</tr>
<tr>
<td>2005</td>
<td>Fremantle</td>
<td>49</td>
<td>31Aug-2 September 2004</td>
</tr>
<tr>
<td>2004</td>
<td>Noumea</td>
<td>59 (inc CNZ)</td>
<td>21-22 August 2003</td>
</tr>
<tr>
<td>2003</td>
<td>Launceston</td>
<td>42</td>
<td>27-28 August 2002</td>
</tr>
<tr>
<td>2002</td>
<td>Adelaide</td>
<td>40</td>
<td>24-25 September 2001</td>
</tr>
<tr>
<td>2001</td>
<td>Melbourne</td>
<td>39</td>
<td>28-29 August 2000</td>
</tr>
<tr>
<td>2000</td>
<td>Darwin</td>
<td>20</td>
<td>18 August 1999</td>
</tr>
<tr>
<td>1999</td>
<td>Sydney</td>
<td>27</td>
<td>18 August 1998</td>
</tr>
<tr>
<td>1998</td>
<td>Brisbane</td>
<td>23</td>
<td>30 September 1997</td>
</tr>
<tr>
<td>1997</td>
<td>Cairns</td>
<td>28</td>
<td>2-4 November 1996</td>
</tr>
</tbody>
</table>

MANAGEMENT COMMITTEES

The following tables record Management Committees from 1997/98 to 2014/15

<table>
<thead>
<tr>
<th>Year</th>
<th>Chairman</th>
<th>Joint Deputy Chairman</th>
<th>Joint Deputy Chairman</th>
<th>Treasurer</th>
<th>Member</th>
<th>Member</th>
<th>Member</th>
<th>Member</th>
<th>CEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>13/14</td>
<td>Chris White Tourism Victoria</td>
<td>David Brown Cruise Hunter</td>
<td>Richard Schoonraad Tourism NT</td>
<td>Thor Elliott Fremantle Ports</td>
<td>Leah Clarke South Australian Tourism Commission</td>
<td>Tyler Wood Bob Cruise Group</td>
<td>Tim Short Hobart City Council</td>
<td>John McKenna Sydney Ports</td>
<td>Leigh Sorensen Tourism Australia</td>
</tr>
</tbody>
</table>

Note: Anne McVilly was replaced by Tim Short on the 30th June due to change of employment.
Note: John McKenna replaced Jason McGregor in March 2013 due to change of employment.
<table>
<thead>
<tr>
<th>Year</th>
<th>Chairman</th>
<th>Deputy Chairman</th>
<th>Treasurer</th>
<th>Member</th>
<th>Member</th>
<th>Member</th>
<th>Member</th>
<th>Tourism Australia</th>
<th>General Manager</th>
</tr>
</thead>
</table>

Note: Richard Doyle stepped down as of 30 May 2012 and the position remained vacant until the 2012/13 elections.

<table>
<thead>
<tr>
<th>Year</th>
<th>Chairman</th>
<th>Deputy Chairman</th>
<th>Treasurer</th>
<th>Member</th>
<th>Member</th>
<th>Member</th>
<th>Member</th>
<th>Tourism Australia</th>
<th>General Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/11</td>
<td>Chris White Tourism Victoria</td>
<td>Evda Marangos Port of Melbourne Corporation</td>
<td>Glenn Stephens Fremantle Ports</td>
<td>David Brown Cruise Hunter</td>
<td>Leah Clarke South Australia Tourism Commission</td>
<td>Claire Willis Abercrombie &amp; Kent</td>
<td>Richard Doyle Tourism Services</td>
<td>Leigh Sorensen</td>
<td>Jill Abel</td>
</tr>
</tbody>
</table>

Note: Richard Doyle, Tourism NT – Chairman until 30 April 2010
Evda Marangos, Port of Melbourne Corporation – Deputy Chairman until 1 May 2010
Chris White, Tourism Victoria – Member until 17 May 2010

<table>
<thead>
<tr>
<th>Year</th>
<th>Chairman</th>
<th>Deputy Chairman</th>
<th>Treasurer</th>
<th>Member</th>
<th>Member</th>
<th>Member</th>
<th>Member</th>
<th>Tourism Australia</th>
<th>General Manager</th>
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</thead>
<tbody>
<tr>
<td>09/10</td>
<td>Evda Marangos Port of Melbourne Corporation</td>
<td>Chris White Tourism Victoria</td>
<td>Glenn Stephens Fremantle Ports</td>
<td>David Brown Cruise Hunter</td>
<td>Mark Crummy Tourism NT</td>
<td>Claire Willis Abercrombie &amp; Kent</td>
<td>Leah Clarke South Australia Tourism Commission</td>
<td>Matthew Cameron-Smith</td>
<td>Jill Abel</td>
</tr>
</tbody>
</table>

Note: The following positions were held until the resignation of the Chairman on 30 April 2010 when the Management Committee elected a new Chairman and Deputy Chairman.
- Richard Doyle, Tourism NT – Chairman until 30 April 2010
- Evda Marangos, Port of Melbourne Corporation – Deputy Chairman until 1 May 2010
- Chris White, Tourism Victoria – Member until 17 May 2010

<table>
<thead>
<tr>
<th>Year</th>
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<th>Deputy Chairman</th>
<th>Treasurer</th>
<th>Member</th>
<th>Member</th>
<th>Member</th>
<th>Member</th>
<th>ATC/ Tourism Aust.</th>
<th>General Manager</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Chairman</th>
<th>Deputy chairman</th>
<th>Deputy Vice Chairman</th>
<th>Treasurer</th>
<th>Member</th>
<th>Member</th>
<th>Member</th>
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<th>General Manager</th>
</tr>
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<tr>
<th>Year</th>
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<th>Deputy chairman</th>
<th>Treasurer</th>
<th>Member</th>
<th>Member</th>
<th>Member</th>
<th>Member</th>
<th>ATC/ Tourism Aust.</th>
<th>Executive Director/ General Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/06</td>
<td>Richard Doyle Tourism NT (formerly NTTC)</td>
<td>Phil Rosser Sydney Ports</td>
<td>Glenn Stephens Fremantle Ports</td>
<td>Evda Marangos Port of Melbourne Corp</td>
<td>Judy Wood Bob Wood Travel Group</td>
<td>Chris White Tourism Victoria</td>
<td>John Treacy &amp; Assoc</td>
<td>Wendy Hills</td>
<td>Jill Abel</td>
</tr>
</tbody>
</table>
## Year Chairman/Executive Deputy Chairman Treasurer Tourism representative Member ATC

### 04/05
- **Richard Doyle**
- **Phil Rosser**
- **Glenn Stephens**
- **Evdar Marangos**
- **Judy Wood**
- **Karen Fraser**
- **Wendy Hills**

### 03/04
- **Richard Doyle**
- **Phil Rosser**
- **Glenn Stephens**
- **Evdar Marangos**
- **Judy Wood**
- **Rodney Harrex**

### 02/03
- **Richard Doyle**
- **Phil Rosser**
- **Glenn Stephens**
- **Evdar Marangos**
- **Judy Wood**
- **Rodney Harrex**

### Year Chairman/Executive Deputy Chairman Treasurer Tourism representative Member ATC

### 01/02
- **Mike Bartlett**
- **Phil Rosser**
- **Glenn Stephens**
- **Richard Doyle**
- **Judy Wood**
- **Rodney Harrex**

### 00/01
- **Chris Drinkwater**
- **Glenn Stephens**
- **Richard Doyle**
- **Andrew Lane**

### 99/00
- **Mike Bartlett**
- **Chris Drinkwater**
- **Glenn Stephens**
- **Rodney Harrex**

### 98/99
- **Mike Bartlett**
- **Chris Drinkwater**
- **Glenn Stephens**
- **Rodney Harrex**

### 97/98
- **Mike Bartlett**
- **Chris Drinkwater**
- **Glenn Stephens**

### Chairmen, Deputy Chairmen, Secretaries, and ATC Members

### 01/02
- **Mike Bartlett**
- **Phil Rosser**
- **Glenn Stephens**
- **Richard Doyle**
- **Judy Wood**
- **Rodney Harrex**

### 00/01
- **Chris Drinkwater**
- **Glenn Stephens**
- **Richard Doyle**
- **Andrew Lane**

### 99/00
- **Mike Bartlett**
- **Chris Drinkwater**
- **Glenn Stephens**
- **Rodney Harrex**

### 98/99
- **Mike Bartlett**
- **Chris Drinkwater**
- **Glenn Stephens**
- **Rodney Harrex**

### 97/98
- **Mike Bartlett**
- **Chris Drinkwater**
- **Glenn Stephens**