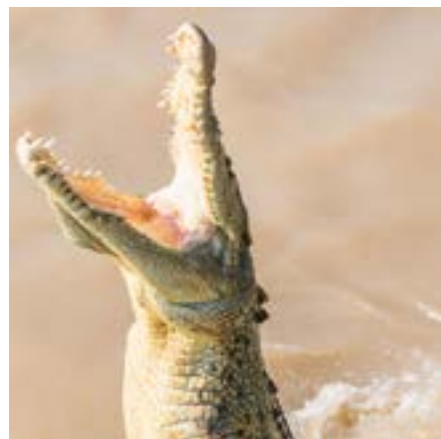




2023-24

Annual Report



australiancruiseassociation.com



**AUSTRALIAN
CRUISE**
ASSOCIATION



Message from the Chair

I present my Chairman's Report for the Australian Cruise Association (ACA) for the period 1 July 2023 to 30 June 2024, understanding that this has been a year of both challenges and opportunities. As such it is now more important than ever to leverage the work of the Association.

The ACA continued to host and support a series of successful workshops around the country across 2023/24. We saw a record ACA member attendance at the Miami SeaTrade conference and our CEO, Jill Abel, also made the long trip to participate in and learn from others at Seatrade Europe.

The addition of an ACA Membership and Events Consultant to the team has further increased the capability and capacity of the Association to support members and highlight their achievements, while also providing greater opportunity to work with Government and regulators in support of the industry as a whole.

Overall membership numbers have grown, exceeding 100 members for the first time in our history, and building on the success of a record ACA conference attendance in Wollongong it is pleasing to see that our forthcoming Adelaide conference is already looking to set a new attendance record.

The ongoing strength of the relationships we have with the Cruise Line Industry Association team here in Australia and with Tourism Australia continues to provide opportunities to leverage the work of the Association, and we are grateful to both organisations for their support and partnerships. Equally, the ACA has long-established strong partnerships with individual cruise lines that provide insights, guidance and direct lines of contact that benefits our members across the country, and we remain grateful to the cruise lines for their trust and support.

As a Management Board we have worked to enhance the governance and sustainability of the organisation while increasing the opportunities and influence for our members, and I am pleased to reaffirm that we are both financially and reputationally well placed for the future.

Demand for cruising continues to grow, while the mix of vessels and their planned itineraries makes the immediate future more challenging for some and brings levels of uncertainty for others, this really does present the ACA with a platform to build a stronger future. I again encourage you to reach out if you have ideas on how we can work together for further sustainable improvement.

I offer my personal and professional thanks to all ACA members, the ACA Board of Management and our CEO for your ongoing support, comradeship and dedication during another tumultuous year of engagement. Together we are capable of delivering a stronger and more resilient industry that can deliver for our organisations, our customers and our communities and I look forward to working with you all to achieve our collective aims.

Yours sincerely

A handwritten signature in black ink, appearing to read "Philip Holliday", with a large, stylized flourish underneath.

Mr Philip Holliday
Chair
30 June 2024

The Australian Cruise Association is a peak cruise industry association with the mission to realise the region's potential as one of the world's leading cruise destinations, advancing cruise as a sustainable and vital pillar of Australia's visitor economy.

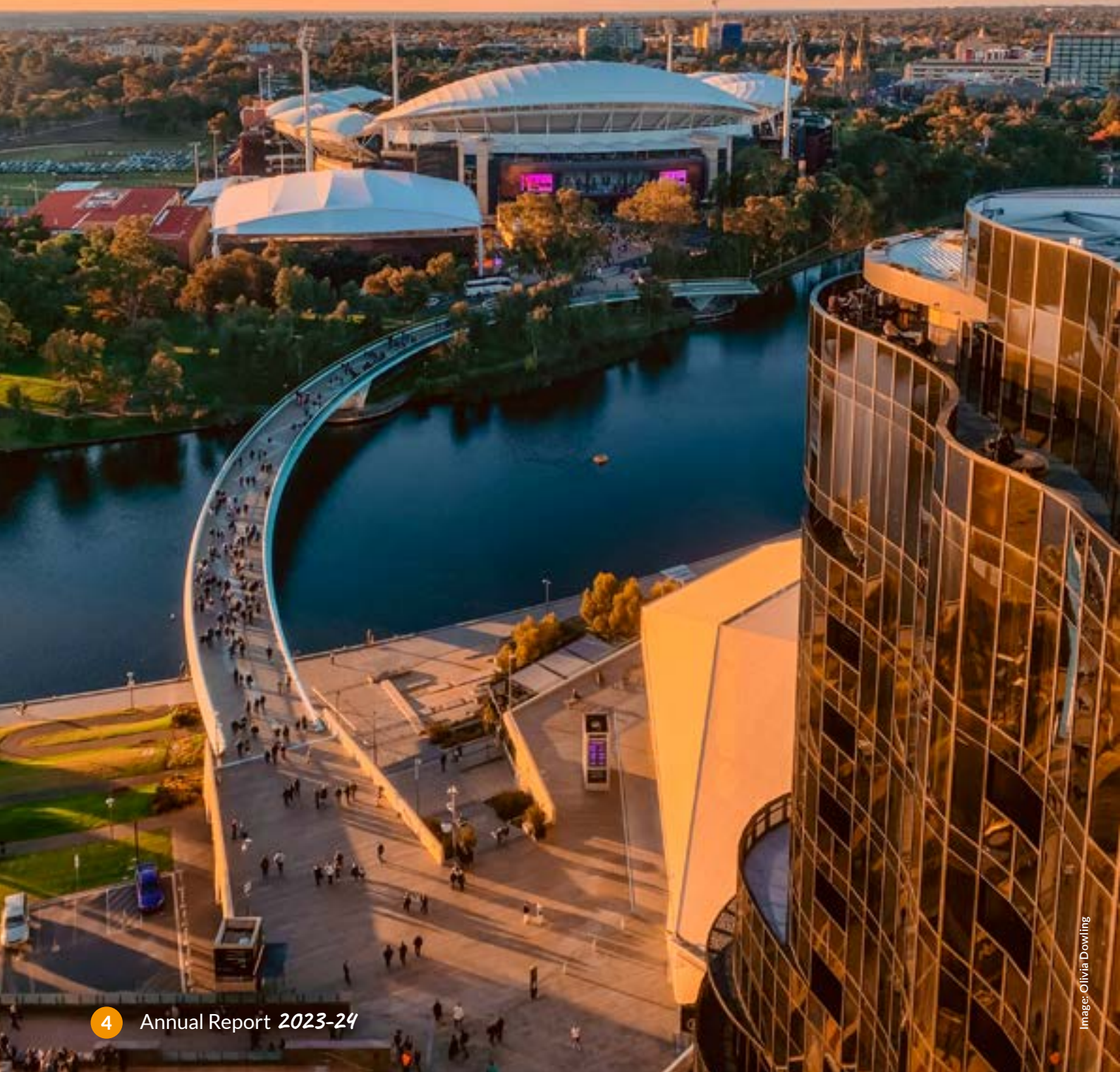




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Realise the region's potential as one of the world's leading cruise destinations.





Charter

Australian Cruise Association (ACA) is the co-operative marketing brand for cruise destinations and service providers to the cruise industry in Australia and the South Pacific.

The Australian Cruise Association is a non-profit incorporated association formed in 1998.

The Australian Cruise Association is a membership organisation comprising Australian ports, tourism agencies, cruise lines, shipping agents, inbound tour operators and companies associated with the cruise shipping industry in Australia and the South Pacific.

Vision

Advance cruise as a sustainable and vital pillar of Australia's visitor economy.

Mission

The Australian Cruise Association is a peak body representing the cruise shipping industry in Australia to realise the region's potential as one of the world's leading cruise destinations.

Objective

To influence cruise and charter operators to develop itineraries to increase cruise visits in Australia. To achieve this, ACA has set itself the following three (3) key objectives:

1. Marketing
2. Advocacy
3. Partnerships



Chief Executive Officer's Report

As the world of cruising began to normalise post-pandemic, Australia experienced our most successful and vibrant season on record. Cruise line calls to our diverse range of ports and anchorages increased compared to previous years, and both passenger and crew numbers soared, immersing themselves in our destinations.

A highlight of the year was the arrival of new ships and operators in our region. Virgin Voyages and Disney Cruise Line joined the scene, bringing joy to both young and old. Celebrity Edge made her maiden season to our shores, showcasing premium products with cutting-edge technology. In the expedition space, Seabourn Pursuit and Scenic Eclipse II demonstrated how cruise journeys can take guests to the most remote destinations while fostering partnerships and education focused on sustainability.

Our annual voyage to the USA for sales calls and Seatrade Cruise Global was a resounding success, with our largest "Team Aus" attending a record number of meetings. The feedback from cruise lines on the 2023/24 season was overwhelmingly positive, with operations resuming the delivery of the services and destination experiences for which Australia is renowned.

In 2023, an impressive 31.7 million people took to the seas. Predictions suggest that 34.1 million will cruise in 2024, and by 2025, this number is expected to reach 36 million. The average age of cruisers has dropped to 46, with 82% indicating they plan to cruise again. The power of brand loyalty and repeat cruisers is enormous. With 56 new ships scheduled to enter the market by the end of 2028, all continuing to push the boundaries of design, technology, accessibility and environmental sustainability, the supply appears to be keeping pace with extraordinary consumer demand.

Welcoming twelve new members to the Association, we rolled out ongoing education workshops and familiarisation programs across the country. There is always more to be done in educating and welcoming new operators and destinations to the benefits of cruise, and together we can

continue to grow the sector.

Key achievements:

- Successfully delivered a record attended conference in Wollongong from 30 August – 1 September 2023.
- Welcomed our Membership and Events Consultant. The addition of this role has enabled the Association to grow membership engagement through education events, family programs, and strategic marketing activities.
- Delivered invaluable industry workshops and family programs nationwide.
- Presented at New Zealand Cruise Association Conference, Tahiti Cruise Forum and Tourism Fiji Cruise Symposium on the importance of regional collaboration.
- Participated in the Visitor Economy Industry Stakeholder Group,



meeting regularly with the Federal Minister of Tourism and the Austrade team.

- Attended Seatrade Cruise Global in Miami, 8-11 April 2024, with a record “Team Australia” delegation, welcoming PNG back to the exhibition and Fiji for their first time.
- Represented Australia in two conference sessions: I participated in “The Asia/Australasia Spotlight” discussion alongside industry leaders, while Renata Lowe (Tourism WA) shared insights on the Kimberley in the “Warm Water Expeditions and Unchartered Destinations” session.
- Attended Seatrade Cruise Europe and held meetings with European cruise lines that do not attend Miami.
- Continued to drive outcomes from our tripartite agreement with Tourism Australia (TA) and CLIA.
- Participated in Ports Australia “Friends of Ports” event at Parliament House.
- Advocated in various forums, including the Thrive 2030 consultation process, focusing on key areas such as the review of the Coastal Trading Act, simplifying

permits for operators, infrastructure investments, shore power feasibility, alternative fuels, seamless ABF services, and increased investment in international marketing and data collection.

- Worked with CLIA to deliver the 2022/23 Economic Impact Report, using it to advocate the importance of the sector to the Government.
- Continued to refine and implement our strategic plan.
- Contributed to the ATEC National Guides Advisory Group, aiming to increase the number of guides in Australia and enhance training levels.
- Held six board meetings across member destinations, focusing on sustainability and showcasing advancements in cruise technology, with events onboard Quantum of the Seas and Scenic Eclipse II.
- Continued to engage Barking Owl Communications to showcase the significance of the cruise sector to the Australian visitor economy, as well as promote our members on a global stage.

The ACA Board of Management has continued to drive the strategic direction of the Association, dedicating

increased resources to membership engagement and minimizing financial reliance on the EMDG grant scheme. The growth in membership, coupled with sound financial management, has resulted in the Association’s robust financial position.

Looking ahead, our challenge remains ensuring that Australia and our broader region continue to deliver exceptional cruise passenger experiences in an increasingly competitive world. At the same time, we must collectively meet sustainability targets, such as advancing shore power accessibility and alternative fuel supplies, within a positive operating environment.

Our strong membership base is essential for continued advocacy within State and Federal Governments, and I look forward to another year of shaping a positive future for the cruise industry.

Jill Abel
Chief Executive Officer

Cruise Shipping Overview



It is all upwards and onwards!

In 2019, 30 million passengers took a cruise. This figure grew to a whopping 31.7 million passengers in 2023. It is predicted that 34.1 million will cruise in 2024, and by 2025 that number will increase to 36 million. The average age of cruisers has now dropped to 46 and 82% of cruisers say they will cruise again. The power of the brand loyal and repeat cruiser is enormous. The Economic Impact of the cruise industry in 2023 was \$137 billion, with 1.2 million jobs in the cruise industry globally.

56 new ships will enter the global market by the end of 2028, all of which will continue to push the boundaries of design, technology, and environmental sustainability. The total investment

is an enormous 38 billion USD. NCL announced 8 new ship builds.

Of the current global fleet, 34% of ships fit into the “small category”, 39% in the “mid-range” and 28% carrying more than 3,000 guests and crew.

Shore power continues to be a key topic of discussion with the Port of Miami opening its first shore power berth this year. 34 ports in total worldwide (less than 2% of global ports) have shore power capability. There is still a lot of work to be done in this space as the cost of fuel is in many situations cheaper than the cost of the shoreside electricity. Despite this, shore power capability is an integral part of reaching net zero. The supply of sustainable marine fuels is also a part of this story

which requires supply and accessible pricing into the future.

Accessibility for cruise guests is a real focus, with 16% of all cruisers having accessibility requirements. Matching the expectations and experiences from onboard the ship to the shoreside is critical.

A challenge for Australia will be the decarbonisation goals and compulsory carbon calculations. This will see shorter trips that burn less fuels become a preference, and will create a challenge to get the balance right between the number of port calls in an itinerary whilst still delivering the passenger experience in discovering new places.

State Reports

New South Wales

The NSW summer cruise season for 2023/24 was one of the busiest on record, including 27 maiden calls to the state.

Virgin Voyages and Disney Cruise Line were among 13 maiden calls to Sydney, with eight to Eden and six to Newcastle.

Sydney is Australia's cruise gateway and was once again awarded Best Australian Cruise Port in the Cruise Passenger Readers' Choice Awards 2023. The NSW 'Blue Highway' also features vibrant regional ports including Eden and Newcastle.

The cruise industry made a vital contribution to the NSW visitor economy in 2023/24 in terms of onshore passenger spend, supply chain jobs and provisioning services.

Destination NSW research shows approximately 20% of cruise visitors return independently to ports they visit on cruises, highlighting the long-term uplift that cruise shore experiences deliver to regional visitor economies.

In Eden, cruise ship arrivals were up more than 20% compared with the previous summer season. There were 40 ship visits, which brought more than 70,000 passengers and 30,000 crew into the state's largest regional cruise port. The arrivals injected an estimated \$19 million into the region's visitor economy.

Newcastle saw 16 cruise ship arrivals, more than 20,000 passengers and 10,000 crew sail into its port during the season, injecting more than \$6 million into the region's visitor economy.

Destination NSW invested in industry resources during 2023/24 that help NSW visitor economy businesses create world-class shore excursions for cruise passengers.

The 2024 Destination NSW Cruise Ready Workshop series included sessions in Eden and Newcastle, with visitor economy stakeholders joining Destination NSW and cruise industry experts to learn more about the shore excursion opportunity at or around NSW cruise ports.

The full-day Cruise Ready Workshops focused on maximising bookable experiences, including learning about the cruise distribution network, markets and demographics; how to create cruise shore excursions; and Destination NSW cruise resources and support.

Destination NSW is a Platinum State Tourism Organisation member of the Australian Cruise Association and a Gold Executive Partner of Cruise Lines International Association (CLIA).

As a member of the Australian Cruise Association (ACA), Destination NSW was proud to attend the ACA Conference and AGM in Wollongong in September 2023. The conference was last held in NSW in 2016, when Sydney hosted the association's 20th anniversary event.

Destination NSW hosted pre-conference familiarisation visits for key shore excursion decision makers. Activities included a Sydney Harbour walking tour with Australia by Nature (previously known as Trip Slow), an Art Gallery of New South Wales visit, a Glenburnie Orchard cider tasting, a Pinot Masterclass at Centennial Vineyards, a trip to Illawarra Fly Treetop Adventures for zipline activities and a treetop walk, a beachfront ride with South Coast Bike Hire and an opportunity to view the Illawarra from the skies via a Touchdown Helicopters flight.

Destination NSW also proudly showcased NSW food and wine through its sponsorship of the ACA Conference Gala Dinner.

Throughout the year, Destination NSW attended major international cruise

conferences including Seatrade Cruise Global and Cruise 360.

In November 2023, Destination NSW supported Virgin Voyages' maiden arrival of Resilient Lady into Sydney with a unique media moment. Sir Richard Branson welcomed the Resilient Lady into Sydney Harbour from the top of the Sydney Harbour Bridge on its first Australian stop.

Destination NSW distributed content from the stunt to media globally, putting Sydney in headlines around the globe as a cruise destination. The PR activity resulted in 412 media pieces with a reach of 27.6 million and an advertising value of \$2.05 million.

The NSW Government's strategic positioning of NSW as a premier cruise destination, coupled with the state's diverse attractions, world-class infrastructure and focus on sustainability will ensure a bright future for the sector in 2024/25.

Victoria

The Melbourne and Victorian cruise season was extremely strong with a record 148 cruise ship visits for the season. The Victorian tourism industry embraced the return of cruise ships, with new products coming on board to meet the demand.

Melbourne, the gateway to the state, saw both transit and turnaround visits between October 2023 and June 2024. There was a record 129 cruise ship arrivals into Melbourne this season. Phillip Island welcomed 10 ships, with Geelong seeing five ship visits, and Portland receiving four ships.

The season commenced with the Coral Princess' visit in October 2023 and concluded with the Pacific Explorer in June 2024, a late call to Melbourne.

Carnival Australia brought two ships to Melbourne, the Pacific Adventure and Carnival Splendor for the Melbourne Cup Carnival.



There were two international cruise lines that made inaugural visits to Australia in 2023/2024 and used Melbourne as their home port for the season. These were Disney Cruises and Virgin Voyages. The Disney Wonder arrived in December and called a total of nine times over the season. The Resilient Lady arrived in December and made 13 calls over the season.

Disney will return and home port in Melbourne in 2024/25, whilst Virgin Voyages advised they will not return to Australia for the next season due to global tensions in the Middle East.

Prior to the commencement of the cruise season, Visit Victoria in conjunction with the Australian Cruise Association, Cruise Lines International Association, Carnival Australia, Royal Caribbean, Intercruises and Akorn undertook a number of cruise workshops across Geelong, Portland and Melbourne. Approximately 170 Victorian tourism industry businesses attended the workshops and heard from cruise industry leaders. A familiarisation tour of Geelong and the Bellarine, Portland and Melbourne was also undertaken by the group.

Tasmania

Cruise continues to be an important contributor to the overall success of Tasmania's visitor economy, including dispersing cruise visitors and visitor expenditure into regional areas.

The season commenced on 20 September 2023 and concluded 23 April 2024. The economic contribution to Tasmania from cruise is estimated to be approximately \$140 million, from 146 port calls and 352,203 cruise passenger days in port. The economic boost is shared across the state, with port calls in Hobart, Burnie and Port Arthur as well as some regional ports.

Highlights included the maiden seasons for Disney Wonder who visited Hobart eight times, and Virgin Voyage's Resilient Lady who visited Hobart and Burnie 10 times each. Other maiden visits were made by Royal and Grand Princesses, Viking Sky and Azamara's Journey and Onward. Hobart hosted 32 overnight visits and 24 double ship days, including Christmas Day, and Ponant made a 4-night port call in Hobart over New Years Eve.

Coral Discoverer once again ran a successful seasonal operation,

homeporting in Hobart from January to March with seven turn arounds during the period.

Tourism Tasmania released a comprehensive How To Work With Cruise Guide to support tourism experience operators and retailers get started in the cruise market. The guide is available at tourismtasmania.com.au/industry/cruise_tourism

The 2024/25 season will be slightly down on 2023/24 with the departure of Resilient Lady from our shores, however Tasmania is still looking forward to 141 port calls this season. We are excited to be working with our regional tourism organisations and shore excursion operators to develop new shore products and itineraries around Hobart, Burnie and Port Arthur. This activity will be supported by a major familiarisation of 10 cruise product managers set for early October and Tasmanian experience workshops occurring through October and November.

South Australia

South Australia continues to grow in cruise visitation, The 2023/24 season welcomed a record number of



Image: South Australian Tourism Commission

arrivals, with 122 visits across the state including 45 calls to Adelaide, 25 to Kangaroo Island, 10 to Port Lincoln and a significant increase in expedition calls, with 42 visits across the States' regional coastlines. With over 208,000 passengers and crew, 26,785 shore excursions, South Australia remains a destination of choice for visiting cruise lines.

In the most recent season, we welcomed a number of cruise ships for the first-time, including Royal Caribbean's Brilliance of the Seas, Ambassador's Ambience, AIDA Cruises' AIDAsol, and Celebrity Cruises' Celebrity Edge – the first visit to our state by the Celebrity Cruises line. We also saw Kangaroo Island welcome its first Royal Caribbean ship and Port Lincoln welcome Cunard's Queen Elizabeth for the first time ever.

South Australia continues to offer their highly regarded Cruise Ship Welcome Program, whereby over 100 volunteers across the three major ports provide a friendly welcome and visitor information for passengers and crew. The South Australian Tourism Commission (SATC) Cruise Team and partners also supported a number of cruise related activations such as the Penneshaw

Cruise Day Markets, Port Lincoln foreshore activations and the Port Adelaide hop on hop off bus.

The SATC continues to work with cruise lines and Inbound Tour Operators to ensure the best products and experiences are included in shore excursion programs and are being offered to passengers.

The collaborative efforts between the SATC and Flinders Ports continues to deliver seamless operations at the cruise terminal, and discussions are ongoing to identify gaps in infrastructure and further develop port capabilities to suit the needs of prospective cruise lines.

South Australia continues to enhance its cruise offerings with new products and experiences to support the continued growth of cruise ship visits and the regional dispersal of passengers. This includes fostering partnerships with the Australian Cruise Association, Cruise Line Industry Association and trade partners to position South Australia as a top choice for cruise itineraries. The state is leveraging the global trend towards safe, affordable and all-inclusive cruise holidays to increase homeport itineraries from Adelaide and boost

overnight stays, driven by rising demand for domestic itineraries.

Additionally, there are increased opportunities for travel agents to offer segmented cruise itineraries passing through South Australia. Collaboration with industry partners aims to expand the variety and number of pre and post-touring packages, introducing new destinations such as the Limestone Coast, Eyre Peninsula, and Fleurieu Peninsula to enhance regional dispersal. Expedition cruising along South Australia's regional coastlines is also being promoted to further attract tourists and diversify the state's cruise offerings.

Our State looks forward to welcoming the ACA's 26th National Conference in Adelaide from 4-6 September 2024. This event will bring together Australian Cruise Association members, international cruise line speakers, cruise and tourism operators and showcase the best of Adelaide and South Australia.

Western Australia

Cruise ships docked in Western Australian ports more than 150 times in the 2023/24 cruise season, creating



more than 1,000 local jobs across the cruise, tourism and hospitality industries.

In July 2023, Tourism WA hosted its seventh annual WA Cruise Exchange (WACE), providing a forum for industry leaders to meet with WA port destination representatives and learn about the exciting new range of onshore activities and excursions on offer in Western Australia.

WACE 2023 was particularly significant, with Tourism WA's Western Australian Cruise Tourism Strategic Plan 2023-2033 being launched at the event. The Strategic Plan prioritises enhancing onshore activities and experiences for visitors, as well as attracting new cruise lines to WA, expanding WA itineraries, and further developing marine infrastructure across the state.

The WACE event attracted a host of

representatives from leading cruise lines including Ambassador Cruise Line, APT Travel Group, Carnival Australia, Coral Expeditions, Luxury Expeditions, MSC Cruises, Ponant Yacht Cruises, and Royal Caribbean Group.

Ground handlers, shipping agents, and representatives from peak cruise industry bodies also attended, including the Australian Cruise Association, Cruise Line Industry Association, and Tourism Australia.

Fremantle delivered a successful cruising season in 2023/24 with 31 visits, six turnarounds, a record 18 individual ships visiting with a total of 57,000 passengers. A particular highlight of the season was Virgin Voyages Resilient Lady maiden call to Fremantle.

In April 2024, the State Government announced \$35.5 million for wharf works at Fremantle Port to strengthen berth decking, and for major fender

upgrades at the Fremantle Passenger Terminal. The upgrades will allow the Passenger Terminal to continue to service the burgeoning cruise industry, cater for the larger visiting ships and continue to bring visitors to Fremantle.

Broome and the broader Kimberley region are considered Australia's premier expedition cruise destination. The region experienced its largest ever expedition cruise season in 2023/24, including visits from Australia's Coral Expeditions, as well as Lindblad National Geographic, Ponant, Scenic, Seabourn, Ponant, and Silversea, along with quality micro-cruise operators.

In February 2024, The Australian Government announced that the Port of Broome was able to progress planning for First Point of Entry status. The Kimberley Ports Authority is now working with other agencies including Australian Border Force and the Department of Agriculture,

Fisheries and Forestry on the design and development of essential security and biosecurity infrastructure, and a resourcing plan to facilitate international vessels and cargo arriving in Broome.

Critical to growing WA's cruise sector is developing and building vital supporting infrastructure. The new floating Kimberley Marine Support Base at the Port of Broome has begun construction and is expected to be completed and fully operational by late 2025, providing complementary facilities for maritime trade and tourism.

The new marine facility will have the capability to accommodate calls from the largest cruise vessels visiting Australia – creating even more opportunities for the growth of cruise tourism in WA.

In June 2024, the Kimberley welcomed the Seabourn Pursuit's maiden voyage in Australian waters, with six Kimberley itineraries scheduled across the 2024 season, increasing to 14 next season. In a world-first for the cruise industry, the Wunambal Gaambera Traditional Owners were named as godparents of the Seabourn Pursuit, a sign of Seabourn's enduring commitment to an Aboriginal community that this ship will visit. A special naming ceremony was held on Ngula Jar Island along the remote Kimberley coastline on 29 June to mark the occasion.

Recent research into our key global tourism markets indicates that the worldwide appeal of Western Australia as a dream holiday destination offering once-in-a-lifetime and unforgettable experiences continues to increase.

Western Australia's global tourism brand – Walking On A Dream – promotes this 'spirit of adventure' and captures the inspirational and aspirational nature of our State, and will support the continued growth of the cruise industry in Western Australia.

Northern Territory

A total of 105 cruise and expedition ships, carrying approximately 44,000

passengers, visited Darwin throughout the 2023/24 season, making it the Territory's largest cruise ship season yet and contributing a massive \$65 million into our economy.

Darwin Port received 11 maiden voyages, with some special welcome events coordinated with the large ships arriving in Australia for the first time. Larrakia Nation welcomed the sailors and crew from Virgin Voyages Resilient Lady with a Saltwater Welcome to Country in the Darwin Waterfront saltwater lagoon, followed by a smoking ceremony on the beach. Passengers and crew on Celebrity Edge were treated to a Welcome to Country and traditional dancing from Larrakia Nation on-board upon arrival in Darwin, as well as a smoking ceremony and didgeridoo performance outside the cruise ship terminal. Yolngu woman Rachel Baker, founder of Australian Woven Connections, joined Celebrity Edge in Darwin for the onward voyage to Sydney, delivering Aboriginal weaving workshops on-board to women from around the world.

Royal Princess, carrying over 3500 passengers, was the largest ship to arrive during the season and provided a huge boost to local business during what is traditionally our low season for tourists.

We then saw the arrival of three maiden expedition ships. This was a significant milestone for the Territory's cruise industry with Scenic Eclipse 2, Silver Cloud and Seabourn Pursuit all home porting in Darwin from 2024 as they embark on new itineraries across the Kimberley.

Home porting enables cruise passengers to explore a little further afield with pre and post cruise itineraries being created to support greater passenger dispersal across all regions of the NT.

With interest in the NT coastline increasing, Tourism NT engaged PwC Indigenous Consulting to undertake

work to better understand Aboriginal cultural tourism experiences for expedition cruise ships along the NT coastline. From this project, we will gain an understanding of the opportunities available to the communities and the development work needed to be undertaken to support their aspirations and ensure sustainable future growth.

In May 2024, Darwin Port completed a stunning mural, visible to visiting ships, on the side of an administration building at the cruise ship terminal. The artwork features a sea eagle, one of the Larrakia totems, overlaid on a design created by local artist Sarrita King, and provides an introduction to the incredible street art passengers can experience throughout Darwin city.

Tourism NT, in partnership with Tourism Top End, hosted the 2024 Northern Territory Cruise Forum – a sea of opportunity. The forum was attended by over 80 local stakeholders who enjoyed interactive presentations from the Australian Cruise Association (ACA), Carnival Australia, and Silversea. A very informative panel session hosted by ACA allowed further insights into what cruise lines are seeking in shore excursions and pre and post cruise itineraries.

The cruise line representatives were hosted on pre-forum fam to experience some of the products available in Kakadu National Park and West Arnhem Land. Tourism NT has also showcased Katherine, Nitmiluk National Park, Finnis River and many other stunning regional areas to cruise line representatives as we seek to enhance the pre and post cruise itineraries being offered by the ships.

Tourism NT trialled the provision of a complimentary shuttle bus service for cruise ships with over 1000 passenger capacities this season in order to gain a better understanding of the demand of this service as well as passenger movements throughout their time onshore. This service was well received by the passengers, with data and feedback enabling informed decisions in



terms of the level of support required to ensure the viability of future services.

The cruise tourism working group, chaired by Tourism NT, continued to meet quarterly. The welcoming environment experienced by the arriving passengers and crew is a testament to the ongoing commitment of Darwin Port, the Top End Visitor Information Centre, City of Darwin, Activate Darwin, Darwin Waterfront Corporation and the Darwin City Retailers Association.

Queensland

Interest in cruising in Queensland continued to grow throughout the 2023/24 season. Queensland-only cruises are now well entrenched, encouraging passengers to stop and enjoy many more parts of our coastline – from the iconic Great Barrier Reef, the stunning Whitsunday Islands, the tropical paradise of Cairns and the vibrant cities of Brisbane and the Gold Coast.

The Great Barrier Reef is the most sought-after excursion on the cruise passenger's itinerary. The importance to the Queensland economy cannot be understated; we will work with cruise

lines and passengers to conserve and explore the wonderful Great Barrier Reef - the world's largest living natural wonder. It is home to so many water species, but is also somewhere people travel from around the world on cruise ships to visit, which supports tens of thousands of jobs here in Queensland. We want people to be passionate about protecting the reef and the way to get passionate about it, is by seeing it.

As more and more cruise passengers want to see and feel what Queensland has to offer, so too is the cruising industry growing, with Queensland now offering 22 ports and anchorages from Mornington Island on the NT/QLD border, Thursday Island in the far north to Brisbane and Moreton Island in the south.

Queensland welcomed cruise ships to:

- Anchorages off Mornington Island, Thursday Island, Lizard Island, Willis Island, Cooktown and Port Douglas;
- Cairns Port Terminal and Yorkeys Knob anchorage (111,431 passengers);
- Port of Townsville;
- The Whitsundays' two anchorage points (155,417 passengers);

- Anchorages off Great Keppel Island, Dunk Island, Heron Island, Lady Musgrave Island and Lady Elliot Island;
- Anchorages off K'gari and the Fraser Coast;
- Mooloolaba anchorage;
- Moreton Bay/Tangalooma ((102,771 passengers); and
- Brisbane International Cruise Terminal (277,088 passengers).

These destinations provide dedicated welcome activities including markets, guided tours and access to unique local experiences that cruise passengers can enjoy in Queensland, such as interacting with Aboriginal and Torres Strait Islander cultures, exploring national parks, engaging in water sports, and indulging in local cuisine.

The future is bright with port infrastructure improvements planned and a key action over the next three years being the development of a holistic value proposition of the cruise sector for Queensland and its regions. Government and industry are also working together to maximise the sector's leverage and opportunity in the leadup to the Brisbane 2032 Olympic and Paralympic Games.

Board of Management 2023-24



Philip Holliday Chair | Port Authority of NSW

Term expires 2024

Since December 2019, Philip has led Port Authority of New South Wales, as CEO and Director, in managing the navigation, security and operational safety needs of commercial trade and cruise shipping in Sydney Harbour, Port Botany, Newcastle Harbour, Port Kembla, Eden and Yamba.

Philip joined Sydney Ports Corporation in May 2011 as Executive General Manager, Operations and Harbour Master. In 2014, he then became Chief Operating Officer and Harbour Master, Sydney following the amalgamation of the Sydney, Newcastle and Port Kembla port corporations.

Philip has spent his entire career in the shipping and ports industries, starting as a 16-year-old cadet when he joined Ropner Shipping Services and later moving to Souter Shipping where he gained his Class 1 (FGN) Masters certificate.

In 1998, Philip joined the UK's largest port operator, Associated British Ports (ABP) in a port operations role. Following a number of roles within ABP he became the Harbour Master for the ABP Port of Southampton and the Marine Advisor for the group's 21 UK ports.



Brendan Connell Deputy Chair | Port of Brisbane

Term Expires 2025

Brendan has led the Port's Corporate Relations function since 2017 and has recently added Sustainability to his responsibilities.

With an emphasis on building partnerships with stakeholders, Brendan will oversee the Port's ambitious and industry-leading Sustainability agenda, along with planning and implementing the Port's communications initiatives, its interaction with local and regional communities, and its strategic interaction with customers and Government.

Brendan has also played a leading role in the development and operation of the Brisbane International Cruise Terminal, which has just completed a highly successful first season. Brendan interacts with key government and industry stakeholders, including cruise lines, to ensure the facility operates efficiently and maximises opportunity for the sector.

Brendan has over 20 years' experience across media, government and communications sectors, has previously served as a Senior Advisor to a Deputy Prime Minister, two Premiers, and a Deputy Premier, and holds a Bachelor of Journalism from QUT.



James Coughlan Treasurer | Shorex Australia

Term Expires 2025

With close to 25 years' experience in cruise James has held several positions both on land and at sea.

Having spent 10 years at sea for Crystal Cruises travelling to over 100 countries provided James with a clear picture of what the cruise traveller and cruise lines are looking for in their shoreside experiences.

Over the last 11 years James lead the Shore Excursion team at Inter cruises and has been pivotal in the growth and delivery of the Australian shoreside experiences in all of the ports in Australia. Most recently James has started his own business in "Shorex Australia" where his team will be servicing the cruise industry to deliver exceptional service while supporting the local stakeholders to maximise their opportunity from this industry.

Having sat on numerous committees and boards as well as being a current judge for the Queensland tourism awards combined with his vast cruise experience will allow James to support the ACA board to continue their amazing work for the members and the greater cruise industry in the region.



Andrew McKinnon Board Member | South Australian Tourism Commission

Term expires 2025

Andrew has more than 10 years' experience in the tourism industry. This includes his current role as Senior Manager of Cruise, Aviation and Access at the South Australian Tourism Commission.

Andrew is an energetic and innovative tourism professional dedicated to the growth of tourism in both South Australia and into the broader Australian tourism industry.

Andrew has played a lead role in the development and management of the cruise industry in South Australia. Providing advice and guidance to industry partners, regional tourism bodies and operators to ensure they are working in partnership and delivering to expectations of cruise lines.

A proven leader, Andrew spearheads strategic objectives that elevate the state's appeal while ensuring sustainable growth.

With a professional history of management and leadership Andrew has developed sound commercial acumen as well as a diverse skill set in strategic planning, sales, marketing, communications, financial management, people management and formed very strong government and industry relationships.



Kristy Little Board Member | TasPorts

Term expires 2024

Kristy has over 15 years' experience in marketing and business development roles within the tourism sector. This includes her current role as Senior Commercial Manager Customer Engagement and Cruise for TasPorts, where she has found her professional passion for the cruise industry during her twelve-year tenure.

Since joining TasPorts, Kristy has overseen the strategic development of the cruise portfolio for Tasmania's key cruise ports and has managed the segment through a period of monumental growth for the state.

Kristy has played a key role in guiding the development of TasPorts' port infrastructure and services in line with the evolving needs of cruise operators, whilst providing oversight on strategic and operational planning for cruise ship visits. A critical element of Kristy's current role is creating and maintaining valuable and constructive relationships with industry and stakeholders, as well as developing business growth opportunities for the cruise segment within Tasmania.

Kristy's unique experience gives her a diverse and balanced understanding of the cruise segment, from both the port operations and infrastructure standpoint, as well as from the tourism perspective.



Karlie Cavanagh Board Member | Inchcape Shipping Services

Term expires 2025

Karlie brings extensive experience and a profound operational insight into the realm of Australian Cruise ports and their unique demands. Having spent the last eight years as a key member of the Inchcape Shipping Services team, Karlie has held the pivotal role of Australian & South Pacific Cruise Operations Manager. In this capacity, she orchestrates seamless collaborations with ports, principals, and vendors across the Australian coastline.

Boasting an intimate understanding of all major cruise destinations in Australia, as well as several lesser-known locales, Karlie's focus remains steadfast on enhancing the overall experience for guests, vessels, and crew within the Australian cruise industry.

Karlie's expertise is enriched by her historical tenure with the Sydney Port Corporation, where she contributed significantly to port operations. Moreover, her background as a Master at Captain Cook Cruises on Sydney Harbour has provided her with hands-on knowledge of the maritime domain.

Driven by an unwavering passion for the cruise sector and a relentless commitment to precision, Karlie's involvement with ACA underscores her invaluable operational prowess. Her role within the committee lends a practical expertise that will undoubtedly bolster the growth and evolution of the Australian cruise industry.



Shayne Murray Board Member | Cruise Broome

Term expires 2024

Self-employed business proprietor who for many years has had a focused interest in the Cruise, Transport and Tourism industries in Western Australia.

Shayne has lived in Broome for the past 15 years and started up the business Broome Transit, a Coach and Bus Company dedicated to transporting crew and passengers between the airport, port and hotels for the cruise and Oil and Gas Industry as well as providing local tour product and programs for the cruise industry.

Other business interest includes Cellfied International, an online program that treats Dyslexia and reading disabilities which is delivered in major countries around the world. Shayne also invested and assisted with the incorporation and development of the new Australian ground handler Shorex Australia Pty Ltd in August 2023.

Community interests in Broome include Chairman Cruise Broome, a seat on the Western Australian Tourism Cruise Committee and the recent completion of a two year term on the Australian Cruise Association Board of Management.

Shayne was also integral in the establishment of Cruise Broome, created to establish relationships with cruise ship companies and agents, charged with the forward planning and development of the cruise ship industry in Broome. In collaboration with Tourism Western Australia, Cruise Broome represents the key business within the Western Australian cruise shipping strategy to open pathways of increasing cruise ship visitation to Broome.



Jill Abel Chief Executive Officer

July 2005 to June 2025

Jill commenced her work in the cruise industry in 1995 when she became a consultant to Hobart Ports (now Tasports) looking after the operational aspects of the cruise ship visits. The position developed to include the Executive Officer role of Cruise Tasmania, marketing the state as a cruise ship destination. Jill worked in this role for ten years until 2005.

In February of 2005 Jill was appointed General Manager of Australian Cruise Association, the peak industry marketing body and in 2015 appointed as Chief Executive Officer. Australian Cruise Association is responsible for the marketing of Australia and the Pacific to the cruise ship industry.

Jill manages the marketing initiatives of the member based organisation that includes international sales missions, attendance at international cruise events, website development, membership development and representation, brochure production and media.

Jill is responsible for the management of the Economic Impact Study, presented annually, identifying the benefits of the Australian Cruise Ship Industry. Jill represents Australian Cruise Association on a range of Federal Government working committees working with the whole of industry to address current and future issues and is also the secretary of the organisation.



Dominic Mehling Tourism Australia – Observer

Dominic acts as the primary link between domestic tourism products and regions, and Tourism Australia, the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. With 20 years of industry experience, Dominic has a background in hotel and resort sales and marketing for brands including 'Hayman Island', 'One&Only Resorts' and 'Atlantis'. He also has experience in front-of-house hotel operations for brands including Langham, Accor and Westin.

Board of Management 2023-24

Board of Management Meetings

The Board of Management held the following meetings:

168		27 July 2023	Melbourne
169	AGM	1 September 2023	Wollongong
170		11 September 2023	Teams
171		7 December 2023	Sydney
172		21 February 2024	Brisbane
173		9 May 2024	Darwin

Committees and Sub-Committees

Listed below is the allocation of responsibilities for the committees and sub-committees for the 2023-24 year.

Committees

Board of Management

Responsible for:

- Rules of Association
- Financial Delegation
- CEO's contract
- Membership and Events Consultant Contract
- Strategic Planning
- Succession Planning
- Legal and Property matters

The Executive – Chairman, Deputy Chairman and Treasurer

Rule 40

Chief Executive Officer – Jill Abel

- Secretary of the Association
- Seatrade Cruise Global Convention
- Global Sales Missions
- Government Liaison
- Economic Impact Study
- Management Committee meetings
- Media Spokesperson
- Education

Membership and Events Consultant – Natalie Godward

- Conference and AGM
- Website Management
- Travel Programs/Familiarisations
- Membership Development

Sub Committees

Rule 39

Sub Committee 1

Chairman Philip Holliday and Deputy Chairman Brendan Connell

- Leadership
- Governance
- Political Liaison
- Media spokesperson
- Succession Planning

Sub Committee 2

Shayne Murray and Brendan Connell

- Annual Operating Plan
- Risk Management Plan
- Rules of Association
- 3 year Strategic Plan

Sub Committee 3

Treasurer James Coughlan and Chairman Philip Holliday

- Financial Management and Reporting
- Budget
- Insurance

Sub Committee 4

James Coughlan and Andrew McKinnon

- Membership and education
- Industry forums

Sub Committee 5

Brendan Connell and Jill Collins

- Communications strategy
- Implementation of Public Relations plan

Sub Committee 6

Kristy Little, Natalie Godward, Karlie Cavanagh, Tess Barmore and Jill Abel

- Annual Conference and AGM

Sub Committee 7

Karlie Cavanagh

- Annual Report

Sub Committee 8

Andrew McKinnon

- State Tourism Organisation co-ordination

Sub Committee 9

Brendan Connell, Karlie Cavanagh

- State Ports Organisations co-ordination

Attendance at Board of Management Meetings

Record of attendance at scheduled Board of Management meetings:

Member	Meetings Attended	Meetings Eligible to Attend
Philip Holliday	6	6
Brendan Connell	6	6
Kristy Little	5	6
Karlie Cavanagh	6	6
Shayne Murray	6	6
James Coughlan	5	5
Andrew McKinnon	5	5
Scott Lovett/ Samantha Waldron	1	1
Joanne Brown	1	1
Jill Abel	6	6
Natalie Godward	5	5
Dominic Mehling	5	5

Project Reports

Strategic Planning

We maintained a strong focus on the 2023-2025 Strategic Plan, ensuring continuous alignment with our organisational goals. In 2024, we implemented ongoing updates to both our annual operating and marketing plans, enhancing our ability to adapt to evolving market conditions and capitalise on new opportunities.

2023-25 Strategy



2023-25 Annual Operating/Marketing Plan

	LEVER 1 MARKETING	LEVER 2 ADVOCACY	LEVER 3 PARTNERSHIPS	ENABLER 1 MEMBERSHIP	ENABLER 2 RESEARCH & INSIGHTS
2023-24 GOAL	Cruise featuring broadly within Australia's overall tourism offering	Increase understanding of the interaction between cruising and tourism and related industries	Anchor trusted relationships with relevant Departments and decision makers	Grow membership and provide high value benefits and services to members	Provide members with accurate and meaningful research into the cruise sector
PRIORITIES	<ol style="list-style-type: none"> 1. Work closely with Tourism Australia 2. Cruise offerings feature in marketing collateral, including luxury offering 3. Tourism Australia participation at key cruise trade events 	<ol style="list-style-type: none"> 1. Roadshows and other initiatives, targeting STOs/ RTOs 2. Increased set of operators in each cruise destination 3. Communicate broader set of messaging about cruising 	<ol style="list-style-type: none"> 1. Enhance relationships with Federal and State Govt, trade media, industry 2. Provide strong member representation on committees at Federal and State Govt level 	<ol style="list-style-type: none"> 1. Identify targeted new members 2. Increase membership numbers 3. Expanding membership engagement 	<ol style="list-style-type: none"> 1. Research the value of pre and post cruise spending 2. Increase understanding cruise-related event expenditure 3. Annual Economic Impact Assessment (with CLIA)
OTHER	<ol style="list-style-type: none"> 1. Maximise participation at global cruise conferences 2. Trade mission with STOs and ACA members 3. Ensure cruise component at relevant association events 	<ol style="list-style-type: none"> 1. Annual operating plan, annual report, financial report and budget 2. EMDG application 3. Deliver ACA Conference 	<ol style="list-style-type: none"> 1. Work with cruise lines to grow broader economic value such as providoring 2. Work with governments and private operators on future infrastructure 	<ol style="list-style-type: none"> 1. Survey members on enhancing benefits 2. Expand social media opportunities for members 	<ol style="list-style-type: none"> 1. Work with STO's to gather additional state cruise related data 2. Identify supply issues and assist with solutions



Seatrade Cruise Global

Seatrade Cruise Global 2024 was once again a great success for Team Australia. There were record numbers of attendees through both the conference and the trade exhibition. The event returned to its original home of South Beach Miami and was held from 8-11 April.

The continued recovery of the cruise industry, post the pandemic was delivered with great enthusiasm and confidence. More new builds were announced, record numbers of “new to cruise” guests and ongoing lowering of the average age of cruisers.

Sustainability was the key focus of the “state of the industry” address, calling for destinations, governments and all stakeholder around the globe to assist in the drive towards net zero emissions. Recognising that it will take a broad range of stakeholders to find the technology and energy sources at affordable pricing to get there.

Australia continues to be a key destination for all cruise lines. The common feedback was that there were

notable improvements in delivery of the destination in the past 2023/24 season. It was regularly noted however, that our region continues to be challenging to operate in with many layers of regulation, restricting itinerary options.

The meeting schedule was again jam packed and having our largest team ever, we worked together to maximise the meeting opportunities. Please note that there was a combination of note takers throughout the program which has made consistency of the report difficult – but full of great information.

Our “Down Under BBQ” event was again a great success with a shout out to Jacqui Lloyd from NZCA for helping out in the planning this year.

Australia was represented in two of the conference sessions. “The Asia/ Australasia Spotlight” saw CEO, Jill Abel on stage alongside Jacqui Lloyd (NZCA) and Bud Gilroy (South Pacific Cruise Association). The session moderated by Joel Katz (CLIA Australasia).

Renata Lowe (Tourism WA) spoke of the Kimberley successes and challenges a panellist in the “Warm

Water Expeditions and Unchartered Destinations” conference session.

Australian Cruise Association Conference

Our 2023 conference was held in Wollongong 30 August – 1 September and was sponsored by Destination Wollongong, Port Authority NSW and Wollongong City Council.

The conference, themed “Full Steam Ahead”, attracted 136 delegates from Australia, Papua New Guinea, Fiji, Norfolk Island and New Zealand. The event celebrated one year on from the restart of cruise and discussed how to capture the positive momentum and opportunities for the sector in our region. It also had a focus on sustainability and how destinations need to support the commitment to net zero.

Keynote speakers:

- Ben Angell – Chair - CLIA
- Bede Fennell – Executive GM - Tourism Australia
- Adele Labine-Romaine – Partner - Deloitte Access Economics

- Dr. Natasha Montesalvo – Principal Consultant - EarthCheck
- Mick Fogg – Director Expeditions - Ponant
- Stuart Allison - SVP Asia Pacific, UK & Europe - Princess Cruises
- Teresa Lloyd – VP Corporate - Carnival Australia
- Gavin Smith – VP & MD Australia and New Zealand - Royal Caribbean International
- Tim Jones -VP & MD Australia, New Zealand and Asia Pacific - Celebrity Cruises
- Michael Mihajlov – Senior Director - Seabourn Cruise Line
- Damian Perry – MD Sales - Hurtigruten
- Jacqui Lloyd – CEO - NZ Cruise Association.

Cruise Workshops and Familiarisation Programs

Throughout the year, ACA has consistently delivered cruise workshops and familiarisation programs across the country. These educational sessions, aimed at local operators, guides, and volunteers, play a crucial role in ensuring successful delivery of experiences for cruise ships, their guests, and crew.

With the addition of new operators such as Virgin Cruises and Disney Cruise Line, it has been particularly important to update members on industry expectations and emerging trends for these lines.

In conjunction with the workshops, familiarisation programs were organised for cruise line executives and shore excursion companies. These events provided an opportunity to showcase new shore excursion products and destination experiences, supporting forward planning for future itineraries and expanding the range of available shore excursions.

These initiatives were supported by CLIA and Tourism Australia.

Environmental, Social, and Governance (ESG) Programs

Throughout the year, each Board meeting emphasised ESG programs, either aboard visiting cruise ships in port or through interactions with our ACA members, showcasing their initiatives and strategies.

A key focus of the program was educating relevant government officials—both state and local—as well as the media and key stakeholders on the cruise sector's efforts to meet its sustainability targets and achieve the 2050 net-zero emissions goal.

Many of our shoreside members, including those in ports and shore excursions, have inspiring success stories that contribute to aligning our destinations with the same environmental objectives as those at sea.

Economic Impact Assessment

Cruise Lines International Association Australia (CLIA) and the Australian Cruise Association (ACA) jointly released a report on the analysis of the Australian Cruise Industry, the Contribution of Cruise Tourism to the Australian Economy in FY2023/24.

The continued, unified approach to reporting enabled further improvements to be made to the methodology and data collection for the report. The report disaggregates the results down to the port and destination level to meet the needs of members and key stakeholders of both associations.

The Value of Cruise Tourism Economic Impact Assessment for Australia was prepared by AEC Group on behalf of CLIA and the ACA. Its key findings for 2023-24 show:

- The total economic output reached \$8.4 billion, up from \$5.6 billion in 2022-23, representing a significant 49.7% increase. This growth reflects a strong resurgence of cruise activity, driving increases in passenger and crew expenditures as well as cruise line spending.
- Direct wages income rose by 39.1%, from \$941.3 million to \$1.3 billion, while overall supported employment grew by 44.7%, from 18,225 full-time equivalent (FTE) positions to 26,370 FTEs.
- The number of cruise ships visiting Australian ports grew by 27.1%, with a total of 75 ships in operation. Passenger capacity rose by 25.8% to 88,454, while crew capacity increased by 29.9% to 40,829.
- Turnaround visits, which are economically more impactful, increased by 34.7%, leading to a 35.0% rise in passenger visit days. Total passenger and crew visit days at ports grew by 25.7%, reaching 4.7 million.
- Direct expenditure by passengers and crew rose to \$2.0 billion (+29.6% from the previous year), further boosting local economies.
- Cruise line expenditures grew significantly, increasing by 35.9% to \$1.6 billion, highlighting significantly higher costs in fuel and port charges, and increased operational expenses from increased ship activity and enhanced offerings.

Table E.1 National economic impacts of cruise tourism

Impact	2022-23	2023-24	Change	
			Level	%
Output (\$M)				
Direct	\$2,497.7	\$3,382.9	\$885.2	35.4%
Indirect & Induced	\$3,136.9	\$5,050.2	\$1,913.3	61.0%
Total	\$5,634.6	\$8,433.1	\$2,798.5	49.7%
Wages Income (\$M)				
Direct	\$941.3	\$1,309.4	\$368.1	39.1%
Indirect & Induced	\$877.7	\$1,524.2	\$646.5	73.7%
Total	\$1,819.0	\$2,833.6	\$1,014.6	55.8%
Employment (FTEs)				
Direct	9,869	13,530	3,661	37.1%
Indirect & Induced	8,356	12,840	4,484	53.7%
Total	18,225	26,370	8,145	44.7%
Value Added (\$M)				
Direct	\$1,315.7	\$1,700.9	\$385.2	29.3%
Indirect & Induced	\$1,622.5	\$2,577.4	\$954.9	58.9%
Total	\$2,938.2	\$4,278.4	\$1,340.2	45.6%

Source: AEC

Table E.2 Australian Cruise Tourism Statistics

Statistic	2022-23	2023-24	Change	
			Level	%
Australian ports/destinations visited	62	49	-13	-21.0%
Visiting Cruise Ship Characteristics				
Number	59	75	16	27.1%
Pax Capacity	70,290	88,454	18,164	25.8%
Crew Capacity	31,434	40,829	9,395	29.9%
Cruise Ship Visits				
Turnaround Port	606	816	210	34.7%
Transit Port	964	834	-130	-13.5%
Total	1,570	1,650	80	5.1%
Cruise Ship Visit Days				
Turnaround Port	672	897	225	33.5%
Transit Port	994	851	-143	-14.4%
Total	1,666	1,748	82	4.9%
Passenger & Crew Visit Days at Port				
Turnaround Pax	2,223,969	3,001,721	777,752	35.0%
Transit Pax	1,128,833	1,253,718	124,885	11.1%
<i>Total Pax Visit Days</i>	<i>3,352,802</i>	<i>4,255,439</i>	<i>902,637</i>	<i>26.9%</i>
Crew	380,744	437,653	56,909	14.9%
Total	3,733,546	4,693,092	959,546	25.7%
Direct Expenditure (\$M)				
Turnaround Pax	\$1,247.7	\$1,662.1	\$414.4	33.2%
Transit Pax	\$246.6	\$275.0	\$28.4	11.5%
<i>Total Pax</i>	<i>\$1,494.3</i>	<i>\$1,937.1</i>	<i>\$442.8</i>	<i>29.6%</i>
Crew	\$52.0	\$60.4	\$8.3	16.0%
Cruise Lines	\$1,173.0	\$1,594.0	\$421.0	35.9%
Total	\$2,719.3	\$3,591.5	\$872.2	32.1%

Source: AEC

About Australian Cruise Association

Australian Cruise Association (previously Cruise Down Under) is a membership based, non-profit association, 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.

In November 1997 at Seatrade Pacific, the member ports and tourism organisations agreed to form a not-for-profit incorporated association to enable Cruising Down Under to continue to develop relationships with cruise lines.

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

Cruise Down Under (CDU) 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.

In the first 10 years, Cruise Down Under cemented its position as the peak marketing body for cruise tourism in this region. Through the association with CDU, members had access to a professional body which has made significant advances in providing quality information and cruise marketing collateral through its website and participation at the annual Cruise Shipping Miami Convention.

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 and as such was awarded Life Membership in 2007. Richard Doyle took on the role of Chairman, through to 2010.

Evda Marangos was elected Chairman in May 2010. The succession plan was implemented with the election of Chris White as Chairman at the AGM in August 2010. Evda Marangos' term expired at the end of 2012 and the organisation recognised her tireless efforts over many years, including being integral to 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 and, as such, he was duly awarded Life Membership.

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. Chris White was invited to take on the role of Chairman for one year through to the 2014 election. At the 2014 AGM in Perth, the association appointed Stephen Bradford as Independent Chairman of CDU for a two year period.

Leah Clarke stood down from the committee in 2015 after serving her maximum six year term. Leah was a major contributor to the communications sub-committee and drove the communications strategy and resulting in the engagement of our communications consultants, Barking Owl Communications.

At the 2015 conference in Darwin a proposal was put to the membership during a members' only workshop, to consider changing the name from Cruise Down Under to Australian Cruise Association. The new name was put forward and unanimously supported as a more appropriate descriptor of the entity, with a subsequent rise in recognition and profile of the Association and strength in membership growth. Australian Cruise Association was formally adopted as the new entity name at the 2016 AGM.

The Association celebrated its 20th Anniversary conference in Sydney in 2016 with a superb conference that cemented the strength of the association and its members' commitment to the cruise industry in Australia. The significant event culminated in fireworks and a stunning dinner on the forecourt of the Sydney Opera House. Richard Doyle, Evda Marangos and Judy Wood were appointed life members.

In 2017 the AGM and conference moved to Mooloolaba and celebrated



the impact of cruise on regional Australian destinations. Stephen Bradford stood down as Chairman, after guiding the association through a significant period in the associations history, including the unprecedented signing of an MoU with CLIA, creating a strong and unified approach to continuing growth of the cruise industry. Grant Gilfillan was appointed as Stephen's successor.

Tyler Wood retired after fulfilling his six year term and was replaced by business partner, Jay McKenzie, ensuring an ongoing link with Bob Wood Cruise Group.

Christine Cole from Tourism WA and Scott Lovett from Tourism NT joined the committee following the 2018 AGM in Broome.

At the 2019 AGM in Geelong, we farewelled Thor Elliott who had been the Association's treasurer for the past six years and had completed his full term. Matthew Carley from Port of Brisbane stepped into the role. Jay McKenzie retired and was replaced by Karlie Cavanagh from Inchcape Shipping Supplies and Natalie Godward became the nominated representative

for Port Authority of NSW (Port Authority) as Grant Gilfillan became the second independent Chairman.

COVID-19 pandemic hit Australia and the entire world in 2020 and ACA held its first virtual AGM due to the cancellation of the Townsville conference. Whilst the AGM ran smoothly, the face to face contact of ACA members was definitely missed. Grant Gilfillan retired from his position as CEO of Port Authority and as Chairman of ACA. Philip Holliday took over the role of Chair, representing Port Authority and Natalie Godward moved to a sub-committee position. James Coughlan replaced Martin Bidgood representing Intercruises and Anthony Brent from Abercrombie and Kent replaced Karen Davies. Anne McVilly completed her six-year term with ACA and was recognised for her valuable contribution. Kristy Little from Tasports was elected

Our 2021 AGM was again held virtually, after two attempts to hold the conference in Townsville (September and November). Matthew Carley held the position of Treasurer at ACA from September 2019 until May 2022 and

was a major contributor in steadying the ship during the pandemic. Brendan Connell (Port of Brisbane) joined the committee whilst James Coughlan (Intercruises) took on the role of Treasurer.

In September of 2022, we finally managed to hold a very successful conference and AGM in Townsville. The event co-incided with the restart of cruise following the pandemic and provided the perfect platform to educate and energise. Shayne Murray (Cruise Broome) joined the committee, replacing Anthony Brent (Akorn) who had provided two years of global shore excursions insights.

The post pandemic restart of cruise in Australia was frenetic with record numbers of ships and cruise calls welcomed in 2023-24. The Conference and AGM was held in Wollongong that started conversations around the next phase of growth and infrastructure required to drive the growth. James Coughlan joined under Shorex Australia, Scott Lovett (Tourism NT) did not renominate and Andrew McKinnon (SATC) joined the committee.

Members' Register

ACA registered 101 members as at 30 June 2024:

Name	Representative	Level	Member Since
Admirals Associates	Michael Hackman	Bronze	2018
Akorn Destination Management	Anthony Brent	Silver	2002
Art Gallery of New South Wales	Julieta Lopez	Silver	2023
Auriga Pilots	Gary Hunter	Silver	1999
Austrade	Sam Palmer	Honorary	1993
Australian Pacific Touring	Cher Lontok	Bronze	2007
Big Bus Tours Sydney	Adam Akam	Bronze	2017
Bob Wood Cruise Group	Carmen Stevenson	Silver	1998
Brisbane Economic Development Agency	Tas Webber	Gold	2022
Burnie City Council	Bel Lynch	Silver	1998
Burnt Pine Travel	Bart Murray	Silver	2018
Capricorn Enterprise	Mary Carroll	Silver	2023
Chart Management Consultants	Ted Blamey	Bronze	2011
Chris White		Honorary	2017
City of Albany	Matthew Gilfellon	Silver	2019
City of Fremantle	Aimee Sabbatino	Silver	2022
City of Greater Geelong	Brendan Sanders	Silver	2001
City of Port Lincoln	Naomi Blacker	Silver	2023
Corporate Protection Australia Group	Jenifer Hasbun	Bronze	2014
Crown Currency Exchange	Emily Palermo	Bronze	2020
Cruise Broome	Shayne Murray	Silver	2016
Cruise Eden	Debbie Meers	Silver	2001
Cruise Tourism Partners	Tammy Marshall	Bronze	2017
Curringa Farm	Tim Parsons	Silver	2018
Darwin Port	Peter Dummett	Platinum	1995
Destination NSW	Stephen Mahoney	Platinum	1995
Destination Phillip Island	Kim Storey	Silver	2019
Destination Southern Tasmania	Alex Heroys	Bronze	2018
Destination Wollongong	Mark Sleigh	Silver	2016
Evda Marangos		Honorary	2016
Experience Co	Lisa Chambers	Bronze	2021
Flinders Ports	Carl Kavina	Platinum	2009
Fremantle Ports	Thor Elliott	Platinum	1995
Geelong Port	Jayde Smith	Bronze	2024
Gladstone Area Promotion and Development	Nicola Smith	Bronze	2015
Gladstone Ports Corporation	Andrew Davis	Silver	2017
Glenelg Shire Council	Sarah Tolliday	Silver	2010
Glenn Stephens		Honorary	2014
Great Southern Rail/Journey Beyond	Renee Branton-Brown	Silver	2011
Hobart City Council	Lisa Punshon	Silver	2009
Hughes - Australia's Chauffeur Service	Kent Joseph	Silver	2024
ID New Zealand	Deborah Summers	Silver	2014
Inchcape Shipping Services	Karlie Cavanagh	Silver	2016
Intercruises Shoreside and Port Services	Joanne Brown	Silver	2011
Judy Wood		Honorary	2016
Kangaroo Island Tourism Alliance	Megan Harvie	Gold	2023

Name	Representative	Level	Member Since
Kimberley Coastal Pilots	Capt. Craig Brent-White	Silver	2017
Kimberley Marine Support Base	Jean-Pierre Veder	Silver	2024
Kimberley Ports Authority	Luke Westlake	Platinum	2018
Kuranda Scenic Railway	Ivana Andacic-Tong	Bronze	2008
Maritime Safety Queensland	Kell Dillon	Silver	2023
Mid West Ports	Vickie Williams	Gold	2007
Mike Bartlett		Honorary	2007
Papua New Guinea Tourism	Mary Kanawi	Platinum	2005
Peterson Australia	Ruaridh Hamilton	Bronze	2022
Picture Me	Terry Rogan	Bronze	2024
PNG Footprint Tours Ltd	Lucas Kawage	Bronze	2024
Pilbara Ports Authority	Clare Lugar	Silver	2015
Port Arthur Historic Site	Anne McVilly	Gold	2007
Port Authority of NSW	Philip Holliday	Platinum	1993
Port Authority of NSW - Eden and Newcastle	Martin Bidgood	Silver	2023
Port of Brisbane	Brendan Connell	Platinum	2017
Port of Portland	Greg Burgoyne	Silver	2007
Port of Townsville Ltd.	Jessica Johnston	Gold	2002
Ports Australia	Michael Gallacher	Honorary	2005
Ports North	Paul Doyle	Platinum	1993
Ports Victoria	Glen Colaco	Platinum	1998
Richard Doyle		Honorary	2016
Royal Botanic Gardens	Maraika van Wessem	Bronze	2008
SeaLink Marine & Tourism	Richard Doyle	Gold	2012
Shorex Australia	James Coughlan	Silver	2023
Shute Harbour Marine Terminal	Shaun Cawood	Platinum	2022
Sierra Fleet Services	Harold Van Haltren	Silver	2023
Skyrail Rainforest Cableway	Nerida Meakin	Bronze	2011
Smarte Carte Australia	Brett Landers	Silver	2023
South Australian Tourism Commission	Andrew McKinnon	Platinum	1998
Southern Ports	Jo Mills	Gold	2021
Spectacular Jumping Crocodile Cruises	Wes Field	Silver	2023
Sunlover Reef Cruises	Brian Hennessy	Bronze	2013
Svitzer Australasia	Ivan Spanjic	Silver	2018
Sydney Harbour Marriott	Ivy Zhang	Silver	2024
Sydney Opera House	Hannah Code	Bronze	2015
Taronga Zoo	Monika Townsend	Silver	2019
Tasports - Burnie/Devonport/Launceston	Kristy Little	Silver	1993
Tasports - Hobart	Kristy Little	Platinum	1993
Tourism and Events Queensland	Therese Phillips	Platinum	1993
Tourism Australia	Dominic Mehling	Platinum	2016
Tourism Fiji	Leigh Howard	Gold	2023
Tourism NT	Scott Lovett	Platinum	1998
Tourism Tasmania	Steve Farquer	Platinum	1998
Tourism Top End	Samantha Bennett	PIK	2023
Tourism Tropical North Queensland	Tara Bennett	Gold	2023

Members' Register (continued)

Name	Representative	Level	Member Since
Tourism Western Australia	Christine Cole	Platinum	2017
Tourism Whitsundays	Rick Hamilton	Gold	2024
Townsville Enterprise	Lisa Woolfe	Gold	2005
Transam Argosy Pty Ltd	Michelle Cyster	Silver	2019
Trippas White Group	Jay Yip	Bronze	2019
Viking Cruises	Jane Moggridge	Silver	2020
Visit Northern Tasmania	Tracey Mallett	Bronze	1998
Visit Victoria	Chris White	Platinum	2015
Wilhelmsen Ship Services	Andreas Kaeach	Silver	2020

Note: New members in bold.

Note: Members listed prior to 1998 were organisations operating as a cruise committee. This committee was affiliated with the Cruising Down Under brand as administered at the time by the Australian Tourist Commission.

Record of past Annual General Meetings and Cruise Conferences

Year	Destination	No. of Attendees	Date
2024	Adelaide	156	4-6 September
2023	Wollongong	136	30 August - 1 September
2022	Townsville	132	7-9 September
2021	Townsville	cancelled	8-10 September
2020	Townsville	cancelled	9-11 September
2019	Geelong	130	4-6 September
2018	Broome	115	12-14 September
2017	Mooloolaba	110	6-8 September
2016	Sydney	135	7-9 September
2015	Darwin	121	2-4 September
2014	Perth	124	3-5 September
2013	Cairns	126	11-13 September
2012	Hobart	128	29-31 August
2011	Newcastle	108	24-26 August
2010	Brisbane	118	25-27 August
2009	Adelaide	95	26-28 August
2008	Melbourne	110	27-29 August
2007	Darwin	85	29-31 August
2006	Cairns	115	23-25 August
2005	Fremantle	49	31 August - 2 September
2004	Noumea	59 (inc CNZ)	21-22 August
2003	Launceston	42	27-28 August
2002	Adelaide	40	24-25 September
2001	Melbourne	39	28-29 August
2000	Darwin	20	18 August
1999	Sydney	27	18 August
1998	Brisbane	23	30 September
1997	Cairns	28	2-4 November

Acknowledgements

The Australian Cruise Association acknowledges the following organisations for their in-kind support, including making available resources and facilities which enabled the Board of Management to conduct its regular meetings during 2023-24.

- Cruise Broome
- Inchcape Shipping Services
- Port Authority of NSW
- Port of Brisbane
- Shorex Australia
- South Australian Tourism Commission
- TasPorts
- Tourism Australia



Annual Financial Report

for the year ended 30 June 2024

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Compilation Report

Australian Cruise Association for the year ended 30 June 2024

Compilation report to Australian Cruise Association

On the basis of information provided by the client we have compiled in accordance with APES 315 'Compilation of Financial Information' the special purpose financial statements for Australian Cruise Association for the year ended 30 June 2024.

The specific purpose for which the special purpose financial statements have been prepared is set out in Note 1. The extent to which Accounting Standards and other mandatory professional reporting requirements have or have not been adopted in the preparation of the special purpose financial report is set out in Note 1.

The Responsibility of the Directors

The Committee is solely responsible for the information contained in the special purpose financial statements and has determined that the accounting policies used are consistent with the financial reporting requirements of the company and are appropriate to meet the needs of the Committee.

Our Responsibility

Our procedures use accounting expertise to collect, classify and summarise the financial information, which the Committee provided, into a financial report. Our procedures do not include verification or validation procedures. No audit or review has been performed and accordingly no assurance is expressed.

To the extent permitted by law, we do not accept liability for any loss or damage which any person other than the company may suffer arising from any negligence on our part.



PKF (Tas) Pty Ltd
Chartered Accountants

Dated: 16 July 2024

Income Statement

Australian Cruise Association for the year ended 30 June 2024

	Notes	2024 \$	2023 \$
Income			
Conference income		213,594	128,712
Grants received		160,000	110,790
Interest received		11,712	1,613
Total Income		385,305	241,115
Other Income			
Membership fees		320,528	265,674
Other income		78,666	40,357
Total Other Income		399,194	306,031
Total Income		784,500	547,146
Expenses			
Accounting and audit		7,710	7,260
Administration		92,266	103,958
Annual reports		2,580	1,960
Bank charges		1,353	953
Conference expenses		154,295	103,235
EMDG and EIS consultancy		18,000	11,989
Events and venue hire		14,405	6,885
Fines		35	0
Insurance		3,901	3,402
Interest expenses		233	0
Marketing		336,487	258,898
Other expenses		8,171	13,094
Printing and stationery		3,620	4,905
Prior period adjustment		4,869	0
Roadshow expenses		1,058	8,814
Subcontractors		95,532	58,091
Subscription		1,460	1,477
Telephone		2,966	2,443
Travelling expenses		55,627	24,608
Total Expenses		804,568	611,972
(Deficit/Surplus) from ordinary activities		(20,069)	(64,826)

Statement of Financial Position

Australian Cruise Association as at 30 June 2024

	Notes	30 June 2024 \$	30 June 2023 \$
Assets			
Current Assets			
Cash and Cash Equivalents	2	784,375	690,348
Trade and Other Receivables	3	263,691	307,754
Total Current Assets		1,048,066	998,102
Total Assets		1,048,066	998,102
Liabilities			
Current Liabilities			
Trade and Other Payables	5	585,020	522,848
GST Payable	6	42,646	34,785
Total Current Liabilities		627,667	557,633
Total Liabilities		627,667	557,633
Net Assets		420,400	440,468
Equity			
Retained Surpluses		420,400	440,468
Total Equity		420,400	440,468

Notes to the Financial Statements

Australian Cruise Association for the year ended 30 June 2024

1. Statement of Significant Accounting Policies

(a) Basis of Accounting

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act (TAS) 1964 and to report to the management and to providers of funding generally, as appropriate.

The management committee has determined that Australian Cruise Association is not a reporting entity as defined in Statement of Accounting Concepts 1: Definition of the Reporting entity, and therefore there is no requirement to apply accounting standards and other mandatory professional reporting requirements in preparation and presentation of these statements and none have been intentionally adopted.

The financial report has been prepared on an accrual basis and is based on historic costs and does not take into account changing money values, or except where specifically stated, current valuation on non-current assets.

The following material accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.

(b) Cash and Cash Equivalents

Operating transactions and the financial statements are all cash based. Investment activities are confined to term deposits with the Association's Bankers.

Because the source of these transactions is limited to cash a Statement of Cash Flows is not included in these Financial Statements.

(c) Trade and Other Receivables

Trade receivables are recognised and carried at original invoice amounts less any provision for doubtful debts. A provision for doubtful debts is recognised when collection of the full amount is no longer possible. Bad debts are written off as incurred.

(d) Trade and Other Payables

Liabilities for trade creditors and other amounts are carried at cost which is the fair value of the consideration to be paid in the future of goods and services received whether or not billed to the Association.

(e) GST

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office.

(f) Income Tax

The Association is exempt from income taxation under section 50-50 of the *Income Tax Assessment Act 1997*, formerly sub paragraph 23(e) of the *Income Tax Assessment Act 1936*, and therefore no provision has been made for income tax.

Notes to the Financial Statements

Australian Cruise Association for the year ended 30 June 2024	Notes	2024 \$	2023 \$
2. Cash & Cash Equivalents			
Cash at bank and on hand		519,221	336,887
Bank short term assets - deposits		265,154	353,461
Total Cash & Cash Equivalents		784,375	690,348
3. Trade and Other Receivables			
Trade Receivables		242,887	221,225
Grant receivable		0	55,790
Prepayments		20,804	30,739
Total Trade and Other Receivables		263,691	307,754
4. Property, Plant and Equipment			
Office equipment			
Office equipment at cost		4,402	4,402
Accumulated depreciation of office equipment		(4,402)	(4,402)
Total Office equipment		0	0
Total Property, Plant and Equipment		0	0
5. Trade and Other Payables			
Memberships in Advance		413,873	300,722
Other Amounts Received in Advance		171,147	222,126
Total Trade and Other Payables		585,020	522,848
6. Current Tax Liabilities			
GST		42,646	34,785
Total Current Tax Liabilities		42,646	34,785

Depreciation Schedule

Australian Cruise Association for the year ended 30 June 2024

Name	Purchased	Cost	Cost Limit	Opening Value	Purchases	Disposals	Rate	Depreciation	Closing Accum Dep	Closing Value
Office Equipment										
Toshiba Laptop	14 Nov 2017	1,507	0	0	0	0		0	1,507	0
Printer	04 May 2018	443	0	0	0	0		0	443	0
Laptop	31 Dec 2021	2,452	0	0	0	0		0	2,452	0
Total Office Equipment		4,402	0	0	0	0		0	4,402	0
Total		4,402	0	0	0	0		0	4,402	0

Statement by Members of the Committee

Australian Cruise Association for the year ended 30 June 2024

The Committee has determined that the association is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies prescribed in Note 1 to the financial statements.

In the opinion of the committee the financial report:

1. Presents a true and fair view of the financial position of Australian Cruise Association as at the end of June 2024 and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that Australian Cruise Association will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Committee and is signed for and on behalf of the Committee by:



Phil Holliday
Chairman



James Coughlan
Treasurer

Sign date: 27/07/2024



Independent auditor's report to the members of the Australian Cruise Association

Opinion

We have audited the accompanying special purpose financial report of the Australian Cruise Association (the Association), which comprises the Statement of Financial Position as at 30 June 2024 and the Income Statement for the year then ended, including a summary of significant accounting policies and other explanatory notes, and the certification by members of the committee on the annual statements giving a true and fair view of the financial position and performance of the Association.

In our opinion the financial report presents fairly, in all material respects, the financial position of the Association as of 30 June 2024 and of its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements and the requirement of the *Associations Incorporation Act [Tas]*.

Basis of Accounting

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Association in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's *APES 110 Code of Ethics for Professional Accountants (the Code)* that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist the Association to meet the requirements of the *Associations Incorporation Act [Tas]*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Emphasis of matter – Basis of Accounting

We draw attention to Note 1(g) of the financial report, which describes the ongoing effects of the COVID-19 pandemic throughout the world including Australia and the community which the Association operates. Our opinion is not modified in respect of this matter.

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Responsibilities of the Committee for the Financial Report

The Committee is responsible for the preparation and fair presentation of the financial report and have determined that the accounting policies described in Note 1 to the financial statements, which form part of the financial report, are appropriate to meet the financial reporting requirements of the *Associations Incorporation Act [Tas]* and the Association's constitution and are appropriate to meet the needs of the members.

In preparing the financial report, the Committee is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Auditor's Responsibility

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.


As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of the Committee's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to

the date of our auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.



WISE LORD & FERGUSON



NICK CARTER

Partner

Date: 20/8/2024

Auditor's Independence Declaration to the Directors of Australian Cruise Association.

In relation to our audit of the financial report of the Australian Cruise Association for the financial year ended 30 June 2024, to the best of my knowledge and belief, there have been no contraventions of the auditor independence requirements of any applicable code of professional conduct.



WISE LORD & FERGUSON



NICK CARTER

Partner

Date: 20/8/2024

ADELAIDE BATEMANS BAY BRISBANE BROOME BURNIE CAIRNS CHRISTMAS ISLAND DARWIN DEVONPORT EDEN
FREMANTLE GEELONG GERALDTON KANGAROO ISLAND HOBART INDONESIA LAUNCESTON MELBOURNE NEWCASTLE NEW
CALEDONIA PAPUA NEW GUINEA PORT ARTHUR PORT LINCOLN PORTLAND SYDNEY TOWNSVILLE PLUS SMALLER DESTINATIONS



Marketing ACA cruise destinations and providers of services to the cruise industry.

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