



**Media Statement  
For Immediate Release**

## **ACA welcomes the progression of Australia's first Shore Power project**

(29 September 2024) The Australian Cruise Association (ACA) has welcomed the announcement today by the NSW State Government of the contract being awarded to commence the landmark ship to shore power initiative at Sydney's White Bay cruise terminal.

"This decision marks a significant step forward in progressing this important project that reinforces the commitment by NSW to assist the cruise sector in reaching the target of net zero emissions by 2050," said Australian Cruise Association CEO, Jill Abel, expressing her support for the new infrastructure.

Around 35 ports in the world are now shore power enabled but White Bay will be the first port in Australia, as well as the first port in the Southern Hemisphere, to embrace this new technology.

Enabling cruise ships to switch from their diesel engines to shore-based electrical power has a major impact in reducing emissions as well as minimising noise and air pollution, enhancing the overall in-port experience for both guests and the neighbouring communities.

"We applaud the work being done by ports, cruise lines and our governments as they come together on these critical sustainability initiatives and look forward to White Bay becoming a viable model for other ports around the country," continued Abel.

Latest figures show that around 46% of the current cruise line fleet globally is now equipped to connect to Shoreside Electricity (SSE) with these figures predicted to grow to 88% by 2028.

"Although cruise ships represent less than 1% of the total ocean-going commercial fleet worldwide, it is highly commendable to see the sector taking the global lead in finding solutions that help to create a cleaner, greener future."

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### **About Australian Cruise Association:**

Australian Cruise Association is the co-operative marketing brand for cruise tourism in the Australia and Pacific region and represents a diversity of interests including regional

ports, international, national and state tourism agencies, shipping agents, inbound tour operators and companies dedicated to marketing the region as a world class cruise destination.

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