



**AUSTRALIAN  
CRUISE**  
ASSOCIATION

26th Conference and AGM  
'Steering Ideas to Success'  
4 - 6 September 2024, Adelaide, SA

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# 'Steering Ideas to Success'

*Preliminary Conference Program*



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## Keynote Speakers

### Jessica Ashe - Director, Shore Excursions & Future Cruises, Holland America Group



With 21 years of dedicated service, Jessica has held former positions as Sr. Manager of Brand Performance and Product Manager, overseeing key regions including the South Pacific, Alaska, Canada and New England, South America, and Northern Europe.

Jessica is currently serving as Director of Shore Excursions and Future Cruise Department for Holland America Line and Seabourn, where she orchestrates strategic financial, quality, and operational performance for both divisions. Jessica's focus lies in executing strategies, fostering leadership, and driving revenue through collaborative efforts in marketing, sales, and pricing initiatives.

Jessica is passionate about community relations and advocates for proactive engagement, environmental stewardship, and cultural preservation within the cruise industry, aiming to positively impact port destinations.

### Chad Berkshire, Executive VP, EVP, Chief Commercial Officer, Norwegian Cruise Lines



In June 2023, Chad Berkshire assumed the role of Executive Vice President, Chief Commercial Officer, leading Norwegian Cruise Line Holdings' global Itinerary Planning, Air, Destination Services, Shore Excursion, and Onboard Revenue departments. He joined the company in March 2008 and previously held the posts of Senior Vice President, Revenue Management Norwegian Cruise Line, and Vice President, Operations Finance.

Prior to joining Norwegian, Chad oversaw strategic planning and analysis for Onboard Media, a subsidiary of LVMH, Louis Vuitton Moët Hennessy that provides customised integrated media to the cruise and hotel industry.

Chad holds a Bachelor's Degree of Business Administration from the University of Miami.



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**Adele Labine-Romain - Partner, Deloitte Access Economics**



With almost two decades of talking tourism, Adele is a determined tourism advocate who believes in the potential for the sector to create stronger economies and better lives.

Adele is the Australian Travel and Hospitality Sector Leader at Deloitte and a partner within Deloitte Access Economics' economic and policy advisory practice. With a deep understanding of the tourism landscape and experience in strategy and policy development including executive roles with Tourism Australia and peak industry body Tourism & Transport Forum, she now works with government and private sector clients across the tourism spectrum including aviation and transport, hotels, business events, sports and major events and attractions.

**Mark Koolmatrie – Founder, Kool Tours**



Proud Tribal Man from Southern South Australia, Munkanboli and Kool Tours Founder.

Munkanboli [ mun-kan-bol-ly ] — a First Nations figure of wisdom and knowledge.

A member of the Ngarrindjeri, Mark's people comprise 18 distinct Lakinyeri (clans). Mark's heritage is deeply rooted in the Ramindjeri, Yaralde, Meintangk, Warki, and Tangani Kukabrak Tribes. His families are custodians of the Coorong region, the lower lakes of southern South Australia, the Fleurieu Peninsula, Kangaroo Island, and all their encompassing lands, waters, and cosmology.

Born in Meningie by Lake Albert, Mark relocated to Gum Park and Block K on Raukkan land in 1968. His foundational years were spent at Raukkan Aboriginal School, nestled by Lake Alexandrina — the heart of the Ngarrindjeri Nation. Mark's pride in my heritage and the Raukkan Community has never wavered.

Though Mark pursued postgraduate studies, he holds his cultural standing above any academic achievement.



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## Conference Program

### **Day 1**                      **Wednesday 4 September (all delegates)**

- 9:30am                      Registration Desk opens (SkyCity, Adelaide)
- 10:30am                      State Tourism Organisation Meeting (South Australian Tourism Commission)

#### *Networking Program:*

- 12:30pm – 4:30pm      A Taste of Hahndorf Gourmet Food & Wine e-bike Tour*
- 12:45pm – 4:00pm      Working Port Tour with visit to Local Brewery*
- 1:00pm – 4:30pm      Adelaide Oval Stadium Tour & Roof Climb*
- 1:30pm – 3:30pm      HandleBar Food & City Tour*

- 2:30pm                      Introduction to Cruise Workshop  
(New to cruise industry attendees; shore excursion program information)
- 4:30pm                      Registration Desk Closes
- 5:00pm                      Welcome Event – Sôl Rooftop Bar - SkyCity Adelaide
- 7:15pm                      Members' Only Dinner – Fishbank Bar & Grill



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**Day 2**

**Thursday 5 September (all delegates)**

- 9:00am Official Welcome
- 9:30am **State of the Industry**  
Panel Session
- 10:30am **How is the Australian Cruise Tourism Industry Performing? A deep dive into the stats**
- 10:50am *Morning Tea*
- 11:20am **The Global Industry and Australian Deployment**
- 11:30am **Steering our Destination to Success**  
Panel Session
- 12:30pm **Policies and Procedures - The Governance of Cruise in Australia**  
Panel Session
- 1:30pm *Lunch*
- 2:30pm **What makes a Successful Indigenous Shore Excursion, with Kool Tours**
- 2:50pm **Creating a Successful Region – Tourism Fiji**
- 3:10pm *Afternoon Tea*
- 3:30pm **Supply Chain - The Broader Picture**  
Panel Session
- 4:30pm Presentation on 2025 Conference and AGM
- 4:40pm Conference Summary, Feedback and Close
- 6:00pm Walk to Gala Dinner and through stadium
- 6:30pm Gala Dinner – Adelaide Oval  
*Theme: 'Brownlow / MVP' - Dress up for a red carpet sporting event or in support of your favourite sporting team!*



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**Day 3 Friday 6 September (all delegates invited for breakfast)**

8:00am	Breakfast with <i>Guest Speaker</i> (The Playford)
9:30am	AGM (ACA members only)
10:15am	Member Roundtable Session – The Challenges affecting our Destinations
12:00pm	Conference concludes

**Thank you to our Sponsors**



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## Want to stay longer in Adelaide? Why not!

There's so much to see and do in Adelaide, here's some ideas to tempt you:

[Bike About e-bike Tour](#): Cycle through beautiful vineyards for exclusive wine tasting in the Adelaide Hills or Barossa Valley. Head out on an all-ages family adventure. Immerse yourself in native South Australian wildlife or go on a safari. Whatever your passion or skill level, we have a bike tour for you.

To book, [email Dan](#) and let him know you're part of the ACA Conference.

[Kool Tours Authentic Aboriginal Experiences](#): Explore the history and knowledge of the First Nation Tribes of southern South Australia with Kool Tours, guided tours that give you authentic Aboriginal experiences, bush foods and local heritage. We recommend the Yundi Nature Conservancy, Granite Island or Ratalang ( Port Elliot) tours. Book through the web site.

[Adelaide Oval](#): Get behind the scenes of this iconic sporting venue with a Stadium Tour and /or Roof Climb. ACA Delegates and their families can access these unique tours individually or joined, as follows:

Stadium Tour: 1 hour, \$20 per person

RoofClimb: 2 hours, \$99 per person

To book, [email Scott](#) and let him know you're part of the ACA Conference.

Find more ideas and itineraries for South Australia [here](#) or download the [South Australia Destination Guide](#).