

Cruise collaboration for Newcastle and the Hunter

A Hunter based collaboration has been formed to maximise the opportunity for regional promotion by targeting the growing cruise industry along the coast of New South Wales. This place-based collaboration is made up of:

- Port of Newcastle,
- Destination Sydney Surrounds North (DSSN),
- Regional NSW, within the Department of Planning, Industry and Environment,
- Port Authority of New South Wales,
- City of Newcastle, and
- Hunter Joint Organisation.

The collaboration partners want to improve the experience of scheduled cruise visits to the Port of Newcastle (15 vessel calls in 2019/20) and, ultimately, increase the number of future cruise visits.

Key visitor economy strategies, including the NSW Government Cruise Development Plan and the DSSN Destination Management Plan, outline the opportunity for the Port of Newcastle to attract an increasing number of passenger transit calls as part of the state's focus to enhance its existing reputation as a world-class cruise destination. The collaboration sees these visits as an opportunity for visitors to sample Greater Newcastle and the Hunter.

While yet to determine a collective brand, the first commitment of the collaboration partners is to create the position of Cruise Coordinator with funding from Regional NSW and DSSN. Sarah Foster has been appointed to this position and will be tasked with promoting, supporting and facilitating cruise visits to the Port of Newcastle as well as broader Hunter region by working with state and local government, local industry and community stakeholders.

Sarah will be working two days per week, employed by the Hunter Joint Organisation, operating out of the Port Authority of New South Wales's Newcastle Office and will report to the Management Committee comprised representatives of collaboration partners. Sarah has previously worked at P&O Cruises where she worked in the shore excursion team and brings in depth knowledge of the industry.

This is a great result that will ensure the Hunter region continues to improve and build the benefit of cruise visitation.

(image of Sarah Foster attached to press release)

For interviews please contact:
Louisa Bulley EA: 0413 891 320
louisab@ssalimited.com.au
Joe James
CEO
Hunter Joint Organisation