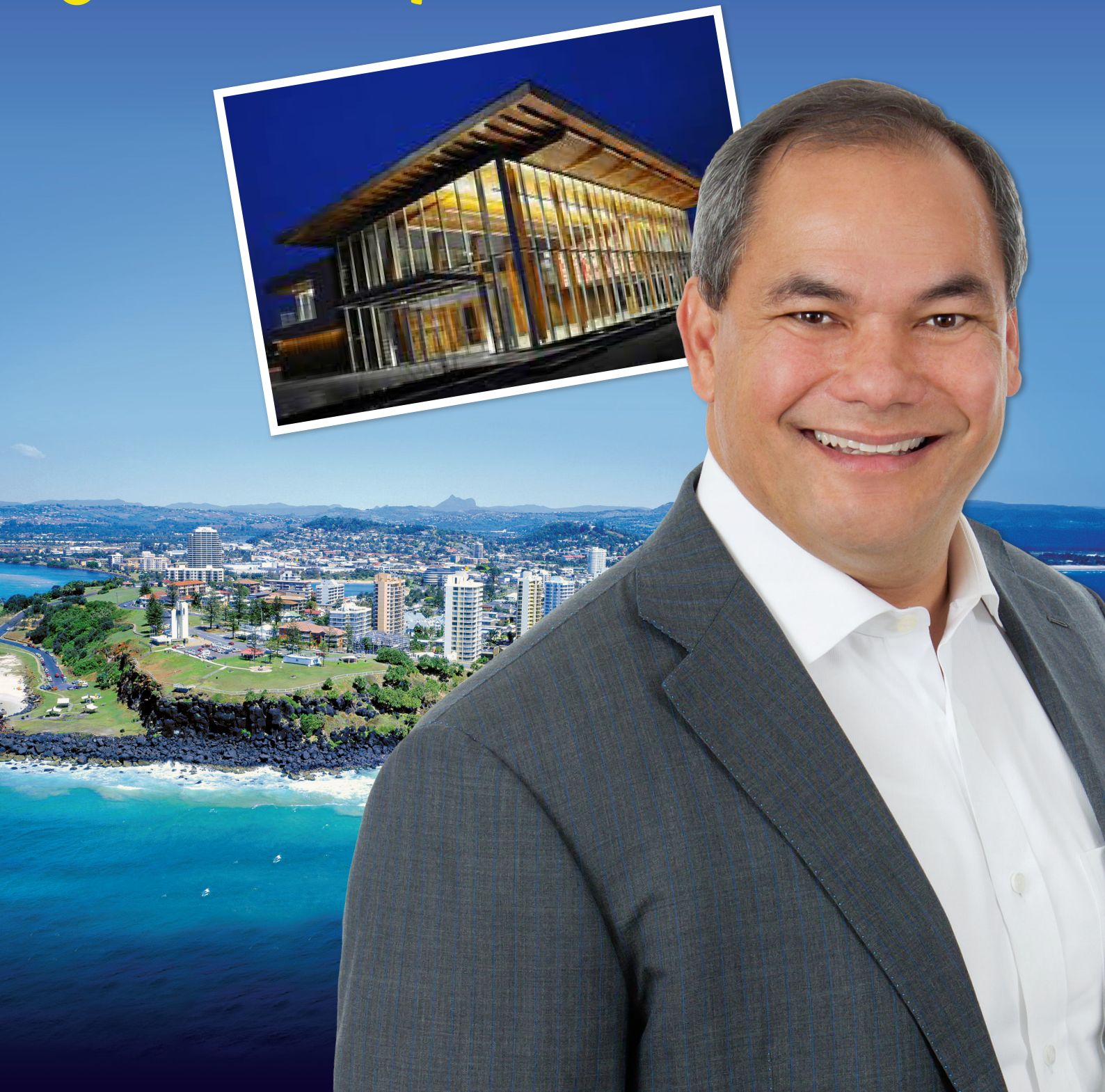


TOM4MAYOR POLICY

cruise ship terminal



BACKGROUND

A cruise ship terminal for the Gold Coast has been a long-term goal.

To date, a lack of political will; a disjointed approach to the development of options; and the cost of the proposed alternatives has held back the progress of this important piece of economic infrastructure.

A new Campell Newman State Government and a new Council provide the opportunity to revisit a cruise ship terminal.

In formulating this policy, Tom Tate has met extensively with key marine industry representatives, boat captain, cruise travelers, cruise operators and community groups.

In addition, Tom's personal experience as a cruise ship passenger has been integrated into the policy.

A cruise ship terminal for the Gold Coast is another crucial key to revitalizing our tourism industry, tourism image and will provide hundreds of jobs for locals.



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transport

CRUISE SHIP TERMINAL POLICY

Guiding Principles

Tom Tate has established two guiding principles that any Cruise Ship Terminal proposal must meet:

- The Spit will remain open to the public and accessible by the public for the enjoyment of every Gold Coaster.
- The proposed solution must offer value for money and provide opportunities for commercial benefit to local businesses and providers.

Approach

A Tom Tate led Council will with the Campbell Newman State Government to re-establish the Gold Coast Waterway Authority.

This authority will include trusted experts from the marine industry and long-time locals.

The newly formed Gold Coast Waterway Authority will be charged with helping to identify the most suitable location for a cruise ship terminal.

Upon identification of the most suitable location, the Gold Coast Waterways Authority will take into consideration engineering and other analysis, including previously completed EIS to develop the best solution.

Tom Tate favours a solution that includes an onshore 'floating terminal' set on piers at a modest distance from the shoreline.

The most cost-effective solution involves a pre-fabricated terminal built in four or six section that is floated into place.

The terminal would have a upper and lower level.

The upper level would house shops, customs and other administration. The below level would include check-in desks, tour services and a dual carriage drive through along the bottom to allow for delivery of supplies and loading and unloading of day trip and tour passengers.

Funding

The Tom Tate proposed 'floating' terminal would be expected to cost up to \$30 million. This would be funded in conjunction with the State Government and would include opportunities for commercial operations to off-set on-going operating costs.

In addition, Tom Tate proposes that the ownership of the Cruise Ship Terminal would remain with Council with revenues being returned to Council to support on-going costs and provide an additional revenue stream to the Gold Coast City Council.



The above image of a Canadian cruise ship terminal provides a good example of the scope of the proposed Gold Coast terminal.



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CRUISE SHIP TERMINAL POLICY

Economic Benefit to the Gold Coast

The opportunity a Cruise Ship Terminal provides to local tourism providers and local businesses who replenish supplies is substantial.

According to the Tourism Taskforce Australia, the cruise ship industry is of significant and growing economic benefit to Australia.

It is estimated that more than one million Australians will take a cruise in 2020, by which time the industry will be injecting \$3 billion annually into the economy from local and international ship visits.

The growth of cruise shipping will significantly benefit a broad range of tourism-related sectors including visitor attractions, events, hotels, cultural institutions, the restaurant and entertainment industries and transport providers (taxis and hire cars).

Annual growth in cruise ship passenger numbers has averaged 11% over the last decade.

A reasonable comparator city is Darwin. A recent survey taken on behalf of the Federal Department of Resources, Energy and Tourism provides some of the economic benefits.

More than nine in ten of those surveyed (92%) made some form of purchase prior to and/or on their day in Darwin:

- 94% of passengers and 69% of crew made some type of purchase
- 18% of respondents spent money on tours
- 64% of respondents spent money on shopping
- Passengers spent \$144 per person and crew spent \$78 per person on average
- Visitors spent \$127 on average prior to the visit and \$113 on average on their day in Darwin
- In terms of average expenditure on items, tours received the highest expenditure prior to the visit (\$133 per person) and shopping the highest while in Darwin (\$92 per person).

Another Queensland example is Townsville:

By 2017, the revamped Wharf 10 cruise and military terminal would employ 189 full-time staff and pay out \$9 million a year in wages and salaries, \$6.6 million directly and \$2.4 million through flow-on activity.

Townsville Bulletin, 2 June 2010



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