

# The Brisbane Cruise Terminal Portside Wharf Brisbane Australia



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Welcome to Portside Wharf

Cruising has become  
one of the most  
popular ways of  
seeing the world.

The freedom of being on the open ocean while enjoying the comfort of fully-fledged luxury is an elating experience. At many cruise terminals and ports around the world, however, this experience is often marred by a lack of on-hand facilities and cultural offerings. By contrast, and ever growing in its popularity with cruiseship captains, shipping staff and passengers, the Brisbane Cruise Terminal at Portside Wharf brings together all those so-essential elements of commuting, tourist attractions and shipping needs in the one place.

Located in the prestigious inner-Brisbane suburb of Hamilton, the Brisbane Cruise Terminal opened in August 2006. It is a world class terminal and one of the first developments of its kind in the world to incorporate retail, residential and cruiseship facilities in a stunning and modern setting.

Portside Wharf can service a broad range of ships, from super-yachts and boutique expedition vessels through to the Panamax-sized Aurora class. This size range encompasses about 95% of all the cruiseships currently sailing in the Asia-Pacific region.

Brisbane Cruise Terminal director Captain John Foley said that there have been misconceptions about the restrictions imposed by the Brisbane River. "Brisbane Cruise Terminal is restricted only by those limits that the Regional Harbour Master imposes as safe for navigation, assessed on a case-by-case basis. P&O's 272m long superliner Aurora routinely navigates the river's narrowest channels, passes under the Gateway Bridge, and turns short-round before berthing at Portside Wharf- and has become an annual visitor. At 55.4m, Brisbane's Gateway Bridge has a higher clearance than the Sydney Harbour Bridge, offering passage to a greater range of vessels." "Last season, sixty-odd cruiseships visited Brisbane. Only three ships were flagged as too large to come upriver to Portside," Captain Foley explained.



The Brisbane Cruise Terminal has state-of-the-art facilities for processing up to 2,500 passengers on baseporting or turnaround calls. For fly/cruise/fly passengers the BCT is but a 15 minute drive from Brisbane's international and domestic airports – a convenience few other cruise terminals can claim. As well, it enjoys ease of access to the main arterial roads, giving easy access to Brisbane city or the motorways leading to the northern and southern beach resorts or west to the Darling Downs.

Across the river from Portside Wharf premium marine engineering facilities are available, including a 260m x 33m Panamax-size dry dock and a 300m fitting out berth.

P&O's Pacific Sun recently completed a 12-day multimillion dollar overhaul at this dock. The 47,000 ton ship emerged with a range of enhancements including the Oasis Retreat (a completely new public area), a new whirlwind spa and a new gym, plus other refurbishments. Painters used more than 10,000 litres of paint to transform her livery into a classic all-white look.



The 1,900-passenger Pacific Sun is the largest ship ever to be deployed from Brisbane. She made the Brisbane Cruise Terminal her homeport in December 2007.

At the Brisbane Cruise Terminal, passenger access between ship and terminal is via an aerobridge or, for smaller vessels, gangway to the wharf. The Brisbane Cruise Terminal's globally-unique mobile aerobridge is flexible enough to cater for most cruise ship's entry/exit shell doors, the heights of which vary from ship to ship.

The Brisbane Cruise Terminal also offers a full range of utilities including electrical power, phone connections, fresh water, etc. Furthermore, top-quality local produce, i.e. fresh fruit, vegetables, meat and delicious local seafood, are readily available via delivery vehicles brought direct to the ship's side.

Specialists and industry leaders in the supply of professional maritime and stevedoring services, the Lewis Group, oversee ticketing, meet and greet, security, stevedoring and x-ray equipment for walk on and check-in luggage; working with both customs and quarantine at the BCT. Owner of the Lewis Group, Gary Berry, said the Brisbane Cruise Terminal at Portside Wharf is one of the best terminals to work at logistically and for security operations.

"Loading and unloading ships is a complex process with many logistical elements to coordinate. As a ship's visit is very much a time management situation, the ease of access Portside Wharf offers and the range of purpose-built shipping amenities means our staff can meet turn around deadlines efficiently."

"The Lewis Group as the port operators have some of the most experienced passenger ship people available in Queensland that ensure all ship requirements and expectations are met. When a ship arrives at the Brisbane Cruise Terminal with disembarkation and embarkation requirements, we usually have approximately 100 staff on hand to assist passengers and our staff are especially mindful and trained for the appropriate care of elderly passengers," Mr Berry said.



The Brisbane Cruise Terminal offers cruise shipping a one stop management environment. The Lewis Group handles all the terminal's operational procedures and can promptly and efficiently address all issues direct, saving the ship having to deal with a multitude of service providers on the day. The terminal operates seven days a week. Both the Portside Wharf management and the Lewis Group are actively engaged in promoting passenger shipping to the industry worldwide, to the advantage of tourism in Queensland.

"Portside Wharf receives numerous compliments from the international visiting ships' Captains and staff, and many look forward to revisiting Portside Wharf and the city of Brisbane. As a result of word spreading around the world about what a great place Portside Wharf is, we are experiencing a noticeable growth in enquiry rates for more ship visits from a range of international companies. Coupled with the excellent professional

service, ship visits are seamless and straightforward which is of immense benefit to vessels and most importantly, these benefits are passed on to the passenger. It is Australia's most modern and up-to-date purpose built passenger facility," Mr Berry said.

The Brisbane Cruise Terminal brings more than 150,000 visitors to Portside Wharf each year. For the 2007/2008 financial year, the state of Queensland enjoyed a flow-on economic benefit with a 34% increase in cruise shipping income, up to \$62.7m from \$46.7m in 2006/2007. The BCT hosted 49 cruiseships in its first year of operation and 56 in its second – clearly demonstrating the growing popularity of both Queensland's cruise industry and Portside Wharf as a leisure destination.

From December 2009 onwards, Carnival Australia will be deploying a new vessel the Pacific Dawn year-round from the Brisbane Cruise Terminal.

Entry to the Portside Wharf is via the spectacular public plaza and the 7,500 sqm retail and dining precinct where visitors can soak up the ambience of the Portside precinct and activity of the restaurants, shops and cinemas surrounding the plaza. A selection of Brisbane's best restaurants across a range of cuisines are located on-site including fresh seafood from Wilson's Boathouse, Manx for elegant modern European cuisine, Sono for a traditional Japanese experience, Italian and Spanish influence at Gusto da Gianni and Mediterranean cuisine at Byblos. Portside Wharf is also home to the acclaimed Gianni Events and DENDY Cinemas, and hosts a range of exciting events throughout the year such as the highly anticipated Coffee and Chocolate Festival held annually in July. Portside Wharf has its own accredited travel agency, Cruising Down Under, who specialises in both domestic and international cruising based on the premises.

Brookfield Multiplex Project Director, Lee Butterworth, said the Brisbane Cruise Terminal and Portside Wharf had become a Brisbane destination favoured by locals as well as cruise passengers.

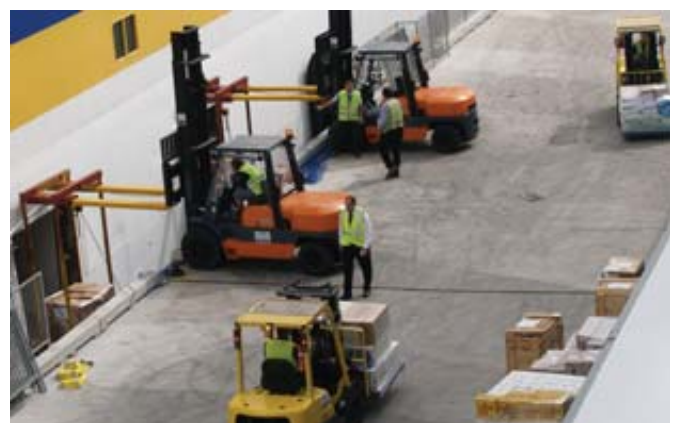
The Brisbane Cruise Terminal was successfully modelled on a range of cruise terminals around the world, including Barcelona, Havana, Vancouver and Miami. Drawing from the best of the world's terminal offerings, Portside



Wharf was created with the visitor in mind. The fact that visitors can literally step off their cruise ship and enjoy the spoils of some of Brisbane's most coveted restaurants in the temperate Queensland climate is a memorable experience along their journey.

"Cruise ship visits and passenger numbers to the Brisbane Cruise Terminal continue to rise steadily and the increase over the last financial year has been significant. Brisbane's economy has benefited from an incredible 28% increase in income from cruising from \$39.5M to \$50.5M (2007/2008). While the current financial strains have slowed many economies, Brisbane's cruising popularity continues to grow," Mr Butterworth said.

Over the last cruiseship season an average of 1,800 passengers embarked and disembarked at Portside Wharf from Carnival Australia's Pacific Sun regular baseport calls. In the next 12 months about 70 cruiseships – both



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baseport and transit – will be hosted at the Brisbane Cruise Terminal. Strategically located on Australia's East Coast cruising hub, the Brisbane Cruise Terminal is just one sea-day away from Sydney or the Whitsunday Islands and is two sea-days from tropical Cairns and the Pacific island of New Caledonia. For passengers disembarking, the Portside Wharf is 10km from Brisbane's CBD and only 5km from Brisbane's international and domestic airports – a proximity few Australian ports can boast. This premium and central location provides passengers with an easy and short commute to connecting flights.

From the Brisbane Cruise Terminal at Portside Wharf, international passengers can step straight into Queensland's capital and surrounds to experience the relaxed lifestyle and perfect year round climate. With as little as half a day, visitors can explore the Brisbane City heart conveniently by river. Only a short stroll from disembarkation at Portside Wharf is the City Cat and ferry terminal. The high speed catamaran City Cats are a scenic mode of transport to a range of destinations across Brisbane, including South Bank, where visitors can explore the Queensland Museum, Streets Beach and the highly acclaimed Gallery of Modern Art (GoMA).

With a whole day to fill, animal lovers can see Australian wildlife up close at Lone Pine Koala Sanctuary. With over 130 koalas, Lone Pine is one of the world's largest koala sanctuaries and one of a few where visitors can cuddle a koala, hand-feed kangaroos and encounter a stunning variety of native Australian animals in natural settings. Also a favourite with those visiting both on day trips and lengthier stays is the Gold Coast – one of the country's most popular destinations. Home to an endless stretch of coastline, vast rainforest hinterland and buzzing nightlife, the Gold Coast is only 40 minutes from Brisbane. Heading north from Brisbane to the Sunshine Coast will enable you to experience Steve Irwin's, Australia Zoo home to Australian reptiles together with snakes, lizards and magnificent crocodilians.

**In just over two years of operation, the Brisbane Cruise Terminal at Portside Wharf has experienced exponential growth in visiting vessels and passenger numbers. The key to the terminal's success has been the combination of purpose-built facilities for ships including a dry-dock facility across the river, immediate passenger offerings in the way of dining and retail at Portside Wharf and the terminal's prime location – only 5km from**

**Brisbane's airports, 10km from the CBD and direct access to Queensland's northern and southern arterial roads. For passengers there are many tourist attractions close by, from snorkelling the Great Barrier Reef to patting a koala at the Lone Pine Koala Sanctuary. Behind the scenes, for Captains and shipping staff, there is uncomplicated access and facilities to coordinate the logistical and security requirements that make for an enjoyable and unforgettable visit to Brisbane's Cruise Terminal.**

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## STOP PRESS



## Portside Wharf wins international Award

Brisbane Cruise Terminal at Portside Wharf has been awarded Dream World Cruise Destinations Magazine's 2008 award for the "Most Efficient Port Services". Each year international cruise lines are polled in a number of industry related categories. "This is a great achievement for those who work at Portside Wharf and their professionalism" said Lee Butterworth, Brookfield Multiplex Project Director, pictured with Brisbane Cruise Terminal Director, Captain John Foley and the Award.

