



HOW TO WRITE TO YOUR MP

# A GUIDE FOR CLIA MEMBERS

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## **CLIA NEEDS YOUR HELP TO REINSTATE CRUISING IN AUSTRALIA.**

CLIA and our cruise line members are hard at work preparing for the revival of our industry and have been focused on new measures to uphold the health and safety of guests, crew and the communities we visit.

We'd like your help in making Parliamentarians aware.

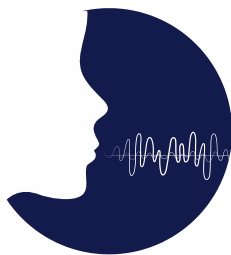
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## 1. IDENTIFY YOUR MEMBER OF PARLIAMENT

You can identify your Federal Member of Parliament [HERE](#) and your Federal electorate [HERE](#).



## 2. CONSIDER YOUR MESSAGE

Before starting, consider why cruising is important to you and write down 3 reasons why you rely on the Australian cruise industry and/or are passionate about its recommencement.



## 3. REVIEW THE EXAMPLE PROVIDED

Review the example letter and use as a guide for crafting your own, personalised version. Writing a letter or email in your own words will be more authentic and have greater impact when it's received by your local member. However, if you do not feel comfortable doing this on your own, use this example as a guide on what types of information to include.



## 4. REFERENCE DATA

Include statistics of the economic impact to your region.

Further information can be found at [WeAreCruise.org](http://WeAreCruise.org).



## 5. CONFIRM DETAILS

Confirm MP names, and ensure the title is addressed correctly.

Letters or emails are one of the most simple yet effective ways to engage your Member of Parliament about an issue you care about. You should address letters with the following salutations, and conclude with 'yours faithfully/yours sincerely.'

**Senators:** 'Dear Senator or Senator [surname]'

**Ministers:** 'Dear Minister'

**Members of Parliament (MP):** 'Dear Sir', 'Dear Mr [Surname]', 'Dear Madam' or 'Dear Ms [surname]'



## 6. NEXT STEPS/ FOLLOW UP

Finish the letter by saying that you look forward to receiving their reply.

**Tip:** To facilitate a prompt reply, include your contact details and be patient as you wait for a response – politicians lead busy lives! Wait one month, then call your MP's office to remind them of your letter or email and ask when you may expect a response.



## STRUCTURING YOUR LETTER

WE RECOMMEND USING THE FOLLOWING  
STRUCTURE TO HELP DRAFT YOUR LETTER

### Introduction

Introduce yourself, with details on who you are and where you work.

### Paragraphs 2-3

Acknowledge the necessary cessation of cruise for health and safety, but that the time has come to support the recommencement of cruise under the extensive new health protocols developed by the cruise industry. Include 3 points about why you rely on the industry (per point 2), and the personal impact this time has had on you.

### Paragraph 4

Outline the economic contribution that cruising brings to the region (see example letter and supporting stats for inclusion).

### Paragraph 5

Include any facts or figures about your experience, that highlights the issue locally in your constituency. (Stats include loss of revenue, reference to local news coverage, inability to retain staff, loss of tourism for local operators, decline in forward bookings etc).

### Conclusion

Include a call to action to support the recommencement of cruising under the extensive new health measures the cruise industry has committed to. In Australia, we are calling for the government to support our industry through working collaboratively on a recommencement date.

# EXAMPLE LETTER

## To Australian Government Representative

Senator the Hon Simon Birmingham  
Office of Minister for Trade,  
Tourism and Investment  
Parliament House  
Canberra ACT 2600

2 December, 2020

### **RE: Support our businesses with a safe pathway to resumption for cruising**

Dear Minister,

I am a passionate owner of The Travel Experts, a local travel-agency based in Cairns, and am writing to seek your support for thousands of travel agents like me who are relying on the recommencement of the cruise industry for jobs and business sustainability.

I joined the industry 16 years ago after a seven-day cruise made me realise it was the career change I needed, and have now owned my business for the past nine years. As well as my passion, my job allows me to support my family, with two young kids under four. My colleagues and I form a community of travel enthusiasts who bring joy to millions of tourists each year, and each day the cruise ban continues, it places an enormous strain on our livelihoods, careers and community.

The Australian cruise industry is recognised as a vital contributor to our economy, injecting \$5.2 billion annually, with direct supply chain contributions in Australia accountable for \$2.3 billion annually. Nationally, cruise supports more than 18,000 jobs across almost 50 destinations and in every state, including many regional communities and remote locations that have suffered enormously in the tourism shutdown. In Queensland specifically, cruising contributes \$490 million in direct expenditure and it is crushing to see this contribution de-valued.

Cruise Lines International Association (CLIA) has calculated that the cruise suspension has already cost the Australian economy \$2 billion and a further \$3 billion is at risk if the suspension continues into 2021. Tens of thousands of jobs are at risk.

Cruise lines have outlined extensive new health protocols that include measures like 100% testing of all passengers and crew prior to boarding. With these measures in place, and given Australia's success in stemming the spread of COVID-19, it is important that we plan for a phased and carefully controlled resumption of cruising, initially in local waters for locals only.



I know that the cruise industry has worked hard to develop the best possible health framework to keep our guests, crew and communities safe for when the time is right to resume sailing.

As such, I respectfully urge you to work closely with the cruise industry to agree on a restart timeline, and help me and thousands of other Australians recover from the devastating economic impact the pause in operations has had.

We as an industry want to stand on our own feet, but to do so relies on government approval to resume operations.

Your support, and that of the Australian Government, will help ensure we keep our jobs and it will also ensure that our families, friends and communities can help us rebuild and support our economy through tourism, both now and into the future.

I look forward to your reply.

Yours faithfully,  
Sally DeLeary