

Background information

SeaLink Travel Group

SeaLink Travel Group is a publicly listed multi-modal transport and tourism operator, delivering world-class customer services and brilliant Australian holiday experiences.

Carrying more than 360 million passengers a year in different locations around the world, our Group has over 8,500 employees operating nearly 3,400 buses and 78 ferries in New South Wales, Victoria, Queensland, South Australia, Tasmania, the Northern Territory, Western Australia, London and Singapore.

SeaLink was founded in 1989 in Adelaide providing transport and ferry services between the mainland and Kangaroo Island. Today, we are a leading Australian marine, tourism and public transport provider with established international operations in London and Singapore.

SeaLink's tourism operations extend across New South Wales, Queensland, the Northern Territory, Western Australia, South Australia and Tasmania, including:

- Cruises, ferry and charter services on Sydney Harbour, Swan River (Perth) and on the Murray River
- Passenger, vehicle and freight ferry services from Kangaroo Island to the South Australian mainland, North Stradbroke Island and Southern Moreton Bay Islands to south-east Queensland and from Bruny Island to the Tasmanian mainland
- Resort accommodation, restaurants, touring and ferry services on Fraser Island, Queensland
- Day tours, extended touring and charter operations on Kangaroo Island and on the South Australia mainland
- Passenger ferry services in Townsville, Darwin and Perth
- Lunch and dinner cruises on the Swan River and on Sydney Harbour
- Ferry and barging services in south-east Queensland and Gladstone
- Exclusive 4WD foreign language adventure-based tours
- Retail travel agencies in Adelaide and Townsville
- Tour wholesaling to the travel trade
- Adventure, accommodation and bistro at Vivonne Bay, Kangaroo Island

For more information on the SeaLink Travel Group visit www.sealinktravelgroup.com.au

SeaLink South Australia

SeaLink employs nearly 400 staff in South Australia. Approximately 130 of these employees live and work on Kangaroo Island. On Kangaroo Island we are the second largest employer of locals after the State Government.

Our South Australian tourism brands include:

- SeaLink Kangaroo Island – main ferry service connection between Kangaroo Island and the mainland, established 30 years ago. SeaLink KI also offers self-drive, tours and extended holiday packages on the island.

- Murray Princess – amazing cruise experience aboard the PS Murray Princess, on the Southern Hemispheres largest inland paddle wheeler. We offer 3, 4 and 7-night cruise options. If you book 90 days in advance you can save up to 20%
- Vivonne Bay Lodge - comfortable, modern dormitory, twin and four-share rooms accommodation and meals for tour groups.
- Kangaroo Island Odysseys – small group wildlife, nature based, and food and wine touring offering personalised and flexible itineraries in different languages (English, Italian, German, French, Spanish, Mandarin and Japanese).
- Kangaroo Island Adventure Tours – small great value adventure tours led by fun-loving, professional guides for travellers looking for an experience a little more off the beaten track.
- Flinders Ranges Odysseys - small luxury group tours exploring the magnificent Flinders Ranges in the heart of South Australia's outback.
- Adelaide Sightseeing - South Australia's longest serving day tour operator, having operated for over 30 years. Offering half day, full day and longer stay tours to all corners of Adelaide and South Australia.
- Australian Holiday Centre – Travel agent specialising in selling quality holidays within Australia and around the world.

SeaLink South Australia provides around \$200,000 in sponsorships for about 50 different groups on Kangaroo Island including:

- The SeaLink Kangaroo Island Cup Carnival (naming right sponsor, offering transport for horse floats, horse trucks, trainers and jockeys as well as marketing support and corporate hospitality.
- Various sporting clubs for football, netball, cricket and basketball.
- Wildlife, health and education groups
- Other special events on KI such as KI Art Feast, Easter Art Exhibition and music festivals.

SeaLink South Australia also sponsors the South Adelaide Football Club Junior Players who are handpicked from the KI football teams who need to travel to the mainland each week during football season to play for the SANFL.

2020 Kangaroo Island bushfires

During the fires SeaLink coordinated:

- additional ferry services to meet the needs for emergency services including the Australian Defence Force (ADF), Country Fire Service (CFS) and SA Police (SAPOL). One day saw a record 14 return sailings with 2 crews
- transport of 200-300 evacuated visitors with 85 vehicles from the island
- ferry services for the carting of essential island needs including donations for evacuated residents, water, hay and fodder for stock and extra services to meet demand with many island-based visitors and residents wanting to leave the island
- drop off points for donated goods and transport, with the Lions Club (Yankalilla) and St Vincent de Paul (Cape Jervis)

On 8 January 2020, SeaLink announced an initial half-a-million-dollar support package for immediate support for the local KI community. This included an initial \$200,000 financial donation to the KI Mayoral Relief and Recovery Bushfire Fund. This support package is now worth over **\$600,000**.

SeaLink understands there are many people whose homes, properties and businesses have been destroyed. As part of this package we offered to support those directly impacted and by providing free ferry travel to the value of \$2,000 per property to assist with their recovery (totalling nearly \$300,000 in travel support). The sponsorship also included free of charge ferry travel for family and friends travelling to offer support during January (totalling nearly \$80,000), and sponsorship of travel for donated goods (totalling nearly \$15,000)

On 10 January 2020, SeaLink advised that our Vivonne Bay Lodge has sustained significant damage in the Kangaroo Island bushfires. The Lodge was safely evacuated, and we have committed to re-establishing operations there as soon as possible.

#BookThemOut campaign

SeaLink joined the SA Tourism Commission campaign to encourage visitors back to the island to help support the local community get back on their feet.

To help, we're offering \$15* passenger ferry fares for people who booked from 19th January 2020 to 29th February 2020. For travel to 30th June 2020.