



**Tasman Island Cruises**

Port Arthur – Eaglehawk Neck



# **MEDIA RELEASE**

## **NEWS FROM BRUNY ISLAND CHARTERS AND TASMAN ISLAND CRUISES**

Date: 13<sup>th</sup> October 2008

---

### ***Rob Pennicott's eco-adventures team wins major national awards***

---

The Pennicott family's journey to success in the nation's most prestigious business awards began nearly a decade ago, when Rob Pennicott established the now internationally-acclaimed Bruny Island Charters eco-adventure. Last year, he extended his scope to the spectacular coastline between Port Arthur and Eaglehawk Neck, with the opening of his new venture, Tasman Island Cruises.

The outstanding quality and environmental sustainability of his team's tourism operations were acknowledged in Sydney on 10 October, with wins in two major national awards – the Telstra MYOB Small Business Award for businesses with five to 20 employees; and the Telstra Sensis Social Responsibility Award for demonstrated leadership and contribution by a business to the environment, people, education or the community.

“In our first year, we carried just 1200 passengers,” Mr Pennicott says. “But last season we were privileged to show more than 28,000 visitors the wonderful remote coastlines of south-east Tasmania.”

The majority of Rob's employees live on Bruny Island or the Tasman Peninsula.

“As residents, all of us have a special commitment to our home regions that only real locals understand,” he says.

Before establishing Bruny Island Charters, Rob Pennicott worked as a fisherman off the coast of South Bruny Island, so he knows every nook and cranny of the coastline. His love of the wild environment and its abundant marine wildlife encouraged him to share it with visitors – and to do so in an environmentally-

sensitive way. His concern for the sustainability of the Bruny community and the island environment led him to direct growth into his new eco-adventure, Tasman Island Cruises.

As a key part of that initiative, he has carried through the company's sound environmental principles, establishing the Tasmanian Coast Conservation Fund, through which a proportion of every ticket sold is used to conserve and protect the coastal environment that his cruises explore.

Up to June 2007, the Pennicott family had donated a total of \$40,000 to the Tasmanian Coast Conservation Fund. One immediate and practical result of the funding will be the total eradication of feral cats on Tasman Island, through a program to be operated by Tasmania's Parks & Wildlife Service.

Rob Pennicott has a clear vision about the style of eco-adventure he wants to deliver.

"Our philosophy is to give our guests a genuine, authentic experience of the environment, so our cruises are neither luxury jaunts nor high-speed, thrill-seeking trips," he says.

Instead, Rob and his team ensure that there is time for guests to stop, look and listen, as the boats pause beneath sea cliffs and nose their way into sea caves, drift quietly past fur seals at their haul-outs and slow down to observe pods of dolphins, albatrosses and sea eagles wheeling on the wind and even the occasional migrating whale.

In their integrity, authenticity and sustainability, the eco-adventures offered by Rob Pennicott and his dedicated local team represent an outstanding example of a high-quality Tasmanian tourism initiative.

**For more information contact:**

**Tasman Island Cruises**

Email: [info@tasmancruises.com.au](mailto:info@tasmancruises.com.au)

Web: [www.tasmancruises.com.au](http://www.tasmancruises.com.au)

Ph: (03) 6250 2200

**Bruny Island Charters**

Email: [info@brunycharters.com.au](mailto:info@brunycharters.com.au)

Web: [www.brunycharters.com.au](http://www.brunycharters.com.au)

Ph: (03) 6293 1465

**Trina Mangels**

**Marketing Manager**

Ph: (03) 6239 6878

Mob: 0400639933

Email: [marketing@brunycharters.com.au](mailto:marketing@brunycharters.com.au)