



**Tasman Island Cruises**

Port Arthur – Eaglehawk Neck



# **MEDIA RELEASE**

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

Date: 10<sup>th</sup> March, 2009

---

### ***ROBERT PENNICOTT FEATURES IN NATIONAL TELSTRA CAMPAIGN***

---

Tasmanian eco-cruising pioneer Rob Pennicott, who established Bruny Island Charters and Tasman Island Cruises, is featuring in a national Telstra advertising campaign for the 2009 Telstra Business Awards highlighting successful Australian innovators.

Under the headline 'It's been a rough ride but we never felt like abandoning ship', the press advertisement portrays Mr Pennicott at his Adventure Bay base, with the purpose-built cruise boats he designed behind him and a distant Mt Wellington on the horizon.

Mr Pennicott's cruises have won a series of major Australian awards, including two national categories in the 2008 Telstra Business Awards: the Telstra MYOB Small Business Award for businesses with five to 20 employees; and the Sensis Social Responsibility Award for demonstrated leadership and contribution by a business to the environment, people, education or the community.

The Pennicott family's successful and dynamic businesses continue to grow, carrying more than 28,000 passengers in the 2007-2008 season along the coastlines of South Bruny Island and the Tasman Peninsula. The 2008-2009 season is on target to increase those numbers.

A key innovation of this Tasmanian family business was the establishment of the Tasmanian Coast Conservation fund, through which a percentage of every cruise ticket sold is used to conserve and protect the coastal environment that his cruises explore.

Up to June 2008, 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 to assist in the total eradication of feral cats on Tasman Island, through a program to be

operated by Tasmania's Parks & Wildlife Service.

The fund represents only one aspect of the Pennicott's commitment to their community.

"In fact, 25% of the total profits from our business are donated to a range of charity organisations, fund-raising efforts and educational initiatives in addition to supporting the conservation fund," Mr Pennicott says.

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)

See [www.telstrabusinessawards.com](http://www.telstrabusinessawards.com) for more information on how to enter the 2009 Telstra Business Awards.

# “IT’S BEEN A ROUGH RIDE, BUT WE NEVER FELT LIKE ABANDONING SHIP.”

**Robert Pennicott**, Owner, Bruny Island Charters  
2008 National MYOB Small Business Award & Sensis Social Responsibility Award winner

Bruny Island Charters lost \$40k in their first year. But they always knew there was more to business than just commercial success. Our 2008 National Winner of the MYOB Small Business Award gives 25% of their profit to charity.

Now we want to hear your story. Nominate your business or a business you know for the 2009 Telstra Business Awards and celebrate the journey.

NOMINATE NOW | [CLICK TELSTRABUSINESSAWARDS.COM](http://CLICK.TELSTRABUSINESSAWARDS.COM) | CALL 1800 262 323

Proudly sponsored by

