



## ***Bass & Flinders Cruises Whale Watching Sydney.net***

### **Company History**

In 1976 operating as Riverboat cruises, the first vessel, 'Protector' an ex Harbour ferry was purchased and began operations as a charter vessel, first on Sydney Harbour and then on the Georges River and Botany Bay.

Over the years other vessels followed, including the 'Bass & Flinders' in the 1980's prompting a change of name to Bass & Flinders Cruises. Currently Bass & Flinders cruises operate 6 commercial vessels of various size and configurations.

In the year 2000 the first whale watching operations began from Botany Bay, in 2004 the largest vessel in the fleet 'Ocean Dreaming' was purchased and refitted to begin full scale whale watching operations from Sydney Harbour under the name of Whale Watching Sydney.Net.

Over 20,000 passengers per season enjoy watching the Humpback whale migration from May to December each year. The operation is accredited as an Advanced Eco Tourism by Ecotourism Australia and has won an NSW tourism award in the same category.

Innovating and opening new markets such as whale watching from Sydney and offshore excursions along the NSW coast has been the basis of growth for the past 5 years.

In December 2007 the decision was taken to build a new vessel (as yet unnamed) to replace Ocean Dreaming, in March 2008 the vessel construction was begun for delivery in March '09. This vessel was designed to operate as both an offshore whale watching vessel and a fast ferry with excellent fuel efficiency and reliability.

The business is family run, with 2 generations of the Ford family at the helm. The success of the operation is based on providing consistent good service and value.