

NORFOLK



ISLAND

## THE GOVERNMENT OF NORFOLK ISLAND

### MEDIA RELEASE

# ***"Ultimate Lady"* brings a new venture to Norfolk Island**

Norfolk Island Minister for Commerce and Industry Chris Magri has welcomed the imminent arrival to Norfolk Island of the MV *Ultimate Lady*. He said that the arrival of the adventure fishing vessel heralded a new venture which could become a significant niche industry within the overall tourist appeal of Norfolk Island. Mr Magri said that he was delighted to have been able to play a part in this new venture by assisting the owners of the *Ultimate Lady* to obtain the necessary Australian regulatory approvals.

The *Ultimate Lady* is a 28-metre custom built Craig Loomes designed sport fishing vessel. The vessel has a unique design, and is called a wave pierce, with two hulls and a centre-piercing hull. This affords the vessel and guests on board a fast, comfortable platform, with unequalled economy. The construction took place in Auckland and the vessel was launched in August 1998. The *Ultimate Lady* is powered by twin 1200-horsepower MAN's and has a top speed of 32 knots. The fuel capacity is 20,000 litres of diesel and the vessel has a range of 5500 nautical miles. Guests onboard have all the luxuries of home with a bar, Foxtel TV, air conditioning, a gym area and six bathrooms to choose from. The luxurious vessel has sufficient room to accommodate up to seven guests and four crew in the seven double cabins.

The owner and crew all hail from New Zealand and all have a passion for sport fishing, in particular marlin fishing. The *Ultimate Lady* spends its time exploring the South Pacific, from Cairns, Gold Coast, New Caledonia, Vanuatu, with Papua New Guinea and Tahiti on the list for 2009. Norfolk Island has been on the radar of the captain for a number of years, as the vessel regularly fishes a bank due south of Norfolk called the Wanganella Bank. The *Ultimate Lady* first fished the Wanganella in 2003 and was the first sport fishing vessel to embark and specifically fish the banks.

Since then a DVD has been released called "Ultimate Fishing Adventures", which showcases the Bank's unbelievable striped marlin fishery. This Bank is in international waters and has the world's best striped marlin fishing. It is attached to a underwater ridge system, known as the Norfolk Ridge and along with Norfolk Island has some very interesting bottom structure. This structure could potentially hold large numbers of sport fish, namely marlin, tuna and broad bill swordfish. The *Ultimate Lady* is involved in the conservation of billfish with both the New Zealand game fish Council and the International Billfish Foundation. Research conducted onboard the *Ultimate Lady* has resulted in some interesting finds with regard to the migration of various marlin species and the waters surrounding Norfolk Island.

The vessel's aim is to base itself at Norfolk Island for around two months while it explores and fishes the surrounding waters and south along the ridge to the Wanganella. The owner and guests will fly into the island to embark on fishing trips of a lifetime and hopefully discovering a potential sport fishery at Norfolk Island. The vessel is available for charter. For more information got to [www.ultimatelady.com](http://www.ultimatelady.com) or contact the captain at [ultimatelady@attglobal](mailto:ultimatelady@attglobal).

Christopher Magri  
**Minister for Commerce and Industry**

21st March 2008