

Annual Report

Boating Industry Association of Victoria Ltd



*Boating Industry Association
of Victoria*

1st July 2011 to 30th June 2012

Boating Industry Association of Victoria Ltd

Annual Report 2011/12

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BIA VICTORIA – Presidents Report

Dear Members,

We live in an ever changing world and it is necessary that the Boating Industry recognizes these changes and adapts.

During the year just past the board has been much occupied with changes to the Victorian Recreational Boating Regulations. It has been our position that changes that discourage boaters from their chosen activity and creates no improvement in boating safety or comes at a cost that is out of proportion to the safety outcome should be opposed. We were successful in persuading Transport Safety Victoria to accept many of our arguments, and it is appropriate that I thank my predecessor David Heyes and our staff member Ben Scullin for their tenacity in this area.

Members will be aware that the State Government has reduced funding for the Technical and Further Education (TAFE) sector. One of the casualties of this exercise has been the Certificate III course in Boat Building and Repair that was run by Victoria University. The improvement in professional standards within the industry has been a focus of our organisation since its inception. It comes as a blow then to loose our formal accredited training course. We have spent much time in trying to kick start a replacement course without success. A number of options are still open. We can identify training needs within the industry and do the training ourselves. If we gain accreditation and courses fit within the guidelines we may get government support to do this. Alternatively we could team with another body that will do all or part of what we need and then run very specialized short courses or seminars that will have the effect of lifting the skill levels in all aspects of the industry. Your board is working through these alternatives to find a sustainable outcome.

Our national peak body Boating Industry Alliance Australia (BIAA) has been active during this year with marketing the industry on a national level through the "discover boating program" that was officially launched at the Sydney Boat Show in July. This program is internet based and attempts to promote the social benefits of boating to the wider public. Early indications are that it is being successful in its aims. It comes at an important time for Victoria as our boat registrations have been in decline these last few years. We have been supportive of this national initiative and the activities to enforce national and state regulations to curb the flow of grey imports which is also harming the businesses of our members. Access for recreational boaters to fisheries around the entire coast of Australia has also occupied our attention and the decision as to no take areas is now in the hands of the Federal Minister for the Environment.

When inspecting our accounts included in this report it will be clear that we have gone from feast to famine this year. It is our habit to present three shows for our members every calendar year: Leisurefest which is our joint venture show with the Caravan Trade & Industries Association of Victoria (CTIAV), and the Victorian Automobile Chamber of Commerce (VACC) in October, our Summer Boat Show at Docklands in February, and our winter boat show at the Melbourne Exhibition Centre. In the year just reported we did not have a winter boat show and the year previous we had two. This is a function of the winter boat show moving from July to June and back again. Next year the Winter Boat Show is scheduled for June so again we will have two boat shows to report in the accounts at the next Annual General Meeting.

We have conducted two extra ordinary board meetings this year together with staff. The purpose was to set some strategic direction for the organisation and define the tools we will need to cope with change. Out of these meetings we have set a new vision as to where we would like to be in five years time. Our vision is:

"To build a healthy active boating community"

The Mission then is:

"We achieve our vision through:

- *leadership*
- *strategic alliances*
- *industry growth*
- *boating community awareness*
- *effective communication using technology and*
- *being financially sustainable for the benefit of our members"*

The toughest of these missions is going to be to turn around the negative growth that many of our members have experienced this year past. The speed with which this happens will be dependent on how fast we all change and adapt.



A. C. Warner
President

BIAV – Marine Awards

2012:

Thank you again to I C Frith for their ongoing sponsorship and support our awards presented at this years winter boat shows.



Those receiving Awards were as follows;

25-year membership

Recognition plaque was presented to; **Power Drive Marine**

<i>Awards</i>	<i>Recipient</i>
Apprentice of the year - Metropolitan	James Walsh ~ Haines Hunter
Apprentice of the year – Country	Dean Smith ~ St Leonards Auto & Marine
Marine manufacturer of vessels	Haines Hunter
Marine manufacturer, marine related product	Ronstan International
Exporter of the year	Ronstan International
Business Innovation	Savwinch Pty Ltd
Safety initiatives by organisation	Australian Volunteer Coast Guard
Service Industry Award	Shipmate Directories

INFORMATION – Members directory

BIA Membership Directory:

The 2011/2012 Victorian Marine Industry Directory has been distributed throughout the year at all BIAV events. The A5 size booklet has proved popular and will continue for the next publication to be produced on a calendar year basis.

The Directory includes details about our members and includes TAFE/University Training Providers as well as Industry Recognised Training Providers who are also BIA members.

BIA and other associations - Coming together for a common goal

Business Alliances

BIA works closely with key business partners to build a number of important benefits for its membership. These organisations include:

- IC Frith & Associates (insurance brokers) (sponsor)
- Marine Finance
- MAB Corporation (docklands)
- National Bank of Australia
- Docklands, New Quay Marina and Waterfront City.
- VECCI
- City of Melbourne (sponsor)
- Department Of Transport – Transport Safety Victoria (sponsor)
- Parks Victoria (sponsor)

- Boatpoint.com (sponsor)
- Key Business Advisors (sales training)
- Department of Primary Industry (fishing)
- VR Fish (MOU)
- Yachting Victoria
- Boatsonsale.com.au (BIA/MQ owned)
- VACC (Leisurefest)
- Caravan Industry Association of Victoria (Leisurefest)

EVENTS & PROMOTIONS - *Life's better with a boat*

2011 Melbourne Leisurefest:



The 4th Melbourne Leisurefest despite the gloomy weather was still well attended. As you will see by the final numbers the attendance was down overall 4283 on last year, which was a bumper year and when the weather was in our favour.

The media marketing strategy was well targeted and included a partnership with the Herald Sun that delivered a double page feature and excellent ad placement. Our TV placement took the advertising to all corners of the State with a very clear message that this event is a one-stop shop for all things lifestyle.

The 4x4 Track and the Sandown Test Tow Track were a terrific (and free) way to experience the towing of caravans both on and off road. We thank Tow-Ed and 4x4 Victoria for working so diligently and ensuring that these attractions ran smoothly. Several hundred trips and numerous kilometres were racked up around the Sandown motor circuit and 4x4 track. Again a big thank you to all the manufacturers and dealers who provided caravans, motorhomes, fifth wheelers and vehicles (also drivers) for the test tracks. We look forward to growing numbers of visitors taking a test tow on either track next year.

We were not as fortunate with the weather as we were last year, with the threat of rain for the first three days a large downpour on Sunday making an impact on our show attendee numbers.

A big thank you goes to Outback Campers, Dometic Group and Anaconda for their assistance with the passport competition prizes.

Attendance was 29,454

2012 Melbourne Summer Boat Show:

The 2012 Melbourne Boat Show was a successful event based on attendance numbers approx. 33,000 over the three days, exhibitor numbers, exhibitor and public satisfaction and as an overall event for the promotion of recreational boating.

The Docklands precinct with its marinas featured in this show and likewise the City of Melbourne benefit from this public event.

The weather was kind this year as it plays a big part of the event, only to become windy and wet on the afternoon of the last day. Car parks catered well with the influx of vehicles and likewise the eating establishments around Docklands realised a spike in takings with exhibitors and the public trying their food delights, while Harbour Town (we hope) enjoyed good retail sales.

Advertising reached a very wide audience and attracted good numbers of people who enjoyed the fun and festivities of the Melbourne Summer Boat show.

Again our major sponsor was the City of Melbourne with our secondary sponsorship coming from Bolle' via a contra deal for event staff apparel.

We had 48 Marina yachts and power vessels on the New Quay Marina, which unfortunately did lack the wow factor due to the limited stock availability and the market demand for the larger cruisers. We were again bolstered by the on-land exhibitors with 42 exhibitors showing their products and services. These ranged from open sites for trailer boats to marquee sites with chandlery, charters, insurance and apparel.

This year saw a number of activities for all ages taking place over the three days of the Show, this saw an increase in family's attending.

These activities ranged from:

- "Come Try Sailing" – patrons could get out on the water to try their hand at sailing
- Rescue Demonstration – Westpac Helicopter – TSV, Water Police, Coast Guard
- Yamaha Fishing Tank – Expert demonstrations on how to cast
- Boat Licence Courses
- The "Black Ship" Notorious – replica of 15 century Portuguese ship
- Short Yacht Charters – Offer by the Trailerable Yacht association
- A "catch and release" Bream Fishing contest with a weigh in on stage
- Wine and Food tastings
- Kayaking experience
- Face painters
- Street Performers

BRANDS – Promotion of the BIA brands

BIA continued to promote the BIA Brand and through the follow;

- Victorian Recreational Fishing Guide
- Marine Business news magazine and online
- Shipmate booklet
- BIA flags and Banners
- Advertisements in Press (The Age and Herald Sun, local & regional papers)
- Magazines and Press supplied articles
- Major Media campaigns of Boat Shows (Billboards, TV, Radio, Press)
- Press Releases
- Public Relations
- Radio interviews

- BIAV web site
- Online news and articles

ADVOCACY – Providing a voice for the industry

ADVOCACY – Providing a voice for recreational boating and industry

The 2011/12 year was a crucial year for BIAV advocacy to both government and stakeholders alike. The economic climate continued to stifle growth across our industry, new marine safety regulations passed parliament, marine craft construction apprentice training ended in Victoria and a host of other constrictions on business and recreational activity continued.

However, with the State Coalition Government implementing serious recreational boating infrastructure improvement and fishery enhancement projects across inland Victoria, new economic valuations of recreational boating activity and industry coming to light, new waters driving growth in the regional retail sector and BIAV member businesses preparing for future growth, the key focus of BIAV advocacy activities in the new financial year will be:

- Member access to funding assistance for business planning and accelerated growth
- Options for skills training in our manufacturing and repair sectors
- New and improved coastal recreational boating infrastructure
- Recreational boating economic valuation research
- Strategic Planning for Industry Growth
- Stronger engagement with key stakeholders

Key Meetings Attended:

Parliamentary:

Victorian

- Hon Terry Mulder MLA (Minister for Roads)
- Hon Dr Denis Napthine MLA (Minister for Ports)
- Hon Richard Dalla-Riva MLC (Minister for Manufacturing, Exports and Trade)
- Hon Ryan Smith MLA (Minister for Environment and Climate Change)
- Hon Peter Walsh MLA (Minister for Agriculture)
- Dr Bill Sykes MLA (Parliamentary Secretary for Primary Industries)
- Mrs Donna Bauer MP (State member for Carrum)
- Mr Tim Bull MP (State member for Gippsland East)
- Mr Andrew Katos MP (State member for South Barwon)
- Mr Phil Connole (Chief of Staff to the Ports Minister)
- Mr Tim Pallas MP (State member for Tarneit)
- Mr Wade Noonan MP (State member for Williamstown)
- Mr Johan Scheffer MLC (Shadow Minister for Skills and Higher Education)

Australian:

- Senator the Hon Joe Ludwig (Minister for Agriculture, Fisheries and Forestry)
- The Hon Mark Dreyfus QC MP (Cabinet Secretary)

- The Hon Greg Hunt MP (Shadow Minister for Climate Action, Environment and Heritage)

Departments/Organisations:

- Department of Sustainability and Environment
- Department of Primary Industries – Fisheries Victoria
- Department of Business and Innovation
- Department of Education and Early Childhood Development
- Transport Safety Victoria
- Parks Victoria
- Victoria Police
- South Gippsland Shire Council
- Mornington Peninsula Shire Council
- Corangamite Shire Council
- Gippsland Coastal Board
- Western Victorian Coastal Board
- Tooradin Foreshore Committee
- Port of Melbourne Corporation
- Victorian Heads of Water Safety Agencies
- Goulburn Murray Water
- Southern Rural Water
- VECCI
- Gordon TAFE
- Victoria University
- Chisholm TAFE
- VRFish
- Fishcare Victoria
- AFTA
- WeFish
- IntroFish
- Yachting Victoria
- Composites Australia
- Destination Melbourne
- Save Bastion Point
- Victorian Recreational Fishing Roundtable

Key BIAV Submissions:

- AMSA
- Marine Safety Regulations 2012
- Fisheries Reform Strategy
- Bastion Point Boating Infrastructure
- Lake Nagambie Plan
- Victorian Planning Schemes Review
- Draft GCBAP 2012
- Warrnambool Safe Harbour Feasibility Study
- IPAPF – Invasive Marine Pests Module
- SEMBRPP
- Victorian Parliament-Economic Development and Infrastructure

Key Projects:

- Lake Banimboola Infrastructure
- Cobden Lake
- Corner Inlet Automated weather station
- Building Northern Fisheries
- Docklands Recreational Fishing Strategy
- MJA – Benefits of the Basin Plan for Recreational Boating Industries
- Economic Impact of Victorian Recreational Boating research
- Marine Industry Feasibility Study

GRANTS – Accessing funding for industry growth

- 2011/12 Total Grant Funding *Direct*: **\$109,000.00**
- 2011/12 Total Grant Funding *Facilitated*: **\$270,000.00**
- *Member grants in the pipeline:*
- Commercialisation Australia Stage 1 & 2 applications
- Enterprise Connect - Business Reviews
- DBI Grow Your Business Program and Investing in Manufacturing Technology

Membership Communication & Website

BIA focused on upgrading its communication to the members via weekly e-news bulletins, seasonal Industry News Newsletters distributed to BIA members and has made changes to the website.

The annual BIA Member Services Directory will be upgraded and provide a new layout of members & their services/products. Some 4,000 copies were distributed during the year.

The website now enjoys a good visiting audience and will continue to be updated and uploaded with new information.

BIAV BOARD OF MANAGEMENT & STAFF

The Board Directors for 2011/2012 were:

Manufacturing, Wholesale & Distributors Division [52]

David Heyes (BRP Australia)

Chris Schultz (Honda MPE)

Paul Junginger (PM Marine Manufacturing)

Boat Dealers Division [56]

Darren Finkelstein (St Kilda Boat Sales)

Stuart Jackson (R Marine Jacksons)

Chandlery, Associations & Service Division [76]

Andy Warner (Anchor Marine)

Gordon Howlett (Corporate Fishing Charters)

Paul Benjamin (I C Frith and Associates)

Clubs and Marina Division [29]

Irene Hoe (Western Port Marina)

Thank you to the Directors and Members for their participation and commitment to the Boating Industry Association of Victoria.

BIA Staff:

Administration & Finance	Mary Papantoniou
Events Management	Ashley Farr
Govt liaison and Grants	Ben Scullin
Membership Officer	Diana Perkins (depart Aug 12)
General Manager	Clyde Batty (depart Aug 12)

Thank you to all staff for your commitment, loyalty and all round input for the efficient running of operations including the coordination & management of events.

BIAV MEMBERSHIP

The Boating Industry Association of Victoria constantly reviews the member benefits to increase the value-add, we continue to promote these through e-news, newsletter and the website. New members have joined the Boating Industry Association of Victoria with hopefully more to come.

Undoubtedly, the greatest tangible benefits for our membership are access to discounts at the BIAV shows, followed by travel insurance cover and now a discount card through the Ambassador Card.

Government advocacy remains at the intangible end of the continuum and has been sadly disregarded by many of our members, but the time taken, the meetings held, the phone calls, letters and submissions do reach their mark and do amount to very tangible outcomes for the marine industry as a whole. Whilst individual businesses may or may not experience an immediate benefit, BIAV work tirelessly to ensure the recreational boating industry has a voice and that voice is heard.

These main benefits make joining BIAV worthwhile let alone the other benefits that add to the advantages.

BIA continues to build on benefits package and now boasts a substantial list including:

- ✓ Membership is intrinsic to the ongoing success of the BIAV. All staff at BIAV will listen to your views and translate these where possible and practicable, into actions by the Association under the direction of BIAV management.
- ✓ Being part of a professional trade association which represents over 90% of the recreational boating industry in Victoria
- ✓ The exchange of current marine industry information through meetings and networking functions
- ✓ Business referrals from the BIAV office and company promotion via the BIAV web site
- ✓ A significant discount (up to 50%) on the purchase price of space at all BIAV Boat Shows
- ✓ Melbourne Leisurefest
- ✓ A **FREE** business listing and logo the Victorian Marine Industry Directory and in the online member directory on the new BIA Victoria Website

- ✓ Regular industry newsletters and other communications
- ✓ Approved usage of the BIAV logo, BIAV signage and Membership Certificate
- ✓ Quality marine insurance packages accessed through our insurance brokers IC Frith
- ✓ **FREE** Domestic and International Travel Insurance
- ✓ Access to the BIA Member only website BoatsOnSale.com.au which allows members to advertise & sell their products at a low member rate
- ✓ Sales advice and training through Key Business Advisors
- ✓ Recruitment Services through Access HR
- ✓ The opportunity to market your product and provide offers to members of BIA Victoria's individual Boat Owners Club, BIA BOAT CLUB
- ✓ Discounted merchant banking merchant service rate with the National Australia Bank
- ✓ Access to up-to-date industry statistics such as boat registrations and information on marine facilities that are being planned and built around Victoria
- ✓ 10% off VECCI membership
- ✓ An Accreditation program
- ✓ Access to providing the 50-point Safety Check
- ✓ **FREE** Ambassador Card – member benefits

Financial Divisional Members

With resignations and un-financials taken into account the table of members is as follows as at 30th June 2012;

DIVISIONS	2010/11	2011/12
Chandlery, Associations & Services	79	76
Manufacturers, Wholesale & Distribution	53	52
Boat Dealers	55	56
Clubs & Marinas	33	29
Life Members	8	8
Total	228	221

- Note that divisional changes to include marinas have changed distribution of membership from previous year.

Membership initiatives

50-point Safety Checks

The Victorian industry 50-point safety check program was put into place more than a year ago with many members taking up the opportunity to provide this service. It was a pleasing result that members did take up the offer to supply a service for a fee to provide boaters with a safety check list and service mechanism.

The marine department of Transport Safety Victoria support this BIAV safety initiative along with the insurance industry. With many of the recorded boating incidents being mechanical failure, BIAV hope these safety checks will reduce the number of mechanical failures whilst in the water.

Accreditation:

BIAV Accreditation was introduced to the members at the 2010 MBS. The take up has been less than expected over the year but this program remains an important program for Boating Industry Association of Victoria.

Our accreditation program introduces many elements of the ISO standard for quality management which is a recognised standard that many industry bodies apply for to

promote the fact that their businesses have checks and controls in place to deliver a consistent standard of service or product and the ability to manage it to much higher levels.

In many cases government only award contracts to accredited businesses. To the purchasing public accreditation suggests quality, reliability and peace of mind when using their products or service.

The BIAV is confident that many members will apply for accreditation and reap the rewards of a quality management system. This self-regulated industry program is aimed to raise the standards of the boating industry and outlets and to give the customer/purchaser more confidence to buy from a BIAV outlet.

Accredited Dealers to 30 June 12:

- St Kilda Boat Sales
- L & P Savage Streaker Boats
- Melbourne Boat Sales
- R Marine Jacksons Victoria
- Webster Marine ~ Paynesville
- Stingray Boats
- Cranbourne Boating Centre
- The Marine Shop