

MEDIA RELEASE

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EXHIBITOR APPLICATIONS NOW OPEN 2023 SYDNEY INTERNATIONAL BOAT SHOW

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The Boating Industry Association (BIA) together with event delivery partner, Mulpha Events are pleased to announce the opening of exhibitor applications for the 54th edition of the Sydney International Boat Show. The show returns **3 to 6 August 2023** at the International Convention Centre (ICC) Sydney and Cockle Bay within the iconic surrounds of Darling Harbour.

The show returned in 2022 with over 45,000 visitors coming together in celebration of the boating lifestyle. The show saw hundreds of boats on display, world and Australian premieres, topical education seminars and live entertainment.

BIA CEO **Andrew Scott** today said the boat show will again offer a standout exhibition space at a purpose-built marina in Cockle Bay along with the introduction of exciting changes, including a reconfigured exhibition space within the halls of the ICC.

"The Sydney International Boat Show is a wonderful spectacle and experience in the midst of our greatest harbour city. We're delighted to once again partner with Mulpha Events to deliver the 2023 event and, following industry feedback, welcome the introduction of changes to an outstanding exhibitor and visitor boating experience."

Mulpha Events General Manager **Johan Hasser** said following the success of the 2022 event, he was buoyed by the keen response from the marine industry to showcase their vessels and products at the 2023 Show.

"We're excited to once again deliver an innovative and engaging world-class event with a significant focus on the recreational boating lifestyle for the benefit of exhibitors, partners, visitors and the broader marine industry," Mr Hasser said.

"We're introducing new initiatives at 2023 Sydney International Boat Show that will cement the event's reputation as a must-attend on the global boat show calendar," he said.

The event promises a standout showcase of the boating lifestyle from luxury motor yachts and sailboats on water to a host of exhibitors displaying the latest trailer boats and marine technology within the halls of the ICC.

Sydney International Boat Show highlights will include an on-water display with more than 200 boats, 19,000sqm of indoor exhibitor space, which is set to attract boating enthusiasts from across Sydney, Australia and overseas when tickets go on sale in June 2023.

The Show will also present a host of popular entertainment and activities, including fishing masterclasses, watersports demonstrations, marine education, awards, food and beverage bars and fun-filled kids activities.

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The BIA reported the marine industry had a turnover last year of \$9.55bn, directly employed 26,300, with many thousands more in associated businesses. The contribution by New South Wales was \$2.83bn in turnover, more than 8100 directly employed and more than 700 active boating industry businesses. It is estimated that New South Wales has more than 2 million people go boating each year and that almost 1 in 5 households have a boat or watercraft.

Don't miss your opportunity to be a part of the 2023 Sydney International Boat Show.

Exhibitor applications are now open, to register as an exhibitor or to sign up for the latest news, exclusive announcements, and ticket sales, visit www.sydneyboatshow.com.au

The *Sydney International Boat Show* is presented by the [Boating Industry Association](http://www.bia.org.au) (BIA) and [Mulpha Events](http://www.mulpha.com.au) and proudly supported by Partner in Safety – Transport for NSW.

– ENDS –

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About the Boating Industry Association Ltd (BIA)

The Boating Industry Association (BIA) is the peak marine industry body in Australia, representing the interests of the sector, businesses and the wider community of boating enthusiasts. BIA is an advocate for boaters and supports the safe and responsible enjoyment of recreational boating as a positive and rewarding lifestyle for Australians. A not-for-profit organisation, BIA aims to promote participation in recreational boating, strengthen government advocacy and support for members and expand the opportunities for professional growth and career pathways in the marine industry. The BIA owns the Sydney International Boat Show and has appointed Mulpha Events as the Event Delivery Partner for all BIA boat show events across Australia. bia.org.au

About Mulpha Events

With a focus on engagement and quality, Mulpha Events has a reputation for producing and delivering some of Australia's most loved events. From two of Australia's largest boating showcase – the Sanctuary Cove International Boat Show and the Sydney International Boats Show – to food and wine festivals, live music festivals, outdoor and lifestyle events, product launches and corporate conferences, the Mulpha Events team provides experience and creativity in bringing to life the commercial and strategic event objectives of the events it owns and manages.

Mulpha Events is part of the Mulpha Group ('Mulpha') which offers over 30 years of investment experience in Australia. The Group has an extensive portfolio of real estate, property development, hospitality, education, retirement, private equity and debt assets, and also invests in some of the fastest-growing and most vibrant economies in Australia, New Zealand, Malaysia and the UK. In Australia, Mulpha's investment portfolio includes Sanctuary Cove, Norwest Business and Residential Park in Sydney; flagship InterContinental Hotels in Sydney, Sanctuary Cove and Hayman Island; Bimbadgen in the Hunter Valley and The Hotel School in Sydney, Melbourne, Brisbane and Hayman Island. mulpha.com.au

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