



Boating Industry Association



Media Release

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BIA Launch Discover Boating Campaign – *See You Out There*

The Boating Industry Association Ltd (BIA) has launched its Discover Boating campaign, 'See You Out There', ahead of the expected busy summer season.

The three-month campaign aims to retain the high levels of interest and participation in boating, as well as to showcase the variety of boating activities on offer.

The campaign creative has a strong focus on promoting the boating lifestyle, with a call to action of 'Adventure Awaits. See You Out There'. Preview the campaign video [here](#).

BIA President Andrew Fielding said in addition to lifestyle, boating offers unquestionable health benefits.

"The science is clear, boating is good for the body and mind; research shows that being in, on or around water helps reduce stress and promotes a sense of wellbeing," Fielding said.

"A boat provides you with your own island where you can choose when and where to go, and who goes with you. Little wonder it is so popular with families and friends.

"There is a boat for all ages and all budgets with huge choice from small paddle and sail craft, right through to cruisers and yachts of all sizes. Alternatively, you can simply [join in a boat share or club program or just hire one for a day](#)".

The campaign connects people to the BIA's Discover Boating website which is loaded with information for people new to boating, those returning and those who are already passionate about the lifestyle.

The media buy comprises of a mix of digital advertising and TV and is supported by BIA owned channels across social and email marketing.

For information on boating go to: www.discoverboating.com.au

Media contact: media@bia.org.au; m. 0418 279 465

Image caption: 'Adventure Awaits. See You Out There'

