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## **BIA rebrand of Marine Card affirms commitment to ongoing product development**

The Boating Industry Association (BIA) has undertaken a rebranding initiative to refine the visual identity, offering and vision for its Marine Card product.

The Marine Card program is an industry-wide approach to basic Workplace Health & Safety (WHS) management for the marine sector in Australia.

Developed to improve WHS practices, build better systems of compliance, increase safety awareness and streamline the registration and sign-in process for visitors entering marine sites to undertake work activities, Marine Card enables marine businesses and contractors to better understand their obligations and duties regarding the safety of people working on site.

In line with the rebrand, BIA has launched a new logo and creative updates to all physical assets associated with the program including on site signage and the physical card. A revamp of the website ([marinecard.org.au](https://marinecard.org.au)) is also underway to showcase the end-to-end software-driven solution that allows easy access to manage all trades and visitors to a marina or marine facility in one place.

As well as a new look, the technology platform of the Marine Card system interface is also being upgraded. The new interface will see improved navigation and a better user experience for both the Marine Card holder and the venue with a host of features being added. QR Code venue check in, vaccination recording, key allocation at login, group texting for contractors onsite, improved reporting to name a few.

BIA seeks to embrace new technologies that drive the marine industry forward, and Marine Card's refreshed identity symbolises this commitment to continuous innovation and growth.

BIA Co General Manager Nik Parker said "Under modern WHS law, everyone in a workplace has responsibility for safety, regardless of whether you are a contractor, work for an employer, are an owner/operator of a commercial marine site or are working on your own boat at a marina, boatyard or similar facility. Marine Card provides a means to identify those who have been inducted in WHS, using a training program tailored to reflect the risk profile of the marine sector."



Boating Industry Association

Marine Card is currently used in businesses across the country and has over 4500 active Marine Card holders who have undergone the induction program.

The Marine Card induction involves an informative risk management induction program for marine industry workplaces. It includes modules on legislation, basic knowledge of obligations under WHS Act 2011, hazard identification and risk assessment, material Safety Data Sheets, safety signage, safe work method statements, with assessments in each module to check understanding.

For more information on Marine Card visit: [marinecard.org.au](http://marinecard.org.au)

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