



MEDIA RELEASE

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BIA and Mulpha join forces to deliver National Boat Shows in 2022

Australians can expect a fleet of National Boat Shows to start rolling out in 2022 with today's announcement of a partnership between the Boating Industry Association (BIA) and Mulpha Events Australia, owner-operator of the Sanctuary Cove International Boat Show.

Mulpha Australia has signed an agreement with BIA to be its Event Delivery Partner for the major boat shows across Australia.

BIA President Darren Vaux and Mulpha Australia CEO Greg Shaw announced the partnership of the two industry heavyweights in Darling Harbour, home of the Sydney International Boat Show.

This collaboration of industry leaders will enable the delivery of innovative and engaging world-class events with a significant focus on the boating lifestyle for the benefit of exhibitors, partners, visitors and the broader boating industry.

Mr Vaux said after a two-year hiatus, the industry was primed for a return to major boat shows in 2022.

"This strategic alliance is a great fit with enormous potential in the delivery of best-in-class boat show experiences across Australia," he said.

"BIA and Mulpha have always had a close working relationship, and the partnership is the result of long-standing discussions between the two organisations on how to best serve the industry and promote the boating lifestyle to a broader audience.

"Boating has proven to be a standout leisure activity throughout the pandemic and we are very confident the boating community will embrace the lifestyle focus of the boat show program in 2022 and beyond."

Mulpha Australia CEO Greg Shaw said the event operator was thrilled to enter a partnership with BIA with both organisations sharing common goals and a passion for boating, the marine industry and events.

"The marine industry is a truly exceptional community and one we are dedicated to support and grow. As a diversified real estate, hotel and hospitality business, Mulpha is well placed to expand the boat show offering to attract a broader audience and introduce more Australians to the boating lifestyle.



“Despite the many challenges over the last 18 months, the marine industry is thriving, and this has strengthened our commitment to deliver unique events to boating enthusiasts, industry and the wider community.

“Boat shows remain a significant place to connect buyers with marine businesses, and together with BIA, we can take the shows to the next level, introducing new initiatives and elements for the benefit of participating members, exhibitors and attendees,” he said.

BIA has successfully operated the Sydney International Boat Show for more than 50 years and has regularly produced and presented major boat shows in Brisbane and Adelaide.

The Sydney event is one of the largest boat shows in the Southern Hemisphere and attracted more than 60,000 people in 2019.

Under the agreement, BIA will continue to own its stable of major boat shows across Australia and retain overall financial control.

Mulpha Australia has managed and produced the Sanctuary Cove International Boat Show (SCIBS) since 2002, which is now in its 33rd year.

Over the last two decades, SCIBS has continued to deliver record-breaking shows, including in May 2021 where the event was attended by more than 51,000 visitors and injected more than \$336 million into the Queensland economy.

The national snapshot of the marine industry for the year ending 30 June 2021:

- The marine industry had a turnover of \$8.835 billion (up 11% YOY)
- Direct employment was 27,630 with many thousands more in associated businesses (up 9% YOY)
- There are more than 2,100 active boating industry businesses (up 5% YOY)
- There were more than 920,000 registered boats and countless non-powered watercraft during the year
- More than 2.5 million Australians held a boat licence
- There were approximately 18,500 new boats registered during the year

To interview Greg Shaw, CEO Mulpha, Johan Hasser, General Manager Mulpha Events, Darren Vaux, President Boating Industry Association or Neil Patchett, CO General Manager Boating Industry Association - contact Sarah Peattie on 0412 239 633.