



Boating Industry Association



MEMBER REPORT CARD

DECEMBER 2021



KEY ACTIVITIES



FORMAL SUBMISSIONS LODGED BETWEEN 1 JUNE 2020 AND 12 NOVEMBER 2021



MEETINGS ATTENDED WITH LOCAL, STATE, NATIONAL AND INTERNATIONAL ORGANISATIONS AND AGENCIES

The Boating Industry Association Ltd (BIA) is committed to delivering support and benefits to members. This Report Card provides a snapshot of some of the work delivered on behalf of members since June 2020.

BIA RESPONDED TO THE PANDEMIC OVER THE PAST 18 MONTHS WITH AN INCREASING FOCUS ON ITS PRIORITY AREAS

Grow participation in recreational boating

Throughout the last 18 months, BIA has worked to showcase the benefits of the boating lifestyle as not only family-friendly but also the ultimate COVID-safe leisure activity. A program of communications about the health and well-being aspects of boating and the 'Blue Mind' played out from the earliest days of the pandemic right up until the current roll out of a Discover Boating marketing campaign which went live with digital channels on 3 November and TV from 1 December 2021.

The BIA is spearheading this collaborative approach to ensure boating remains a standout choice in the crowded and competitive leisure market. The three month campaign will promote participation in boating and the boating lifestyle to millions of people across Australia.

The campaign is made possible with member support. Special thanks to Platinum subscribers: Yamaha, Mercury, Suzuki and Quintrex; and Gold subscribers: Cruise Craft, GME and Pantaenius. The full list of subscribers including Silver and Bronze are on the campaign website discoverboating.com.au/your-next-great-adventure-starts-here.

A NATIONAL SNAPSHOT OF KEY INDUSTRY DATA:

- The marine industry has an annual turnover of more than \$8bn
- Direct employment of more than 28,000 with many thousands more in associated businesses
- There are more than 2100 active boating industry businesses
- There are more than 925,000 registered boats and countless non-powered watercraft
- More than 2.5 million Australians hold a boat licence

Source: [2021 State of the Industry survey](#)





BIA appointed a full time Marketing and Communications Manager in August this year. Kim Fox, who was previously working part time on several boating safety promotional projects which were funded in part by government partnerships, was able to step up into the role. Kim's experience and capability in marine industry marketing has not only enabled the successful roll out of the recently launched Discover Boating campaign but also additional marketing for Marine Jobs, BIA Marketplace and Marine Card, along with a renewed emphasis on social media activity to promote the boating industry and boating lifestyle.

BIA Marketplace was launched in September, providing a member-only product and service listing platform, with the public able to search for products with confidence that they are provided by a reputable and professional business.

While the pandemic forced the cancellation of major BIA events through 2020 and 2021, including the last-minute cancellation of the 2021 Sydney Festival of Boating, there is considerable preparation and negotiation ongoing in readiness to deliver events in 2022 and beyond.

Strengthen government advocacy and support for our members

BIA continued efforts to advocate on behalf of its members and recreational boating across Australia. Over the period, 33 submissions, often aimed at multiple recipients, were delivered to all levels of government across Australia from local government to the Prime Minister. The topics ranged from local water issue management to legislative frameworks and in each case, the advocacy focused on supporting the membership and its priority issues.

In addition to formal submissions, the BIA continued to deliver representation on a range of significant committees. In total, BIA has representation on 44 external committees ranging from local government to international boating councils. The BIA staff team draws on its considerable collective depth of knowledge of the boating industry and community to directly represent members at these forums, with several BIA directors and state councilors also stepping up to represent their peers in the industry for the benefit of the membership.

Standards

BIA has taken the industry lead on development of updates and improvements to a number of key technical standards during the period, including the rewrite of the Australian Builders Plate standard, a new edition of AS1799 Small Craft, updates to AS4758 Lifejackets and new edition of AS3962 Marina Design, along with new work on AS4997 Maritime Infrastructure. With BIA taking the chair for several of these AS projects, members are well represented and have a direct influence over the direction of these important technical documents. Other areas such as LPG and electrical systems have also been supported, and focus is now on the new Road Vehicle Safety Act and changes to boat trailer standards.



**...day-to-day
support for
members was
never more
important...**

Business guidance

The regular day-to-day support for members was never more important than over the last 18 months, ensuring members had access to information and guidance to understand the rapidly changing restrictions on business and community life, and equally the support programs from various levels of government to assist businesses weather the storm of the pandemic lockdowns.

Management and Member Services teams engaged with a wide range of business support agencies to evaluate and disseminate relevant communications, and the vital need for clear and concise information by members was evidenced in open rates of some broadcast messages being double typical levels.

Member engagement in NSW was bolstered in November with David James joining the team, following Shane Wilson moving to be Member Programs Manager.

With travel and gathering restrictions now easing, BIA will be hosting member forums in SA, Queensland and NSW in early December to provide updates on key projects and priorities for 2022 and provide a setting for member networking.

Expand our professional development and career pathways

Recruiting and developing the workforce for the industry has never been more important, with many businesses, particularly manufacturers, reporting trading conditions over the last 18 months at levels never before experienced. Several leading manufacturers have been undertaking recruitment campaigns looking in total for hundreds of new staff, and the work of the Member Services team to encourage and promote both job seekers and would-be trainees and apprentices to look at the opportunities in the marine industry has been a key part of securing the skilled workforce that we need in the future.

Close cooperation with TAFE in each state has seen an expansion of apprentices in marine trades and a program of schools engagement in Queensland has led directly to traineeships being taken up with member businesses. Celebration of the importance of apprentices was evidenced in the awarding of the inaugural [BIA National Apprentice of the Year](#), with winners in NSW, Queensland and South Australia presented with awards in October.

The BIA Marine Card and Access Management System (AMS) now provides more than 40 marinas and marine sites around the country with surety that over 4500 active Marine Card holders have participated in the industry-specific work health and safety training induction program. The program has seen a good increase in new Marine Card holders during the reporting period, with many marine sites implementing access control requirements as part of their COVID safe planning. In September 2021 the new QR code enabled AMS login has added speed and efficiency to the management of contractors and visitors entering sites, in a modern contactless format. More info at marinecard.org.au.

Marine Jobs, a collaboration by BIA with the Marina Industries Association and Superyacht Australia, is an online 'career centre' designed to make it easier for employers to advertise vacancies and for people to find the right job for them in the marine industry.

This new industry jobs platform provides a range of career resources, including information on apprenticeships and industry training, writing a resume and preparing for an interview. More info at marinejobs.org.au

AT A GLANCE

BIA represents the association and its membership across 44 significant external committees, providing insight for members into emerging trends in global issues and direct intervention in local matters, such as planning and infrastructure development, access to waterways, marina leasing, technical standards, regulation and policy design and boating tourism promotion.



INTERNATIONAL

Committee

International Council of Marine Industry Associations (ICOMIA):

- Sustainability Committee
- Marinas Group
- Grow Boating Committee
- Exporters Committee
- Marketing Intelligence
- Superyacht Division
- Technical Committee
- Climate Change Working Group

International Federation of Boat Show Organisers (IFBSO)

International Standards Small Craft Committee (ISO/TC188)

Recreational Boating Leadership Council (USA)

BIA Representative

- Darren Vaux (VP)
- Darren Vaux (Chair) / Neil Patchett
- Darren Vaux
- Neil Patchett
- David Good
- Nik Parker
- David Good
- Nik Parker
- Neil Patchett
- Neil Patchett
- Nik Parker
- Neil Patchett

NATIONAL

- ACCI High level business issues, COVID response, skills and training, tourism promotion
- AMSA National and Regional Safety Committees, crew qualifications and vessel technical standards
- Australia New Zealand Safe Boating Education Group (ANZSBEG)
- Australian Recreational Fishing Foundation
- Standards Australia AG006 (LPG)
- Standards Australia CE030 (Maritime Structures)
- Standards Australia CS060 (Lifejackets and Deck Harnesses)
- Standards Australia CS114 (Small Craft)

STATE

New South Wales

- Maritime Advisory Council (MAC)
- Commercial Vessels Advisory Group (CVAG)
- Crown Lands Task Force
- Maritime Infrastructure Delivery Office
- Maritime Property Advisory Group (MPAG)
- Recreational Vessels Advisory Group (RVAG)

Queensland

- Queensland Maritime Committee
- War on Wrecks Task Force
- Qld Recreational Boating Committee (QRBC)
- Gold Coast Coastal Hazard Adaption External Advisory Group

- Queensland Reference Group Advancing Manufacturing

South Australia

- South Australian Boating Facilities Advisory Committee (SABFAC)
- South Australian Water Safety Committee
- River Murray Boating & Recreational Advisory Group (RMBRAG)
- SA Marine Biosecurity Forum
- Tourism Industry Council SA (TICSA)
- Bureau Of Meteorology Marine Consultative Committee
- EPA SA Industry Summit
- Lower Lakes and Coorong Tourism and Boating Group
- The Murray River Alliance Committee

For more details go to bia.org.au/industry/committee-representation

SUBMISSIONS

33 formal submissions to governments by the BIA on behalf of members have been made since June 2020. They can be viewed online at bia.org.au/industry/submissions

12/11/2021
Marine Order 505 Final Consultation

03/11/2021
Shipwright training in SA

02/11/2021
Commercial Vessels/ Noise

24/10/2021
Scarborough Boat Harbour - have your say

01/10/2021
Changes to board and CEO positions at the Gold Coast Waterways Authority

24/09/2021
Maritime Safety Plan 2026

10-14 September 2021
Benefits of boating as an antidote to the pandemic blues

10/09/2021
Ermington Boat Ramp

10/09/2021
Kiama Harbour Revitalisation

09/07/2021
Impoundment Act Review 2021

28/4/2021
AS1799 Small Craft 2021 public consultation

09/04/2021
Crown Lands Management Act Evaluation

12/3/2021
Maritime training industry liaison officer

09/03/2021
Kiama Harbour Revitalisation Strategic Framework

27/11/2020
Women in Leadership

19/11/2020
Lockdown in SA and boating impacts

28/10/2020
End of Life Vessels (NSW)

21/10/2020
NOx Tier III engine emissions

18/10/2020
MO505 Coxswain 3 training consultation

18/10/2020
Skilling Queenslanders work-ready training

15/09/2020
Strategic Engagement with AMSA

11/09/2020
Industry Raises Concerns with ARBSC

08/09/2020
Visas/international cruising sailors

28/08/2020
QLD BoatSafe Business Rules

28/08/2020
Marine Estate Management Act 2014

20/08/2020
Crown Lands Strategic Plan (NSW) Consultation

14/08/2020
Draft Community Land Management Plan - Wildens Way

06/08/2020
Lockdown in VIC and boating industry impacts

31/07/2020
Pawnbrokers and Secondhand Dealers Regulation (NSW)

08/07/2020
BIA Submission on Boating Insurance to Federal Treasury

26/06/2020
Support for Upgrade of Manly Boatshed

16/06/2020
Red Tape Reduction to Support Business

12/06/2020
Investing in Maritime Infrastructure to Support Jobs and Growth (NSW)





VISION

For recreational boating to be the standout choice in leisure for Australians.

MISSION

To be an effective advocate to governments and stakeholders.

To promote the benefits and consumer confidence arising from dealing with a trusted BIA member.

To promote the benefits of participating in the recreational boating lifestyle.

STRATEGIC GOALS

Growing participation in recreational boating

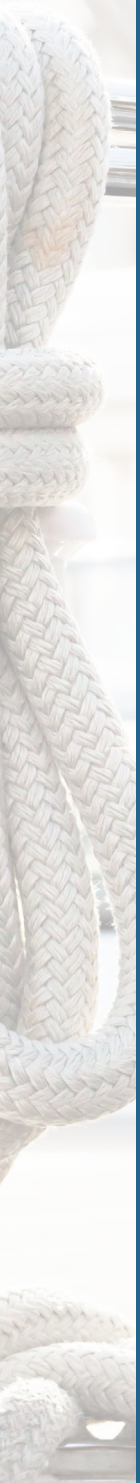
Government advocacy and support for members

Professional development and career pathways

To achieve this, BIA works to increase participation in recreational programs by providing the forum for information, education, engagement and experience of the lifestyle.

We value advocacy to remain at the forefront of conversation by ensuring we remain the peak industry voice with government, influencers and stakeholders at all levels.

We value your membership, with all efforts designed to support business prosperity.



ABOUT US

The Boating Industry Association (BIA) is the peak body in Australia that represents the interests of recreational and light commercial boating industry. The BIA is an advocate for the boating lifestyle and supports safe, responsible and enjoyable boating.

Our mission is to support and represent the interests of the boating industry and boating participation across the nation.

Boating is a way of life for many families in Australia, the largest island in the world with more than 35,000km of coastline. It is estimated that 5 million people participate in some form of boating each year. The vast majority of which occurs in family runabouts along with small sail and paddle craft.

BIA TEAM



Nik Parker
Co General Manager
(Membership & Programs)
nik@bia.org.au



Neil Patchett
Co General Manager
(Policy & Advocacy)
neil@bia.org.au



Andrew Scott
Financial Controller
finance@bia.org.au

Glenn Baumann
Accounts Assistant

accounts@bia.org.au

George Bolton
Manager Business Support
(SA & NT)

george@bia.org.au

Michael Date
Manager Business Support
(QLD)

michael@bia.org.au

Kim Fox
Marketing & Communications
Manager

kim@bia.org.au

David James
Membership Officer
NSW
david@bia.org.au

Megan Robson
Marketing & Communications
Coordinator
megan@bia.org.au

Shane Wilson
Member Programs
Manager
shane@bia.org.au



bia.org.au



discoverboating.com.au



marinecard.org.au



discoverboatsales.com.au



marinejobs.org.au

Follow BIA on



Follow Discover Boating on

