

23 December 2022

Backing Queensland Marine Jobs Initiative
BQMJ@msq.qld.gov.au
cc., peter.g.wilkins@msq.qld.gov.au

Dear Grants Team,

I am writing on behalf of the Boating Industry Association Ltd regarding the Backing Queensland Maritime Jobs Initiative (BQMJI).

This is an application seeking grant support under this initiative to enable the BIA to accelerate its support for career pathways into the marine industry. This will not only see creation of marine jobs and training opportunities in Queensland but assist in long-term support for career pathways as well as economic growth in the marine sector.

BQMJI funding will help BIA support a skilled marine sector workforce and underpin the sustainable pipeline for young people to experience and empower them to make an informed decision on which trade apprenticeship to embark upon.

Our aim is to support and deliver marine jobs across marine tourism, passenger transport, fishing sector as well as vessel construction, maintenance and repair.

Total inclusions in this submission are:

1. BIA covering letter;
2. BIA Submission;
3. MSQ application form;
4. List of current board/committee members for the organisation;
5. Position descriptions for any staff to be employed;
6. BIA Economic Benefit Policy Guide; and
7. Boating Industry Academy – Concept Proposal

Please do not hesitate to contact me via neil@bia.org.au or mobile 0418 279 465 on this matter.

Yours sincerely,



Neil Patchett

General Manager Government & Public Relations
Boating Industry Association Ltd



Submission:

MSQ supporting Marine Jobs

ISSUE: Marine Jobs

SUBJECT: Backing Queensland Maritime Jobs initiative grant programs

INTRODUCTION: The Queensland Government has committed \$21 million funding to the Backing Queensland Maritime Jobs initiative grant programs. This initiative aims to partner with industry to revitalise and strengthen and create ongoing maritime jobs in Queensland. Maritime Safety Queensland (MSQ) will be partnering with industry to:

- deliver increased maritime employment, potentially through establishing new coastal shipping services or other innovative approaches
- create increased maritime employment for the Queensland workforce with existing operators in Queensland
- address skill shortages and create opportunities for seafarers to grow skills.

This initiative aligns with the [Queensland Government's good jobs objective](#)—to create and support secure jobs in our traditional and emerging industries.

MSQ are looking for innovative solutions that will achieve the following outcomes:

- create new and sustainable maritime jobs for Queenslanders
- provide career pathways for Queensland mariners to ensure a sustainable maritime workforce into the future
- identify commercial maritime industry operators who could establish sustainable coastal shipping services within Queensland
- implement other innovative approaches to support these objectives
- achieve value for money.

Financial assistance is available through 3 grant programs:

- [Coastal Shipping Grant Program](#) (one-off program)
- [Maritime Employment Grant Program](#) (multiple intakes over 2 years)
- [Maritime Training Grant Program](#) (multiple intakes over 2 years).

Deadline for submission is 23 December 2022. Submissions can be emailed to BQMJ@msq.qld.gov.au

SUBMISSION:

BIA commends MSQ for the opportunity to make this application for the establishment of a new role: **Marine Jobs Coordinator - Qld**



Submission: MSQ supporting Marine Jobs

BIA was founded in 1971 and is the peak industry body in Australia representing the interests of the maritime sector. This representation covers all facets of the marine industry including manufacturers, importers, brokers, insurers, retailers, charters, yacht and boat clubs, marinas, events, designers, surveyors and trades from shipwrights to riggers, and more. With members in all states and territories, our association has an unrivalled level of expertise and understanding of our industry and the thousands of associated businesses that support its success.

The BIA itself has a several million dollar annual budget and as weathered the disruptions presented by COVID since early 2020 and through the leadership an experienced Board is on the road to recovery from the pandemic and has a sound financial footing.

BIA is led by an experienced executive team which includes 35 years of specialist financial management, more than 100 years of experience in leadership roles in the marine sector and more than 35 years of combined experience in working with all levels of government.

BIA provides leadership and management, including financial, across the sector delivering a Safe Marine Business strategy through programs such as Marine Card which promotes and supports WHS in the industry; Marine Jobs which promotes and supports recruitment in the industry, and a Lifejacket on-line portal to promote and support drowning prevention in partnership with national maritime safety regulators; Discover Boat Sales online marketplace; Watsons Bay Pilot Station marine education centre in Sydney; Lifejacket web portal for Australian maritime regulators, and a Retail Partnership in collaboration with Transport for NSW; and major events including the Sydney International Boat Show. In both cases, governments have monitored, reviewed and repeatedly renewed funding for these successful behaviour change and Safer People programs.

The BIA Board is comprised of 11 captains of industry who in their own right hold senior management roles equivalent to Chief Executive Officer, Managing Director and Director of successful private sector marine businesses.

A key priority activity of the BIA is to support skills, training and career pathways. This is demonstrated by delivery of projects such as MarineJobs which is an online portal to enable employers to recruit and for people to find employment. To highlight BIA commitment to careers, 2021 saw the introduction of the Boating Industry Apprentice of the Year Award to be presented annually.

The project team related to this submission has more than more than 70 years of experience in managing marine-related programs including with government funding and in delivering



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services across the sector such as work place safety initiatives to support safe marine businesses and statewide safe boating campaigns.

BIA is registered for GST and is able to provide audited income and expenditure statements.

Industry Need

BIA reported national marine industry turnover of \$9.55 billion (year ending 31 Dec 2021), 26,000 people employed and an additional 6000 contractors. While, in Queensland turnover was \$3.83bn, with 13,200 directly employed and more than 3200 contractors. 75% are small family businesses, employing local workers and supporting local communities.

Whilst the boating/ marine industry is a significant contributor to the economy and a major employer in SE Qld, there is an industry-wide shortage of skilled workers to meet demand.

Boating has proven to be a standout choice in leisure activity through the pandemic. The combination of the staycation phenomenon, flexible work practices and the need to be COVID Safe resulted in record levels of participation in and demand for all aspects of boating.

There is also a lack of understanding of what fantastic job opportunities exist. This is something we need to change.

The perceptions are that the boating industry is lagging behind in WHS and OHS resulting in the idea the marine industry is 'dirty work' but that is not the case in an industry hub such as the Coomera marine precinct. Riviera is just one example of a builder applying world-class and environmentally responsible practices in production of world-class boats which are attracting significant international attention and sales.

Seventy-five per cent of the boating industry is comprised of diversified small businesses, employing local workers and supporting local communities. There are skills shortages in most areas incl., marine mechanics and shipwrights, such as sailmakers/ trimmers, cabinet maker, electrician, boat detailing, boating services, metal fabricators, boilers makers, welders, riggers, painters, divers, marina management and deckhand.

BIA believes there is need for a collaborative approach involving industry to address this challenge of sustainable marine jobs.

BIA and the marine industry values people with a wide range of backgrounds. Diversity in people supports the industry opportunities in diverse skills sets and opportunity to work in a wide variety local, national and international businesses. The opportunities to develop a career are endless: from design and construction in small craft to superyachts; from engines



Submission: MSQ supporting Marine Jobs

and power systems to sails; from boat building and fit out to repair and maintenance; from marine equipment to marine electronics; from sales and marketing to management; from marina services and management to marine tourism.

The boat manufacturing industry employs many specialised craftspeople and some of the areas of career specialisation in the marine industry include the following:

- Boat or yacht designer
- CAD (computer aided design) draughts person
- Master boat builder
- Naval architect
- Aluminium boat builder
- Fibreglass boat builder
- Composites construction boat builder
- Wooden boat builder
- Shipwright
- Model maker
- Marine equipment manufacturing (e.g. boat trailers, marine electronics, rigging, boat lifts and pontoons)
- Marine mechanic
- Trimmer
- Rigger
- Marina attendant
- Marina Manager
- Education and training providers
- and more...

The boating industry is comprised of diversified small businesses, employing local workers and supporting local communities in cities and regions alike. These businesses currently have shortages in skilled workers in virtually all areas.

In recent years, availability of marine industry-specific training at Cert III and IV levels has been severely wound back, with several states having had no TAFE-delivered training for several years and in some states, notably Qld and NSW, training has been concentrated back into capital cities or other single locations. Many courses previously provided are currently not offered at all. In some states, efforts to develop mobile/ job-site-based training has been thwarted by state training regulations preventing interstate providers from offering services.

In April 2019 the review report 'Strengthening Skills – Expert Review of Australia's Vocational



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Education and Training Scheme by (the Hon) Steven Joyce 2019' was released. This report highlighted the significant opportunities to reset the VET system in Australia and deliver much needed employment opportunities, especially to young Australians, and to support businesses and the economy. The report called for a fresh approach to engaging young people into apprenticeships.

BIA aims to deliver innovative and flexible solutions to address workforce needs. To ensure well-prepared young people are introduced to employers offering industry specific career pathways that are of genuine interest and need.

Boating Industry Academy

BIA is partnering with the Australian Industry Technical College to launch in early 2023 a Boating Industry Academy. The aim is to deliver an innovative and practical solution to ensure Queensland has a ready workforce to support growth, strengthen communities and keep Queensland at the forefront of new economic opportunities. The Academy will provide the final three years of high school education to young people with an interest to pursue vocational education, leading to a trade apprenticeship and ultimately employment in the marine industry. It will deliver a pipeline of well-prepared and high-calibre apprentices who have established themselves as competent and committed young people, ready to join the workforce on graduation from high school.

The BIA is the peak industry body in Australia representing the interests of boating which includes boat manufacturers, importers, brokers, insurers, retailers, charters, yacht and boat clubs, marinas, events, designers, surveyors and a host of trades.

BIA will work with industry partners, to deliver an in-depth program of trade skills experience and learning, alongside the traditional education component of a high school education and to raise awareness of the career opportunities in modern and safe marine businesses.

The AITC is an independent school with a commitment to enable and empower young people to find their purpose and pursue a pathway in industry. It has a proven delivery model over 15 years introducing young people to industry trade opportunities across a variety of industry sectors. This track record has led to AITC being recognised as the school of choice by the likes of Australia's largest marine industry employer, Riviera Marine, based in Coomera.

The marine industry is a significant contributor to the economy and employer in SE Qld and this project will raise awareness of the fantastic job opportunities by having a school-based program in the centre of the Coomera Marine Precinct. This is further complemented by BIA's strong relationship with the TAFE Queensland and many of the local training and education



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providers, evident in the multiple successful school visits and student tours regularly held in the area.

Students will be immersed in the marine industry as they complete their high school education and participate in highly-relevant work experience opportunities.

Maritime industry businesses have expressed strong support for the concept and are eager to provide young people with the opportunity for full-time apprenticeship employment upon graduation. This is also a program model that can be replicated in other areas of the state.

The Academy will lead to an increase in retention of apprentices through to completion. This ensures savings in terms of recruitment, onboarding and training costs for those employers who take on one of our students as an apprentice.

In the initial two years of the Academy, 12 employers will be involved as industry partners. These employers will expect to recruit at least one apprentice each from the Academy in the final year of a young person's attendance, across each of these first two years. As the demand for Academy places grows, more employers will be able to benefit from the program; by year four, it is expected that the annual graduation will provide for up to 20 employers to be involved as industry partners.

The Academy model means it can be repeated in other areas of demand providing an industry career pipeline where it is needed most. Consequently, through this innovative Academy model the opportunity exists to scale up the program delivering growth in employer participation and career pathways for young people.

The Academy will commence with an initial 20 – 24 young people across each of school years 10 and 11, with a minimum of 60 young people participating annually by year three of the program and beyond.

Projections show that a minimum of 80 apprentices from the Academy program will be placed within the marine industry over the next five years, having completed their school certificate and having their final year credited to their three-year apprenticeship. This is achieved by recognising one year of their school-based apprenticeship.

By the end of the five-year establishment period, the Academy project is designed to be self-funding. With an ongoing participation rate target of 60 young people being given the opportunity each year to immerse themselves in the industry, gain work experience and have the opportunity to start an apprenticeship in the industry whilst completing High School.

Current retention and/or participation rates of the industry



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Currently young people entering into the marine workforce do so via: work experience; non apprenticeship positions such as trainees; and apprenticeships. In all cases participation rates are well short of demand, while retention rates are far less than satisfactory. Together, these factors alone are causing stress across the industry at a time when demand for boats and boating equipment is at an all-time high. This is largely driven by the fact boating has been seen as a standout choice in leisure activity across the nation over the past several years.

The completion rate for apprentices and trainees who commenced training in 2017 decreased to 55.7 percent, down by 1.2 percentage points from those commencing in 2016, according to the latest data from the National Centre for Vocational Education Research.

Compounding the situation, it is estimated that 70% of young people who do not graduate with a year 12 certificate and enter an apprenticeship do not complete their apprenticeship with that employer. One significant industry member who has experienced the retention challenge is Gary Cooper, CEO Stella Group Pty Ltd. He says: "Finding willing and able young people to start apprenticeships has been a challenge for some time. At Stella we have engaged apprentices for several years but have always found the apprentices struggle to complete their time with us in training, usually because of pressures elsewhere in their lives. We know we are not alone in this and this is a key reason for Stella Systems being fully committed to the Academy, knowing how successful this model has been in other industry sectors".

Outcomes

The Academy will provide a pipeline of high-calibre apprentices into the boating industry with an initial 20 – 24 young people across years 10 and 11.

The Academy will expose young people to other opportunities with industry such as boat builder, composite technician, and welder (light fabrication). Seeing the breadth of opportunities within the industry is all part of the program and allows young people to explore job options, have choice and commence an apprenticeship.

Due to the AITC's flexible approach to schooling, the boating industry will benefit from young people successfully completing further qualifications and training all prior to employment within the industry.

Through the Academy's collaborative approach, the boating industry, their employers and the young person will benefit from familiarisation with the requirements of the role prior to



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employment (through work experience). As a consequence this will lead to an increase in retention of apprentices through to completion, ensuring savings in terms of recruitment, onboarding and training costs for those who take on an apprentice from the Academy.

The Academy is an innovative model delivering local solutions to workforce participation through school to work transition to deliver skilled young people into the workforce. It is both scalable and repeatable.

The standards of the industry will be raised with young people having options in careers across the industry; backed up by AITC delivering a success rate of 95% completion of QCE (senior school certificate) and transfers to full time apprenticeships once graduated.

BIA will apply collaboration and partnerships with stakeholders, to implement transformational changes to the workplace to shift mindsets and stigmas both internal and external to the marine industry. We intend to deliver a structural change to workforce systems to change the way young people are attracted to, experience and prepare for taking up an apprenticeship. This will include dedicating resources to attracting young people to participate, to support both young people and their families in understanding the career opportunities in a sector.

This project is a pre-employment career pipeline solution to attract, prepare and deliver well-rounded young people into apprenticeships. It will establish lasting systemic change which is repeatable and can be rolled out in other regions across Qld to address the need for more skilled workforce and greater attraction, retention and participation across the sector.

The project supports a key theme of the Qld Government's Good people. Good jobs.

The project will have the following KPI:

Increase in awareness of career opportunities in the sector by 20%

Local apprenticeship participation rates up by 20%

Increase in retention rates up by 50%

A minimum of employers supporting the project to be non-members at a rate of 10%

The rate of young people participating to be successfully employed as apprentices to be at least 90%

BIA, with AITC, will deliver an end-of-year report for each year as appropriate.



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To ensure this program and the Marine Jobs initiative involving the BIA, the association seeks BQMJI support to employ a suitable person to a new role of:

Marine Jobs Coordinator - Qld

The break down of costs is estimated as follows:

- Labour \$90k
- Uniform & PPE \$0.5k
- Hardware \$5k
- Transport \$5k
- Vehicle allowance \$16k
- F&B \$5k
- Accommodation \$7k
- **Total: \$128.5k**

RECOMMENDATION: To note the above and for the BQMJI to provide funding support for costs associated with:

1. the new position of Marine Jobs Coordinator
2. a contribution under the terms identified in the BQMJI as 'other innovative approaches' a sum of \$100,000 pa for two years to support establishment phase of the Boating Industry Academy on the Gold Coast.



Instructions

- Before applying for a grant, you must read and understand the *Backing Queensland Maritime Jobs - Maritime Employment Grant Program Guidelines* available at <https://www.msq.qld.gov.au/MaritimeJobs>, including the eligibility criteria for applicants stated in section 4 of the guidelines.
- Applications will be assessed in accordance with section 5 of the guidelines.
- You must answer each question fully, addressing the eligibility and assessment criteria in the boxes provided. Please provide as much relevant detail as possible about your proposal. There are no word or character limits.
- References in this application form refer to:
 - ◊ **Applicant** means the entity/organisation on behalf of which this application is being submitted and that will be required to enter into a Grant Agreement with us if the application is successful, as described in the guidelines
 - ◊ **Us** or **We** means Maritime Safety Queensland, for State of Queensland, through the Department of Transport and Main Roads.

Applicant details - you must complete this part in full.

Full legal name (please print)

Australian Business Number

Street address

Postcode

Postal address for payments and notices

Postcode

Does the applicant have a existing business presence in Queensland?

Yes No

Please provide details below

Organisation details: e.g. corporate structure, chair/CEO, group details (if part of a corporate group - e.g. parent entity if the applicant is a subsidiary)

Please provide details below

Contact Person for applicant:

Name (please print)

Telephone number

Mobile number

Email address

Date of submission (dd/mm/yyyy)

Eligibility criteria

We cannot consider your application if you do not satisfy all the eligibility criteria.

Does the applicant meet the mandatory eligibility criteria outlined in section 4.1 of the guidelines?

Yes No

Is the applicant part of the maritime industry and connected to the sea or waterways?

Marine tourism operators

Fishing and seafood processing

Passenger transportation

Boat and ship building and vessel maintenance

Marine construction, dredging or towage

Other (please provide details below)

Marine logistics, coastal freight and port services

Do you confirm that the applicant is not a person or entity of a type described in section 4.2 of the guidelines?

Yes No

If no, please provide details

The applicant confirms they are not in receipt of any Queensland and/or Commonwealth government grant funding for the position proposed, including:

- Back to Work - South East Queensland Program
- Back to Work - Regional Program
- Indigenous Skills and Employment Program
- 1000 Jobs Package (Tranche Two) Grant Funding Round

Yes No

If no, please provide details of any grants received

The applicant confirms that the eligible job is predominantly located in Queensland, including within the Exclusive Economic Zone.

Yes No

The applicant confirms that the eligible job is:

- Ongoing paid full-time (at least 35 hours per week on average)
- Ongoing paid part-time (at least 20 hours per week on average).

The applicant confirms that the eligible employee is a permanent resident of Australia and be domiciled in Queensland as per Section 4.5 of the guidelines.

Yes No

The applicant confirms that the employee is not as described in section 4.7 of the guidelines.

Yes No

If yes, please provide details

Criterion 3 - Equity and Diversity - 20%

Your response to this section will be evaluated:

Please provide details of the organisation's equity and diversity policies in recruiting new employees.

Response:

Criterion 4 - Employment Demand - 20%

Your response to this section will be evaluated:

Please provide detail of how the proposed employees will meet the organisation's needs as well as the maritime industry needs.

Consider whether or not there is a shortage of the particular position in the organisation, and if this will have positive ramifications for the wider industry.

Response:

Attachments

- List of current board/committee members for the organisation
- Position descriptions for any staff to be employed.

Optional to support your application

- Extract of your organisation’s training plan (as it relates to a trainee)
- Course enrolment forms where available (as it relates to a trainee).

Terms and Conditions

Grants under the Maritime Employment Grant Program will only be able to be expended in accordance with the terms of the Grant Agreement that the applicant will be required to enter into with us if the application is successful.

By submitting this application for funding your organisation, if successful, will enter into a contract with the Queensland Government.

To access the latest version of the terms and conditions applicable to the Maritime Employment Grant please visit <https://www.msq.qld.gov.au/MaritimeJobs>

Privacy statement

We collect an applicant’s personal information for the purposes of:

- assessing the applicant’s application
- managing the Maritime Employment Grant Program
- researching and reporting on grant programs.

We (including our employees) may use and disclose the personal information provided in an application to third parties for these purposes, including:

- Queensland government departments and agencies
- Commonwealth government departments and agencies
- other state or territory government departments and agencies
- non-government organisations.

We, or the responsible Minister, may publish grant recipient information on government websites or in media releases while publicising the outcomes of the Maritime Employment Grant Program or the Backing Queensland Maritime Jobs Initiative. Published information may include business name, grant amount, suburb/postcode, and outcome details.

We will only use an applicant’s personal information for these purposes. We will handle an applicant’s personal information in accordance with the *Information Privacy Act 2009*. We will not otherwise use or disclose the information unless authorised or required by law. Applicants (including potential applicants) may view the Queensland Government’s privacy guide at www.qld.gov.au/legal/privacy

Declarations

- By ticking this box, you:
 - represent and warrant that to the best of your knowledge, the statements made in this application are true, you have authority to submit this application on behalf of the applicant and that you have read, understood and agree to the terms of and requirements in the guidelines
 - acknowledge that you have read and understand the privacy statement in this application form and consent to the use and disclosure of personal information in accordance with the privacy statement.

Details of person submitting this application on behalf of the applicant:

Name (please print)

Telephone number

Mobile number

Email address

Boating Industry Association

[myBIA](#)
(/?COMMAND=LOGIN)

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BIA SECRETARIAT

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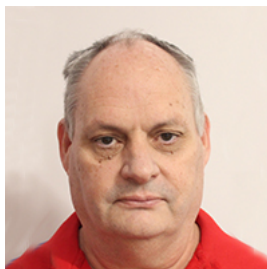
► **Andrew Scott**
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► **Nik Parker**
General Manager
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► **Neil Patchett**
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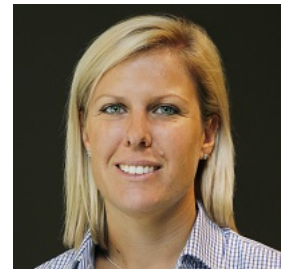
► **Glenn Baumann**
Accounts Assistant



► **George Bolton**
Manager Business Support
(SA & NT)



► **Michael Date**
Manager Business Support
(QLD)



► **Kim Fox**
Marketing & Communications
Manager



► **David James**
Membership Officer NSW



► **Megan Robson**
Marketing & Communications
Coordinator.



► **Shane Wilson**
Member Programs
Manager.

To contact any team member, call (02) 9438 2077 (tel:(02) 9438 2077) or email info@bia.org.au (mailto:info@bia.org.au)

QUICK LINKS

- [What is the BIA? \(/about-us/the-association\)](#)
- [Directors / Staff \(/about-us/directors-staff\)](#)
- [Products / Services \(/about-us/products-and-services\)](#)
- [Annual Reports \(/about-us/annual-reports\)](#)
- [Marine Card Refresher \(https://training.marinecard.org.au/\)](https://training.marinecard.org.au/)
- [Become a Member \(/membership-information\)](#)
- [Member Listing \(/member-listing\)](#)

INDUSTRY

- [Committee Representation \(https://www.bia.org.au/industry/committee-representation\)](https://www.bia.org.au/industry/committee-representation)
- [Logbook \(https://www.bia.org.au/industry/logbook\)](https://www.bia.org.au/industry/logbook)
- [E-News \(https://www.bia.org.au/industry/e-news\)](https://www.bia.org.au/industry/e-news)
- [Submissions \(https://www.bia.org.au/industry/submissions\)](https://www.bia.org.au/industry/submissions)
- [Eliminate Single-Use Plastics \(https://www.bia.org.au/industry/eliminate-single-use-plastics\)](https://www.bia.org.au/industry/eliminate-single-use-plastics)
- [ABP / MIC / HIN \(https://www.bia.org.au/industry/abp-mic-hin\)](https://www.bia.org.au/industry/abp-mic-hin)
- [Industry Data \(https://www.bia.org.au/industry/industry-data\)](https://www.bia.org.au/industry/industry-data)
- [WHS Legislation \(https://www.bia.org.au/industry/whs-legislation\)](https://www.bia.org.au/industry/whs-legislation)
- [Affiliations \(https://www.bia.org.au/industry/affiliations\)](https://www.bia.org.au/industry/affiliations)
- [Stakeholders \(https://www.bia.org.au/industry/stakeholders\)](https://www.bia.org.au/industry/stakeholders)
- [Houseboat Hirers Division \(https://www.bia.org.au/industry/houseboat-hirers-division\)](https://www.bia.org.au/industry/houseboat-hirers-division)

TRAINING / JOBS

- [Marine Card Program \(https://www.bia.org.au/training-jobs/marine-card-program\)](https://www.bia.org.au/training-jobs/marine-card-program)
- [Careers in the Marine Industry \(https://www.bia.org.au/training-jobs/careers-in-the-marine-industry\)](https://www.bia.org.au/training-jobs/careers-in-the-marine-industry)
- [Jobs in the Marine Industry \(https://marinejobs.org.au/\)](https://marinejobs.org.au/)
- [Apprenticeships \(https://www.bia.org.au/training-jobs/apprenticeships\)](https://www.bia.org.au/training-jobs/apprenticeships)

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Boating Industry Association

Position Description: Marine Jobs Coordinator – based in and focused on Qld

Name:

Reporting to: Nik Parker

Title: General Manager Member Services

Summary: The Marine Jobs Coordinator, reports to the General Manager, and under delegation from the CEO. The role is responsible for developing and implementing programs to support career pathways into Marine Jobs in Qld.

The role is to support delivery of the Mission, Vision, Values and Key Priorities of the Association as outlined in the Business Plan.

Key Responsibilities are as follows:

- Lead in the research, development, implementation, delivery and reporting of the Marine Jobs strategies, plans, programs and activities;
- Develop strong working relationships with staff, members, stakeholders (including independent and public high schools and VET establishments) and suppliers in support of Marine Jobs;
- To support the Boating Industry Academy by working within the marine sector to raise awareness of, and support young people in considering, the Academy as a means to enter into a Marine Job;
- Keep abreast of issues and trends that may benefit the promotion of Marine Jobs;
- Liaise and co-ordinate with stakeholders in the sharing of information and the coordination of activities to support Marine Jobs;
- Represent the BIA with internal and external stakeholders and suppliers as appropriate to Marine Jobs;
- Provide the Management Team with sufficient information, analysis and recommendations to enable the Team to make informed judgements and decisions on Marine Jobs; and
- To attend Shows, Forums, Briefings, Workshops and meetings as held and coordinated by the BIA as required, to support the Marine Jobs program, this may involve travel.

General Responsibilities:



Boating Industry Association

- To assist with other related projects as set by the Management Team;
- Implement the role lawfully and ethically; and
- Ensure the integrity and veracity of all public disclosures by the Association. The role may be required to attend Board, State Council or Committee meetings when requested, and manage contractors as required. Despite any such attendance, the role takes direction from the Management Team, not from the Board or State Council members.



Boating Industry Association

Policy Guide Economic Benefit

Introduction

The Boating Industry Association Ltd (BIA) is the peak industry body in Australia that represents the interests of boating which includes designers, manufacturers, importers, brokers, insurers, retailers, charters, yacht and boat clubs, marinas, events, surveyors and trades from boat builders to riggers, and more. BIA is an advocate for boaters and the boating lifestyle and supports safe, responsible, and enjoyable boating.

The boating economy generates significant benefits through employment. Last year (2021) the industry reported national turnover of \$9.55 billion, directly employed more than 26,000 people with more than 8000 contractors. Seventy-five per cent are in small family businesses, employing local workers and supporting local communities.

With more than 85 per cent of the population living within 50km of the coast, it is little wonder that almost 1 in 5 households can have a boat or watercraft. People of all ages, gender and ability can participate in boating across paddle, sail and power for leisure and sport.

Boating is also a significant contributor to the economy that spans metropolitan, rural and regional Australia.

Background

- Boating in Australia has a connection with the Aboriginal people of this land who were using watercraft such as back canoes an estimated 8000 years ago¹. This was for transport, exploration and food gathering. Those themes continue today for boating in all its forms across paddle, sail and power.
- Boating is a way of life for many families in Australia, the largest island in the world with 35 821km of coastline². It is estimated that 5 million people participate in some form of boating each year. The vast majority of which occurs in family runabouts and paddle craft.
- As it currently stands, and not to forget those in our community who are less fortunate, Australians are collectively wealthier, living longer and better educated

¹ <https://australianmuseum.net.au/blog/science/tentative-chronology-of-indigenous-canoes-of-eastern-australia/>

² Geoscience Australia <https://www.ga.gov.au/home>



Policy Guide Economic Benefit

Boating Industry Association

than ever before³; and are settling in coastal areas for the lifestyle benefits which include boating.

- The Federal Government says more than 85 per cent of the population live within 50km of the coast.⁴ With more than 20 per cent of all Australians engaging in some form of boating activity annually, little wonder almost 1 in 5 households can have a boat or watercraft⁵.
- The BIA represents more than 2000⁶ businesses in Australia with members operating in manufacturing, wholesale and retail of products and services within the boating industry.
- Whilst metropolitan areas across the nation do provide a concentration of population and therefore are areas where boating has a strong foothold, a significant amount of boating takes place in rural and regional areas nationwide.
- The boating economy generates significant social benefits through health and well being, and employment, much of the latter is supported by family businesses.
- The boating industry is a significant contributor to the tourism economy through both recreational and commercial activities ranging across fields such as recreation boating and fishing, through to transport and charters.
- The participation in boating across the nation continues to show an ongoing increase through time and the opportunity is for this to continue with research at both state and federal level indicating the population is getting increasingly older with more spare time, is more affluent and continuing to gravitate to coastal areas.
- Boating is significant for employment, communities, social wellbeing, culture and economy.

Economic environment

³ The 2016-17 NSW Intergenerational Report (IGR), titled Future State NSW in 2056

⁴ <https://www.abs.gov.au/Ausstats/abs@.nsf/Previousproducts/1301.0Feature%20Article32004>

⁵ Recreational Boating Participation Executive Summary, Transport for NSW (2018)

⁶ [2020 BIA Industry Data report card](#)



Policy Guide Economic Benefit

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- Recreational Boating is reliant on discretionary spending and consequently is susceptible to consumer and economic sentiment and external factors.
- Evidence suggests that the average Australian's participation in recreational boating is increasing but is starting to take different forms. Australians are finding alternative ways to enjoy the waterways including:
 - Non-registered vessels – such as paddle craft
 - PWC (larger models taking up to 3 people or kitted out for fishing)
 - Vessel hire and charter (experiences over ownership)
 - Shared ownership of vessels – Boat Share (privately or commercially)
 - Clubs and sporting organisation with access to vessels
- Recreational Boating faces a number of perceived and actual challenges:
 - Congestion and restrictions at major metropolitan boat ramps
 - Complex boating regulations, fees or restrictions on boating and fishing
 - Incorrect perceptions of the high cost of boating
 - Incorrect perceptions of restricted access to boating and the waterways
 - Boat purchase decisions are sensitive to political, economic and consumer sentiment
 - Restrictive arrangements on boat storage [trailer boats on the street] particularly as more people live in apartments without parking for their boat
 - Access to waterways in some parts of the country

Advocacy

The BIA supports evidence-based actions to deliver measurable economic benefits regarding boating, and which includes the following:

- To ensure the boating community are treated fairly when local, state and federal government officials consider policies, strategies, programs and regulations that impact on boating.
- To support and advocate for:
 - reasonable evidence-based regulations;
 - appropriate education of boating requirements and recommendations;
 - appropriate enforcement of boating regulations; and
 - innovative solutions.
- To advocate for boating through a variety of issues including the following:

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Policy Guide Economic Benefit

Boating Industry Association

- The future of recreational boating and the associated industry is bright providing we adapt to changing consumers needs and behaviours;
- Address the misconceptions that about perceived barriers to boating participation such as costs, access and storage;
- Options and standards in boating are continually improving giving the consumer excellent choice – technology, value for money, environmentally friendly, diversity and versatility across all its forms in paddle, power and sail;
- embracing global innovative trends such as the share economy;
- advocating for government fees, charges, services, programs and regulations to be fair and reasonable, and recognise the economic and social benefit that arising from a healthy boating sector;
- advocating for the majority of the boating public who are families across metropolitan, regional and rural Australia using family runabouts and paddle craft;
- supporting and promoting safe, responsible and enjoyable participation in boating and boat ownership.

Issue date: 14 September 2022



Boating Industry Association



AUSTRALIAN INDUSTRY
TRADE COLLEGE

Boating Industry Academy Concept Proposal





Deliberately Different.

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Business Case

Executive Summary

Great alliances lead to great outcomes.

The Australian Industry Trade College (AITC) has chosen to partner with the Boating Industry Association (BIA), a peak industry body that is the peak industry body in Australia that represents the interests of boating which includes boat manufacturers, importers, brokers, insurers, retailers, charters, yacht and boat clubs, marinas, events, designers, surveyors, and trades from boat builders to riggers, and more. BIA is an advocate for boaters and the boating lifestyle and supports safe, responsible, and enjoyable boating. This document has been created to articulate the Boating Industry Academy.

Key focus areas are outlined below:

- A key focus of this Academy is to create a demonstrable successful model that is both scalable and repeatable throughout Queensland. If successful, BIA would support possible national expansion.
- The Academy will provide a pipeline of high calibre apprentices into the boating industry with an initial 20 – 24 young people across years 10 and 11.
- The AITC has a unique industry education program and the ability to develop young people with the character, values and skills to become an ideal employee for the boating industry.
- The Academy will expose young people to other opportunities with boating industry such as boat builder, composite technician, and welder (Light Fabrication).
- Due to the AITC's flexible approach to schooling, the boating industry will benefit from young people successfully completing further qualifications and training (e.g. BIA Marine Card), all prior to employment within the industry.
- Through the Academy's collaborative approach, the boating industry, their employers and the young person will benefit from familiarisation with the requirements of the role prior to employment (through work experience or 'WEX'). As a consequence this will lead to an increase in retention of apprentices through to completion, ensuring savings in terms of recruitment, onboarding and training costs for those who take on an apprentice from the Academy.

Purpose of the Academy

AITC: To enable and empower young people to find their purpose and proudly pursue a pathway in industry.

BIA: To support our members' interests by having a strong, resilient and growing recreational boating industry. To achieve this the BIA has adopted the following pillars which we continue to develop and implement:

1. Deliver industry-focused programs, products and services
2. Grow Participation in Boating
3. Deliver government advocacy
4. Promote education, skills and jobs

Definitions

Item	Definition
Immersion	This is to expose or immerse a young person into the industry, broadening their mindset of to consider roles which they may not be exposed to. E.g. boat builder, composite technician and welder (Light Fabrication).
Work Experience (WEX)	Work experience (WEX) is when a young person joins an organisation to learn skills and discover the possibilities of developing a future in that industry or job role. They are not employed by the industry host and are not paid for their work experience duration.
Managed Work Experience	<p>Managed WEX is where the AITC organises a young person's work experience opportunity. Having providers that can cater for a number of young people at once in a rotation over two weeks brings both experience efficiencies and operational efficacy. This allows industry to see what it's like to host WEX and for young people and parents to understand how it works and expectations.</p> <p>The idea is for young people to be able to familiarise themselves with where to go, who is the employer, and the type work they will be doing. This will then allow them to make an informed decision to come back on a WEX placement in their next industry block. If that experience is positive and it's the right fit, a traineeship / apprenticeship can then be discussed.</p>
AITC Program	<p>The AITC program is made up of two parts; education program and industry program (both are outlined below).</p> <p>In a traditional AITC campus, each term is split into 5 weeks in education and 5 weeks in industry. This is flexible for the Academy model.</p>
Selection Day	The AITC is a selective independent senior school; selecting on technical talent, character and values.
Alliance Partnership	Australian Industry Trade College and Boating Industry Australia (BIA).

Key Assumptions

Several assumptions have been made in preparing this document. An overview has been

developed can be found below.

Timing and Site Classification	The Academy will commence in January 2023, with the enrolment campaign to starting early August 2022. If using the Riviera building, there will be some school compliance applications that will need to be met and submitted for approval, prior to opening.
Education Model	The education program being delivered out of the Academy will remain in line with the education program offered at our 5/7 campuses within the first instance, with opportunities to contextualise to the boating industry.
Academy intake numbers	If enrolments exceed 24, there will be an impact to resourcing and room allocations to be considered. The initial target numbers are 20 for entry in January 2023.
AITC Fees	The Academy fees will be in line with the Gold Coast Campus fees, which are \$7645 (subject to change). The AITC reserves the right to charge an additional Academy levy to cover costs if required.
QCE and graduating	That both AITC, the BIA and consortium employers are committed to ensuring the young people successfully complete their Queensland Certificate in Education (QCE).
WEX	All members of the consortium will offer WEX opportunities for all Academy young people.
Apprenticeship interview guarantee	All Boating Industry Academy young people are guaranteed an interview for a school- based apprenticeship with a member of the consortium to commence semester 2 (July – November) of year 11. The first school-based apprentices to be taken on Semester 2 2024.

Key benefits

Pipeline of apprentices	'Grow your own' strategy for the BIA to have a consistent pipeline of high caliber of apprentices.
Individualised Education Program	Ability to contextualise the education program to meet the aptitude and end requirements for the boating industry.

Industry Standard Training	At the point of employment / recruitment all Academy young people will have received technical training to the highest industry standards.
Industry Specific Certifications	Academy young people will have the opportunity to gain additional industry certifications throughout the program. Including but not limited to: <ul style="list-style-type: none"> ▪ BIA Marine Card
Employment Pathways	Academy young people can assist the BIA and the industry by filling apprenticeship opportunities for 'hard to fill' roles.
Education and Training	Education and training in and around the Brisbane region with opportunities throughout Queensland and potentially national.
Graduation Guarantee	The BIA and their members to have a QCE / graduation clause written into all contracts of successful SAT appointments, stating that without their QCE their ongoing employment will be terminated.

Alliance Partner

The Boating Industry Association

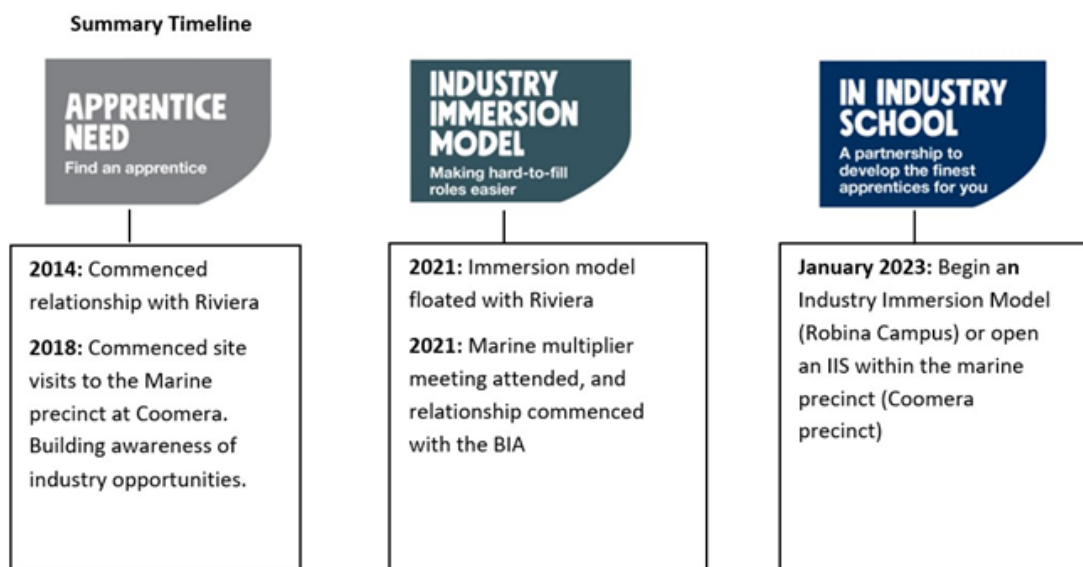
The Boating Industry Association Ltd (BIA) is the peak industry body in Australia that represents the interests of boating which includes boat manufacturers, importers, brokers, insurers, retailers, charters, yacht and boat clubs, marinas, events, designers, surveyors and trades from boat builders to riggers, and more. BIA is an advocate for boaters and the boating lifestyle and supports safe, responsible, and enjoyable boating.

The boating economy generates significant benefits through employment. In the past year (ending 31 Dec 2022) the industry reported national turnover of \$9.55 billion, directly employed more than 26,000 people with more than 8000 contractors. Seventy-five per cent are in small family businesses, employing local workers and supporting local communities.

With more than 85 per cent of the population living within 50km of the coast, it is little wonder that almost 1 in 5 households can have a boat or watercraft. People of all ages, gender and ability can participate in boating across paddle, sail and power for leisure and sport.

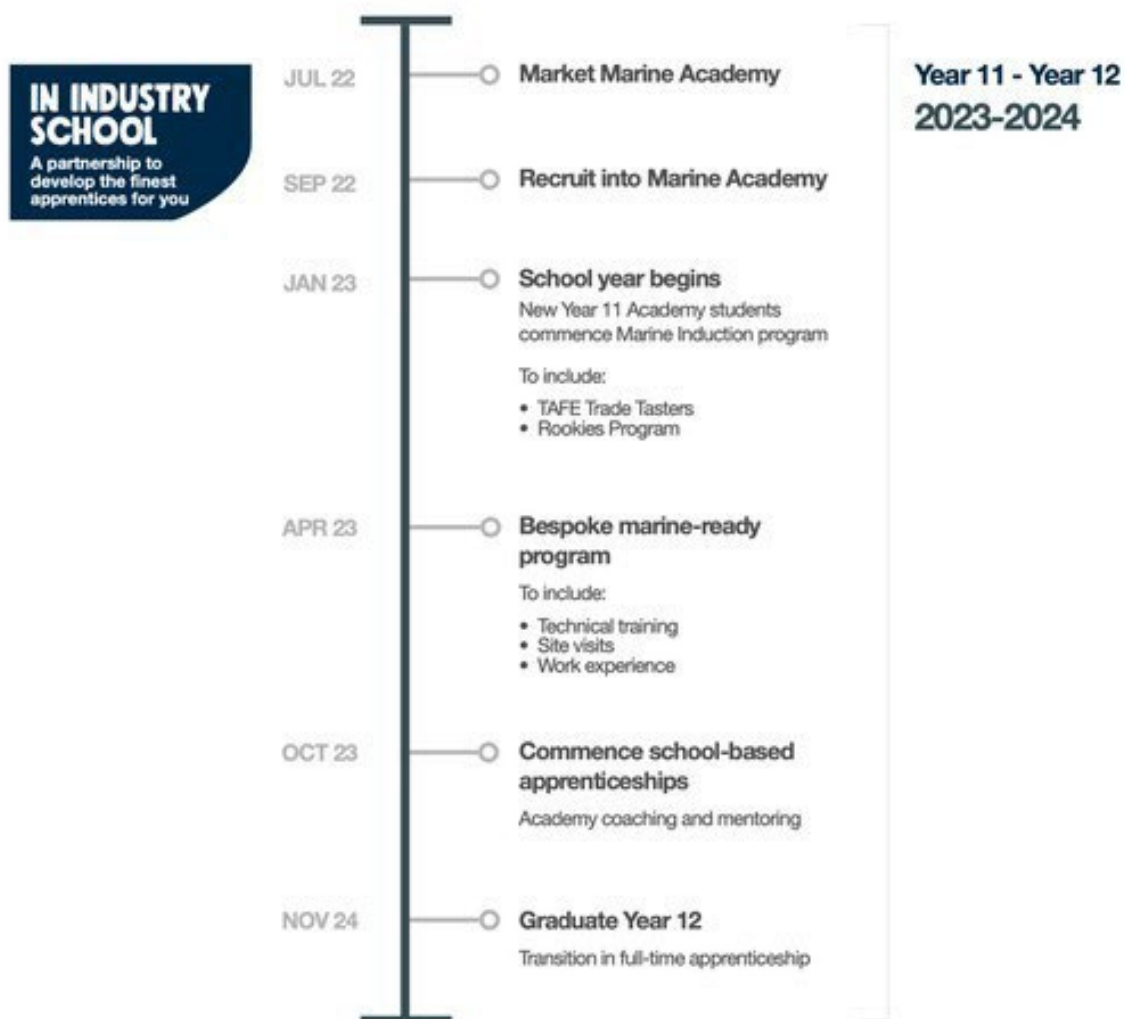
Alliance Partner Engagement

The AITC has built a relationship within the boating industry based on our Gold Coast campus for the past eight years, predominately engaging with Riviera Marine. That relationship was built from 'Apprentice Need', and then in 2018, the AITC commenced site tours of the precinct to bring awareness to the industry. Given Riviera's increasing need for a pipeline of apprentices, initial discussions took place in December 2021 regarding opportunities around an In-Industry School. Around a similar time, the AITC was part of a Marine Multiplier meeting which saw an opportunity to work with the BIA and assist the industry need rather than one employer. As a result, within the Exploration Stage, opportunities for either an Industry Immersion Model or In-Industry School are taking place. These meetings include the AITC, the BIA and a consortium of 10-15 employers.



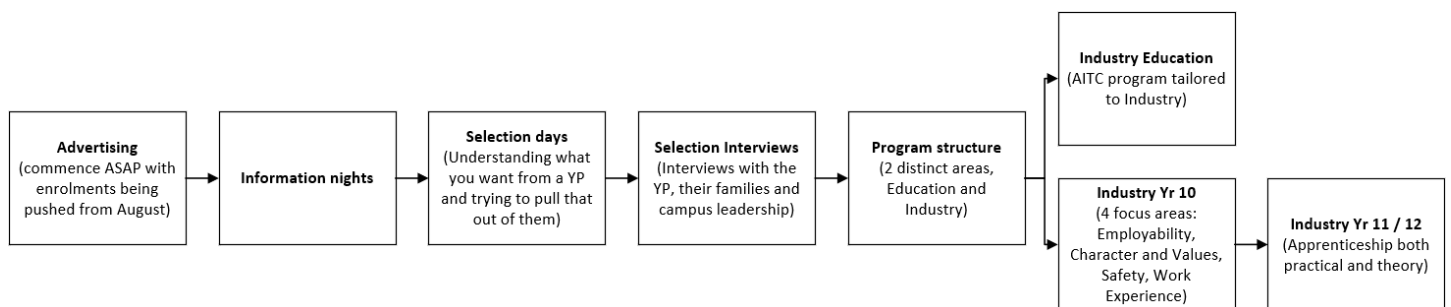


Boating Industry Academy Structure



AITC Enrolment Model

The AITC goes through a specific process when enrolling young people into the College. Certain areas will see a level of involvement from industry and others AITC will work closely with industry to get an understanding of what attributes and skills they are looking for in an apprentice. Below outlines the structure in which the AITC follows:



Enrolment Numbers

The forecast enrolment numbers are based on a Year 10 & 11 intake into the Academy and an additional 20 in 2024 and 2025, however, these numbers are an early indication and are subject to change based on enrolment demand.

The year 10 program would commence at the AITC Robina Campus for the first semester, this allows all Rookies to go through the program together, to then move to Coomera to commence the Boating Industry Academy specific program in semester 2.

	STARTUP (2023)	2024	2025>
Year 10	10	20	20
Year 11	10	20	20
Year 12	0	10	20
Total	20	50	60

SITE

The compliance and regulations needed to meet school standards, the AITC will take responsibility in ensuring these are completed and compliant in time for the commencement of the Academy.

The Boating Industry Academy is proposing to be held out of the Riviera Space, Waterways Drive, Coomera. The allocated space is just under 500sqm, inclusive of bathrooms, lunch space, office space and common areas.

TAFE are currently leasing the space and are due to vacate in December 2022. In July 2021 a change

of use application was approved by Gold Coast City Council to change the space to an education facility. Works have commenced to ensure the building is compliant with that approval. We are working with TAFE to determine the status of the works and if there any outstanding items left to complete.

The AITC will sub-lease the space off the BIA for an initial 4-year term. This will allow a full cycle of year groups and time to refine and improve the program to suit the industry.

Hosting the Academy out of the marine precinct, the AITC will need to submit a Non State Schools Accreditation Board (NSSAB) application. This application will need to be submitted by September to gain the approval by December 2022. If we do not submit by this date, we run the risk of not gaining approval before we are due to commence in January. We will not be able to deliver the full program from Coomera as the AITC needs NSSAB approval of the site before any education can commence.

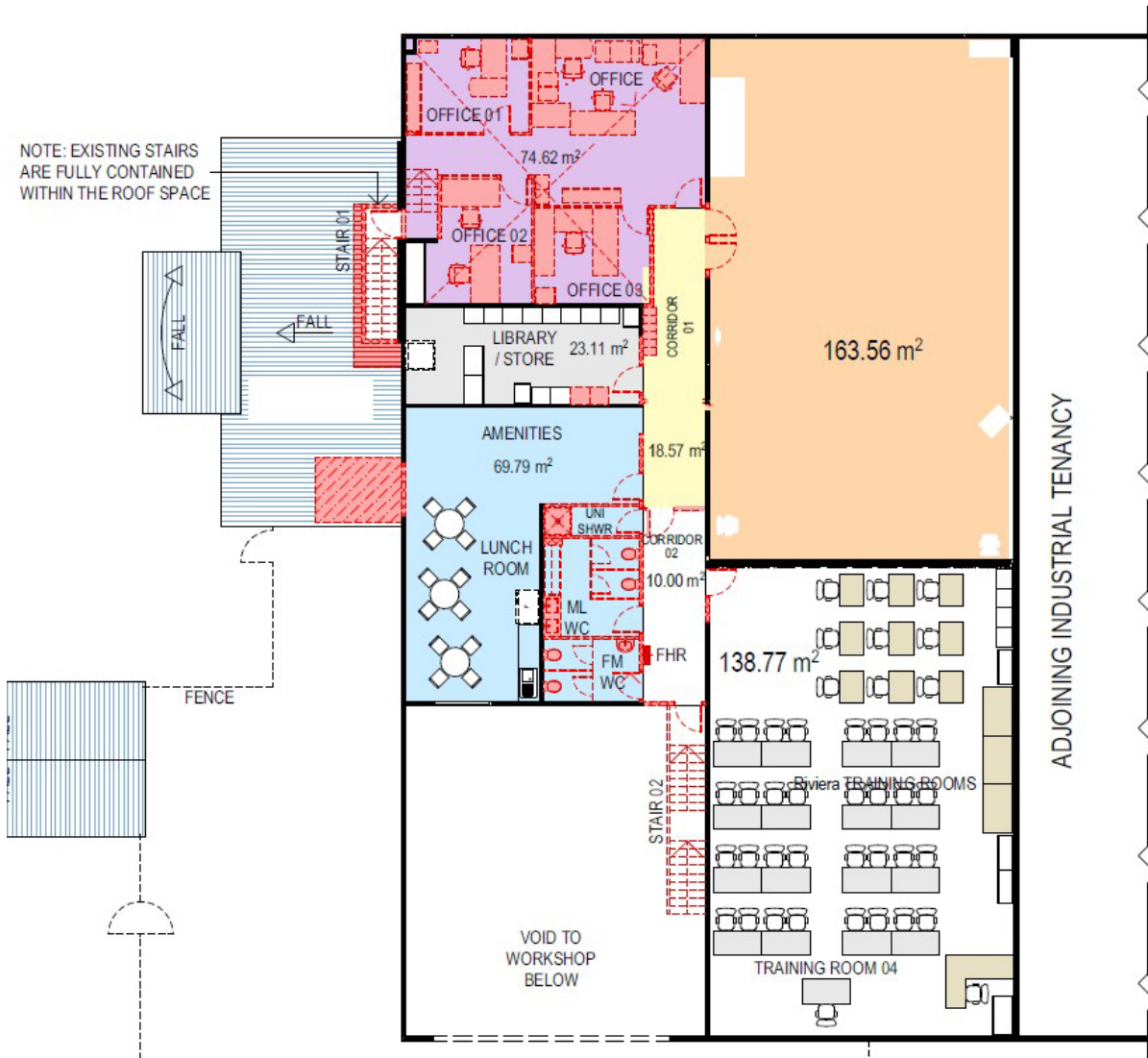
There is an option to commence the Academy from the current Robina Campus. There will be a dedicated learning space with their Industry block to be held out at the Marine Precinct in Coomera. We can dedicate a learning space for the Academy which can be branded with the BIA logo and values.

The image below is the current floor plan of the Riviera space that would be the dedicated area for the Academy. We can redesign the layout if required. The work will be completed by workers within Riviera.

The capacity of the space is approximately 180 students, so in the event that we outgrow this space, a discussion with all parties would be called to determine the next move.

The AITC would require a minimum of 2 office spaces. This would be used for leadership, teachers and any meetings that need to take place with parents. The other spaces could be used by the BIA.

In the first year, where numbers are smaller, the intention with the 138.77sqm space would be for Riviera to continue to use that as their training facility. AITC would provide a layout option for this to occur without impact to our accreditation and without impact to any other compliances we need to meet (child protection policies etc). The 163.56sqm could be divided up into 2 classrooms dependent on student numbers. As our numbers grow, we could reconfigure the space to ensure maximum use and at a point in time, move into the 138.77sqm room.



INDUSTRY Education Program

Education and training in and around the South-East region with opportunities throughout Queensland.

Program delivery

The AITC runs a 50/50 model. That means half the time the young people are in education, working towards their Queensland Certificate in Education (QCE). The other half is in industry, completing WEX and getting signed up in their school-based apprenticeship by mid-year 11 / early year 12.

Consortium member contribution & apprentices

Members that are part of the consortium, there would be an understanding that they would take the Academy students for work experience (what this looks like can be planned to allow all areas of the industry to be explored by our students). We may look to members to allow site visits.

There is no obligation where the members **have** to take a young person on as an apprentice.

The AITC will communicate with the BIA and members of the consortium that even though they are part of the consortium, it doesn't guarantee them an apprentice. This leads to the raising of standards for apprentices as they can then ask themselves why, this is where AITC can help in gaining feedback from students around their experience etc with that specific employer.

Commitment to complete the program (Graduation Guarantee)

The AITC and BIA both fully support the principle that students enrol into the Academy with the aim to both acquire their Queensland Certificate of Education (QCE) **and** obtain an apprenticeship. This commitment is fundamental to the work the AITC do and look to partner with organisation who hold the same value.

The purpose of the Academy to create a sustainable pipeline of educated, high-calibre apprentices into the industry and education is a cornerstone to this. Young people are 70% less likely to complete their apprenticeship if they have not completed their year 12 education. The AITC is very clear with young people, parents and employers about this key for success.

The experience and skills gained by the students during their time on work experience and placements with the members are paramount to the Academics' success in retaining students in the program. With the AITC model, employers' benefit from their school-based apprentices being at work for 7 out of every 12-week term.

The industry currently faces the challenge of retaining apprentices for the full term of their apprenticeship. A collaborative 'Graduation Guarantee' contract between young people and the employer creates a joint commitment to complete before going full-time.

Brand & Customer Experience

Guidelines

It is suggested to create Brand Guidelines to ensure consistent branding, reputation, and style for both organisations are upheld. The guidelines will incorporate the approval process by each party and the use of consortium member logos.

Marketing and Enrolments

Marketing for Academy enrolments will be in line with the typical AITC lead generation: an omni-channel approach to advertising and word of mouth referral.

The defining difference in this circumstance is the ability for the BIA to co-market the Academy with the College to generate leads and throughout the pipeline process. This co-marketing approach will provide access to new markets that would otherwise be limited in the AITC's reach, such as members of the consortium employees, existing networks and clubs.

The Academy will leverage the Gold Coast campus' pre-planned advertising, outlined in the AITC Media Plan, with additional Academy-specific advertising for the Boating Industry Academy.

Both organisations will follow a mutually agreed Academy Communications Plan, which will include internal and external communications for the BIA and the AITC. This will ensure a consistent voice and style convention for the Academy's materials, website content, social media posts, and print publications.

Runway to opening

ACTIVITY	2022								2023
	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	JAN
PROJECT PHASE									
Business Case approved by AITC Board				■					
Business Case approved by the BIA				■					
HoA agreed and signed for the use of the building				■					
MOU signed to agree financial contribution				■					
NSSAB application submitted					■				
Official launch of the Academy (internal and external to AITC & BIA)					■				
Building Academy awareness					■	■	■	■	■
Enrolment campaign					■	■	■	■	■
Recruitment of employees					■	■	■	■	■
Brand up room and signage installed							■		
Team Leaders commence							■		