



Strategic Business Plan

A Strategy for 2023 - 2027

- BIA Business Strategic Plan
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1. OVERVIEW

The Boating Industry Association Ltd (BIA) is the peak industry body in Australia that represents the interests of boating.

As a not-for-profit organisation led by industry for industry, our purpose is to deliver value to members. A team of experienced marine sector specialists, business managers and professionals provide invaluable knowledge and capability.

The industry generates a multi-billion dollar national turnover, directly employs tens of thousands of people with thousands of contractors. Seventy-five per cent of this industry is comprised of small family business, 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 have a boat or watercraft.

People of all ages, gender and ability participate in boating across paddle, sail and power for leisure and sport.

Boating matters.

2. MEMBERSHIP

Our membership is diverse and broadly is comprised of six categories as follows:

1. Manufacturers (boats and components/ systems)
2. Sales (boats, engines, equipment and accessories)
3. Storage (marinas, dry stack, moorings etc)
4. Servicing (mechanics, shipwrights, electrical, trimming etc)
5. Services (insurance, RTO, brokers, consultants etc)
6. Tourism (boating holidays, boat hire, charter, events, training and education).

Whether you're a sole trader or an international business – the BIA is here to support you.

3. CHALLENGES

Our industry faces significant challenges, namely:

1. Government policy and regulation which can restrict or inhibit:
 - a. access and activities of boating whether it be marine parks, lack of boat ramps and storage options, safety regulations, environmental restrictions or seabed leases;
 - b. business investment certainty
2. Workforce development, availability of training, attraction and retention of skilled workers
3. Economic challenges:
 - a. long-term impacts of Climate Change
 - b. business investment and succession
 - c. Government policy
4. Engagement in boating and sailing with children and young adults is facing stiff competition from competing leisure and sports activities, and technology

5. Retaining existing boaters and attracting new boaters is an ongoing challenge due to competition for the leisure dollar.

4. MISSION

Supporting members to build thriving marine businesses

5. VISION

A vibrant industry supporting boating as a standout choice in leisure activity for everyone.

6. TEAM VALUES

- Member focus
- Collaboration
- Solution focus
- Communication
- Sustainability

7. KEY PRIORITIES

- Grow Boating
- Government Advocacy
- Industry-Focused Products and Services
- Promote Marine Careers

7.1 Grow Participation in Boating

Key Priority activities include:

1. Generate interest amongst children and teenagers
2. Nurture and enhance the experience for existing boaters
3. Provide opportunities for new-entry people to experience boating
4. Encourage lapsed boaters to return
5. Create an enduring association with boating
6. To breakdown perceptions that boating is for the wealthy by demonstrating boating is accessible by all ages, genders, abilities and budgets across paddle, power and sail

7.2 Deliver Government Advocacy

Key Priority activities include:

1. Local, State, Federal and International Government engagement
2. Government policies, programs, legislation and regulations
1. Data and analysis
2. Policy settings

3. Issues management
4. Government grants and partnerships
5. Strategic alliances.

Core objectives are:

1. Promote access and infrastructure
2. Promote support for marine business
3. Promote private investment in the marine industry and appropriate commercial relationships with Government
4. Promote safe, responsible and enjoyable boating
5. Promote safe marine businesses
6. Promote environmentally sustainable practices in the marine industry and to the boating public

7.3 Deliver Industry-Focused Products and Services

Key Priority activities include:

1. Marine Card and Access Management
2. Discover Boating Marketplace
3. Business support
4. Standards participation and advice
5. Industry standard documentation and legal advice
6. Engagement with members
7. Members forums and functions
8. Promotion of BIA members as preferred suppliers

7.4 Promote Education, Skills and Jobs

BIA to support the membership with access to an appropriately trained and skilled workforce.

Key Priority activities include:

1. Marine Jobs program
2. Marine career pathways
3. Support and promotion of apprenticeship opportunities
4. Education and accreditation programs

8. MONITORING AND EVALUATION

This Strategy will be reviewed annually by the management team.