

# MEMBERSHIP BENEFITS



Boating Industry Association

YOUR INDUSTRY ASSOCIATION  
BY INDUSTRY **FOR INDUSTRY**



# WELCOME

## A NATIONAL SNAPSHOT OF KEY INDUSTRY DATA:

- The marine industry has an annual turnover of more than \$10.12bn
- Direct employment of more than 27,500 with many thousands more in associated businesses
- There are more than 2100 active boating industry businesses
- There are more than 970,000 registered boats and countless non-powered watercraft
- More than 2.5 million Australians hold a boat licence

Source: 2024 State of the Industry survey



## THE BIA EXISTS TO SUPPORT MEMBERS BUILD THRIVING MARINE BUSINESSES THROUGH TAILORED PROGRAMS, PRODUCTS AND SERVICES DESIGNED FOR INDUSTRY.

The BIA connects more than 680 member companies to grow the boating industry, forming a united voice representing boating in Australia.

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

We deliver advocacy to government, industry-focused programs, products and support services for our members, as well as promoting education, skills and jobs, and participation in boating.

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

## THE MEMBERSHIP

The BIA represents over 90 per cent of the marine industry. Our members enable Australians to go boating, through the manufacture, wholesale or retail of products and services to the recreational boating consumer, and light commercial marine operators.

### Members include:

Boat manufacturers	Manufacturers of parts and accessories
Boat dealers	Marinas and mooring providers
Chandlers and retailers	Marine brokers
Designers and marine surveyors	Marine insurers and financiers
Electrical engineers	Mechanical repairers
Engine distributors	Sea schools and training
Hire and charter boat operators	Shipwrights and boat repairers
Houseboat hirers	Trailer manufacturers
Importers / Exporters	Wholesale marine distributors

# BELONGING TO YOUR ASSOCIATION

MEMBERSHIP OF THE BIA IS A SIGN OF A REPUTABLE AND TRUSTED BUSINESS

## USE OF BIA LOGO

The BIA logo is available in digital format for use in member marketing and communications, plus as a wall sign and stickers. The BIA logo has strong brand recognition promoting a trusted and reputable association with national reach.



Boating Industry Association

## MEMBERSHIP CERTIFICATE AND DECALS

For display to customers, suppliers and others at your place of business.

## PARTICIPATION IN CODE OF PRACTICE

Sets standards for professional and reputable business transactions and performance, giving confidence to customers.

## MYBIA MEMBER PORTAL RESOURCES

A range of resources, including industry data reports, policies, contract templates, educational webinars, marketing tools and news archive.

## SERVICES

# INDUSTRY EXPERTISE AND HELP AT HAND

SUPPORTING MEMBERS WITH ADVICE IN THE AREAS OF ADVOCACY WITH GOVERNMENTS, CAREER PATHWAYS, IMPROVED REGULATION AND STANDARDS, BUSINESS CONDITIONS AND BEST INDUSTRY PRACTICE

## ADVICE AND SUPPORT FROM BIA TEAM ACROSS RANGE OF BUSINESS EXPERTISE

The collective BIA team has extensive knowledge of the industry, with many having been in the industry for 30+ years; draw on this knowledge, networks and small business support expertise. Call on the team for advice and support in areas including:

- Regulatory awareness and compliance support
- Work Health & Safety and risk management
- Training and Careers
- Complaints resolution support



## TECHNICAL STANDARDS SUPPORT

Boat design and construction, marina development, lifejackets and other safety gear technical standards: providing leadership, education, guidance and advice.

## INDUSTRY SECTOR DIVISIONS FOR SPECIALIST SUPPORT

Industry leaders provide sector-specific knowledge and experience to assist peer businesses and set standards for each sector.

## EDUCATIONAL WEBINARS

Gain valuable insights and resources to your business thrive in the ever-evolving marine industry. The webinar series is designed to equip you with information on the latest trends, strategies and best practices to best navigate the waters of business successfully.

# PROGRAMS

## BUILDING A SKILLED WORKFORCE, PROMOTING CAREERS AND MANAGING EMPLOYMENT OBLIGATIONS AND RIGHTS

### MARINE JOBS

BIA's Marine Jobs and Careers activities to support recruitment and retention for the wider marine industry via through digital platforms and resource hubs, as well as initiatives including hosting careers events and running a schools program.



### MARINE INDUSTRY ACADEMY

An industry-driven program for high school students wishing to pursue a career in the boating and marine industries, whilst completing Senior School. With two locations in SE Queensland, there is the opportunity to partner with the Academy to offer apprenticeships in your business.

### BIA APPRENTICE PLACEMENT SUPPORT

Support for businesses looking to engage apprentices and trainees, assistance with funding applications, promotion of opportunities, match-making support via schools visit programs and TAFE, RTO and local schools engagement.

## SUPPORT IN OPERATING SAFE MARINE BUSINESSES

Demonstrate your business is compliant with industry standards by participating in BIA accreditation and training programs covering health and safety, cyber security, documentation and processes.

### ACCREDITATION PROGRAMS

Sector-specific education and training, leading to accreditation and recognition. Focus on boat manufacturers and boat sales. Additional fees may apply.

### MARINE CARD

Nationally recognised and awarded marine industry work health and safety induction training program. Additional fees apply. Full information at [marinecard.org.au](http://marinecard.org.au).



### ACCESS MANAGEMENT SYSTEM

Marine facilities access control program, providing QR code enabled on-site visitor recording, monitoring and management of compliance with venue work health and safety requirement. Additional fees apply.



# PRODUCTS

**PRODUCTS TO MANAGE BUSINESS RISK, PROVIDE SOLUTIONS AND ENSURE RESPONSIBILITIES AND LIABILITIES ARE COVERED**

## **MARINE INSURANCE SPECIALIST ADVICE, PORTFOLIO REVIEW AND INDUSTRY-SPECIFIC PROGRAMS**

Expert advice, full business risk and insurance review, specialist marine industry insurance offerings, dedicated team of marine and insurance industry specialists.

## **BUSINESS TRAVEL INSURANCE**

Complimentary travel insurance for BIA member directors and nominated staff for all business travel within Australia and two vouchers for international travel cover (subject to annual underwriting review).

## **STANDARD DOCUMENTATION LIBRARY**

Ensure your business dealings are up to industry standard by using industry standard member-only documentation backed by BIA legal partner, covering:

- New and used vessel sales agreement
- Dealer purchase agreement
- Consignment sales agreement
- Brokerage deeds and sale agreement
- Berthing, storage and mooring deed
- Services and materials contract
- Warranty agreement and disclaimers of liability
- Houseboat Hirers Association agreement for hire form



**BIA MEMBER-ONLY SPECIALLY NEGOTIATED AND TAILORED COMMERCIAL PRODUCTS TO DRIVE DOWN COSTS OF DOING BUSINESS**

## **CREDIT CARD DISCOUNTED MERCHANT FEES**

CommBank merchant service fees and terminal rental at BIA special rates.

## **MARINE BATTERIES DISCOUNT OFFER**

Century Yuasa Batteries technical advice and product discount.

## **WORKSHOP CONSUMABLES, PARTS AND EQUIPMENT**

Repco Commercial national pricing, trade account, product education and product discounts.

# BUSINESS PROMOTION

PROMOTING MEMBER BUSINESSES TO THE BOATING COMMUNITY, OPPORTUNITIES TO MARKET PRODUCTS AND SERVICES VIA BIA OWNED CHANNELS

## MEMBER LISTING ON BIA.ORG.AU

Online directory of members by product, service and brand.

## NEWS DISTRIBUTION

Opportunity to provide industry relevant news stories for distribution to the BIA member database and key stakeholders in eNews and via social media channels.

## DISCOVER BOAT SALES, BIA'S ONLINE MARKETPLACE

Member-only online boat, product and services listings, providing 'buy with confidence' assurance for customers.

## HOUSEBOAT HOLIDAYS BOOKING PLATFORM

Houseboat Hirers Division online marketing and booking website houseboatbookings.com. Division membership and additional fees apply.

DISCOVER BOATING: PROMOTION OF THE BOATING LIFESTYLE, ENCOURAGING GROWTH AND KEEPING BOATING AS A STAND-OUT CHOICE IN LEISURE



## SOCIAL MEDIA ACTIVITY SUPPORTING PROMOTION OF MEMBER BUSINESS

Opportunity to provide appropriate lifestyle content including business and product information for distribution to the boating public.

## EVENT LISTINGS ON DISCOVERBOATING.COM.AU

Opportunity to list business events, such as dealer demo days, sponsored events, promotions and other boating lifestyle activities.

## VISUAL REPRESENTATION

Opportunity to provide content (image and video) to add to the BIA's asset library for use in promotional initiatives, such as media statements and editorial.

# BIA EVENTS

HIGHLIGHTING THE BOATING LIFESTYLE, MEMBER BUSINESSES AND SUPPORTING BOATING PARTICIPATION



## DELIVERY OF MAJOR BIA BOAT SHOWS

World-class boat shows, including Sydney International Boat Show.

## REGIONAL BOATING EXPERIENCE EVENTS

Local try boating-style events, delivered at suitable member venues with BIA support.

## BOAT SHOW DISCOUNT PROGRAM

Discount on exhibition fees based on longevity of membership. Terms and conditions apply.

## FAVOURABLE SPACE ALLOCATION AT BIA EVENTS

Experienced show planners ensure best exposure for member stands.

## BOAT SHOW TICKETS - BIA OPERATED EVENTS

Invitation to members to visit the show when not exhibiting. 2 per BIA show.

# ADVOCACY AND REPRESENTATION

## PROMOTING AND ADVANCING THE INTERESTS OF THE BOATING INDUSTRY

BIA actively advocates to all levels of government to champion boating participation and access, infrastructure, storage, jobs, and appropriate boating rules, fees and charges; as well as safe, responsible and enjoyable boating. This work supports boating and the industry.

### REPRESENTING THE BOATING INDUSTRY ON FORMAL COMMITTEES AND WORKING GROUPS

More than 40 International, inter- and intra-state committees.

### FORMAL SUBMISSIONS TO ALL LEVEL OF GOVERNMENT IN SUPPORT OF THE BOATING INDUSTRY

Technical, regulatory, program, project and policy submissions on key issues concerning boating participation, waterways access, infrastructure, boating regulation, small business operations and more.

### ISSUE MANAGEMENT SUPPORT

One-on-one support for members working through issues such as development applications, marina leases, complaints handling, compliance inspections.

### GOVERNMENT GRANT FUNDING AND TENDER APPLICATION SUPPORT

Guidance for drafting funding applications, access to tenders and government procurement.



## KEEPING IN TOUCH

COMMUNICATION IS KEY TO ENSURE BIA IS WORKING TO SUPPORT MEMBERS. LET US KNOW HOW WE CAN HELP

### MEMBER DIRECT ENGAGEMENT PROGRAM

On-site visits and divisional group meetings to discuss business issues, provide updates on key activities and explain BIA member support.

### BIA eNEWS AND LOGBOOK

Fortnightly industry-specific eNews report, key issues, announcements and alerts, plus biannual Logbook, BIA's industry magazine.

### ANNUAL MEMBER FORUM AND NETWORKING FUNCTION

Opportunity to meet BIA team and State Council representatives, provide feedback and meet with industry colleagues. Two invitations to each home state event.

### OPPORTUNITY TO SERVE AS STATE COUNCILLOR/BIA DIRECTOR

Volunteer roles to participate in association governance; State Councillor and BIA Board Director positions elected by members at each state AGM. Provide leadership and set the direction of the BIA.

# MEMBERSHIP FEES

BIA membership is for 12 months, with renewal on the anniversary of joining. A subscription fee is payable on joining, with a subscription fee payable on joining and then at annual renewal.

The membership subscription is tiered, related to member business size based on number of persons (employees, contractors or others engaged on a regular basis) to deliver business functions, providing an equitable way of ensuring members are provided with the appropriate level of support and apply a subscription fee that is commensurate with this.

Number of persons is the Full-Time Equivalent number of employees, contractors and others engaged on a regular basis within the business, or across the group where multiple marine businesses are owned and operated as a single

company, for example marina groups. A Full-Time Equivalent person is taken to be one engaged for a 38-hour week, or a combination of individuals working fewer hours aggregating to a total of 38 hours per week.

Fees are reviewed annually. Current membership fees are available at [bia.org.au](http://bia.org.au).

TIER	PERSONS
1	Sole traders or up to 5
2	6-10
3	11-20
4	21-50
5	More than 50

## VISION

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

## MISSION

Supporting members to build thriving marine businesses by delivery of outstanding programs, services and representation.



## STRATEGIC GOALS

- Grow participation in boating
- Deliver industry-focused programs, products and services
- Deliver government advocacy
- Promote education, skills and jobs

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.



Boating Industry Association

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November 2024