



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 boating 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, 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. arising in 2020 from the COVID-19 pandemic
 - b. long-term impacts of Climate Change
 - c. business investment and succession
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. COVID-19 has helped drive interest and participation in boating due to limitations on overseas travel; our mission must be to maintain and grow that interest through to the post COVID era.

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. VALUES

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

7. KEY PRIORITIES

- Grow Participation in Boating
- Deliver Government Advocacy
- Deliver Industry-Focused Programs, Products and Services
- Promote Education, Skills and Jobs

7.1 Grow Participation in Boating

Boating is perceived as a relatively expensive past time. As an industry our objective must be to change this perception so that boating is perceived as an outdoor leisure activity of choice for Australian families.

To achieve significant and sustained growth, we need to:

1. Generate interest in boating by children and teenagers
2. Nurture and enhance the experience of existing boaters
3. Provide opportunities for non-boaters to experience boating across paddle, power and sail
4. Encourage lapsed boaters to return
5. Create an enduring association with boating.

7.2 Deliver Government Advocacy

We need to represent our members both proactively and reactively to changes in government policies and regulations. We need to be represented as a stakeholder in all relevant debate and hold advisory positions where possible.

We need to consider opportunities in the areas of:

1. Local, State, Federal and International Government relationships
2. Policy changes intelligence
3. Issues management
4. Research and analysis of industry statistics
5. Government grants and partnerships
6. Strategic alliances.

Our core objectives in our relationship with Government are:

1. Promote and protect access to waterways and associated infrastructure
2. Promote support for business
3. Promote private investment in the boating industry and viable commercial relationships with Government
4. Promote safe boating and a safe and responsible boating industry
5. Promote environmentally sustainable practices in boating and the boating industry.

7.3 Deliver Industry-Focused Programs, Products and Services

We need to deliver programs, products and services that are relevant and needed across our membership. Initiatives under this Key Priority area include:

- Marine Card and Access Management
- Marine Jobs
- Discover Boating Marketplace
- Business support
- Technical standards advice
- Industry standard documentation and legal advice
- Direct engagement with members
- Members forums and functions
- Promotion of BIA members as preferred suppliers

7.4 Promote Education, Skills and Jobs

We must ensure our members received support in access to an appropriately trained and skilled workforce. In this regard, we need to consider:

1. Career pathways for school leavers
2. Suite of training programs
3. Education and accreditation programs
4. Support and promotion of apprenticeship opportunities
5. Professional development credits for re-accreditation

8. MONITORING AND EVALUATION

This Strategy will be reviewed annually by the management team.

APPROVALS

Andrew Scott
Chief Executive Officer



Signature: _____

22 March 2023
Date: _____