

# ANNUAL REPORT

FOR THE YEAR ENDED 31 DECEMBER 2008

BOATING INDUSTRY ASSOCIATION OF NSW LTD



Boating Industry Association  
of NSW Ltd



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Boating Industry Association of NSW Ltd is a company limited by guarantee, incorporated and domiciled in Australia.  
Its registered office and principle place of business is:

53 Hume Street, Crows Nest NSW 2065

A description of the nature of the company’s operations and its principle activities are included in this Annual Report.

# BIA AT A GLANCE 2008

## PRESIDENT

**Doug Olding**  
Teleflex Pty Ltd

## VICE-PRESIDENT

**Richard Pym**  
Ausail Pathfinder Marine Group

## TREASURER

**Alan Blake**  
Blakes Marine Pty Ltd

## BOARD OF DIRECTORS

**Bob Basham** R W Basham Pty Ltd  
**Bill Breakspear** Breakspear's Marine Services  
**Paul Burgess** Bluewater Marine Surveyors  
**Simon Cook** I C Frith & Associates

**Mark Hewitt** Sandbrook Inlet Marina  
**Michael Jarvin** Advanced Marina Management Pty Ltd  
**Alan Steber** Stebercraft Pty Ltd  
**Darren Vaux** Empire Marina Bobbin Head Pty Ltd

## BIA DIVISIONS

### Marina Association of NSW

**Mark Hewitt**  
**Chair**

Bruce Davis  
Andrew Fenwick  
Tony Griffin  
Michael Jarvin  
Craig Karpin  
John Lord  
Michael Sparks

### Shipwright and Boatbuilders Association of NSW

**Paul Burgess**  
**President**

Ron Bailey  
Ross Brown  
David Reimer  
Duncan Ritchie  
Ray Simpson  
Warwick Thomson

### Marine Industry Mechanical Repairers Association of NSW

**Bill Breakspear**  
**President**

Bob Oomen  
Vice-President  
Roy Baldock  
Treasurer  
Matthew Robinson  
Secretary  
Tyler de Jager  
Reg Sorensen  
Shannon Stocks  
Jim Tsacalos

### Sailing Industry Association of NSW

**Bob Basham**  
**Chair**

Andrew Cribb  
Shane Crookshanks  
Duncan Curnow  
John Hurley  
David Kellett  
Ian Lindsay  
Peter Rendle  
Terry Wise

### Marine Brokers Association of NSW

**Michael Jarvin**  
**Chair**

James Mark Anthony  
Mark Chapman  
Michael Joyce  
Des Last  
Adam Waters

### Boat Manufacturers Association of NSW

**Alan Steber**  
**Chair**

Kelly Bickerton  
Mike Rees

## BIA STAFF

**General Manager**  
Roy Privett

**Secretary**  
Linda English

**Financial Controller**  
Simon Hazelbrook  
(SM & AJ Enterprises Pty Ltd)

**Manager BIA Divisions**  
Alan Barrett

**Members Support & Development**  
Aaron McKenna

**Marketing and Event Manager**  
Domenic Genua  
(Mirror Image Marketing Pty Ltd)

**Marketing and Event Coordinator**  
Justine Merrony

**Event Operations Manager**  
Belinda Close

**Publications & Database Coordinator**  
Christine Howard

## AFFILIATIONS

Australian Marine Industries Federation  
American Boat and Yacht Council  
NSW Business Chamber  
Exhibition and Event Association of Australasia  
International Federation of Boat Show Organisers  
International Council of Marine Industry Associations

## CONSULTANTS

Solicitors – Bull, Son & Schmidt  
Auditors – Nexia Court & Co

## PARTNERS

I.C. Frith & Associates promoting BIA Marine Insurance

**Organisers and Owners of the Sydney International Boat Show and Rosehill Gardens Boat Show.**  
**Promoters of Try Sailing Days. Publishers of Logbook and the NSW Marine Directory.**

## OUR ASSOCIATION

Since its inception in 1960, The Boating Industry Association (BIA) of NSW Ltd has gone from strength to strength. The Association was formally incorporated in 1970 with its first independent boat show three years prior in 1968.

As part of its charter, the BIA is active in the promotion and support of safe boating throughout the state. The Association provides an ongoing voice for industry members and ensures that their interests are well represented.

### What the BIA Incorporates

While its activity within the industry is quite diverse, some of the key issues that the BIA deals with include:

- The promotion of the benefits of the boating industry to its members and the public.
- The maintenance of committees in the fields of boat shows, legislation, facilities, safety, promotion and special subgroups.
- To work closely with government, marine organisations and other interest groups to increase the industry's effectiveness.
- To conduct and promote boat shows which reflect the size and importance of the industry.

- To dedicate profits from boat shows and other marketing endeavours to benefit and promote the industry.
- To maintain cordial and active relationships with all forms of news and marketing media.
- To maintain a permanent office, staffed to represent and assist its membership.

The BIA is also involved in important issues that touch upon all aspects of our recreational use of the waterways, namely:

The Environment  
Waterways Infrastructure  
Public Facilities  
Boating Safety  
Access

Most importantly, the BIA provides a forum to discuss industry needs and serves as a representative of the industry to government (Local, State and Federal), media and the public.

The BIA embodies over 90 percent of the business activity in the retail and light commercial boating industry. Its members include boat builders, retailers, engine distributors, yacht brokers, trailer manufacturers, chandlers, hire and charter boat operators, marinas, shipwrights, mechanical repairers, electrical engineers, surveyors, manufacturers of parts and accessories and wholesale marine distributors – all of which are dedicated to the continuous improvement and sensible regulation of the boating industry.

Association membership is appropriate for any business that provides products or services at either a commercial or retail level to the marine market.



# VISION



THE BOATING INDUSTRY ASSOCIATION OF NSW STRIVES TO BE THE VOICE AND AUTHORITY TO GOVERNMENT DEPARTMENTS, ASSOCIATED BODIES AND INTEREST GROUPS, REPRESENTING THE BOATING AND MARINE INDUSTRY IN NSW, WHILE CREATING AWARENESS WITHIN THE COMMUNITY AND PROMOTING THE BENEFITS OF SAFE RECREATIONAL BOATING.





Message from our President

**Doug Olding**

#### Fellow Members,

On behalf of the Board of Directors and Divisional Committees I present my third Annual Report to the BIA membership for the year ended 31 December 2008. The activities of the Association cover a broad range of issues and our roles and priorities are continually changing in response to member requirements and industry challenges. We have a vibrant agenda and are charged with the responsibility to deliver industry advocacy, services, promotions, education and training opportunities together with the protection of the recreational boating industry.

In my last report we forecast that tough trading conditions were expected to continue throughout 2008. This has certainly been the case with many businesses contending with the day to day challenges to make ends meet. Unfortunately, we will continue to encounter an increasingly difficult time over the remainder of 2009 as the Australian economy battles against the turbulence of the global financial crisis. We are certainly witnessing the worst economic performance in decades. As the business climate continues to evolve at a rapid pace we can only remain positive and trust the twin stimulus packages introduced by the Federal Government and reduced interest rates will do the trick and bolster consumer confidence.

We are a resilient industry with lifestyle, sporting pursuits and services. Economic downturns are cyclical. Successful businesses will be focusing on their operations to ride out these difficult times and look forward to opportunities that will arise as the economy improves. The most valuable and practical means for BIA to maximise opportunities will be to maintain its focus on delivering programs for renewed growth and sustainability for the ongoing benefit of its member businesses.

Over the past year the BIA has maintained its **strong advocacy role** for better outcomes for marine businesses. Quite often the effectiveness of this activity can only be demonstrated in long term outcomes. It is however vital that our voice and influence grows to provide real value to our industry.

Advocacy activities in which we have played a role in discussions with the **NSW Government** include:- liaison covering Lease Policy and Sustainable Rents for Marina Operators; proactive involvement in the Marine Access

and Infrastructure Council in advocating to critical Government Agencies industry access and infrastructure requirements; amalgamation of Volunteer Marine Rescue Organisations; input into an extensive review of NSW Maritime Regulations including an overhaul of boating and licensing requirements including introduction of a practical logbook component; participation on NSW Maritime Recreational Vessel Advisory Group dealing with boating safety issues; representations on behalf of boat share companies to NSW Maritime and Marine Safety Queensland on their policy guidelines; NSW Maritime Builders Group on commercial vessel survey; participating in NSW Maritime Boat Storage Study; Presentation at a Maritime Forum – BIA's *10 Point Wish List and Targets for 2014* and serving on a Metropolitan Catchment Management Authority Committee to prepare and distribute material on the spread of marine pests. During this period our advocacy role has also included presentations to reviews on marina and infrastructure development applications and increasing contact with Local Government on land/water interface and access planning issues.

BIA is continually looking for opportunities to improve **member services and benefits**. For a second year we have maintained a Travel Insurance Policy to cover members. Additional benefits have been added together with our advertising campaigns on boating safety and dealing with a BIA Member. Our newsletter, *Logbook*, and *BIA E-news* deliver up-to-date information to members.

**Marketing Programs, Promotions and Events** have been historically a major strength of the BIA and gives us an opportunity to present solid marketing and sales platforms to benefit our members. We can provide the framework and the promotions however our boat shows and other events depend on the tremendous support we receive from member/exhibitors, sponsors, venues and event contractors. This support and our future success will certainly be tested in these difficult times as events such as boat shows are also vulnerable to the current harsh economic conditions. To keep our shows relevant and attracting boating customers every marketing and operational aspect has been reviewed. New initiatives introduced such as the November 2008 **Clear the Decks Boating Sale** as a practical measure to assist members, together with a fresh advertising

approach and free public entry to the **2009 Rosehill Gardens Boat Show** have paid dividends.

The **41st Sydney International Boat Show (SIBS) 2008** again delivered for the industry. In a cautious market place we effectively overcame challenging logistical problems with a clash with the World Youth Day's occupation of our marina system. This was one of the Shows biggest ever challenges and required a special effort by our staff, contractors, suppliers and exhibitors and financial commitment of BIA to successfully produce the SIBS 2008. BIA Directors in the later part of 2008 placed every aspect of the show under intensive scrutiny and announced for the second time in three years there will be no increase in exhibition rates for SIBS 2009. BIA will be absorbing all cost increases from venues, suppliers and media. Exhibition space and operational days were also reviewed and reduced for the benefit of the show and exhibitors. Due to good financial management and successful presentation of events over recent years BIA is in a fortunate position with sufficient financial reserves to ensure our promotional activities continue in these difficult financial times. The **Marketing Programs, Promotions and Events** section of the Annual Report will give you further detail.

**Education and Training.** The BIA is forever mindful of our continuing obligation to promote the boating lifestyle and the industry as a career of choice and an investment in the future. In July 2008 BIA released a **NSW Marine Industry Careers Guide** which was distributed to careers advisors throughout NSW and a careers forum was held at SIBS 2008. We joined other State BIAs in sponsoring **alife** which is a free computer based resource featuring three boating profiles, namely boat building, marine mechanics and marine sales. BIA divisions, MIMRA and SBA have engaged



issues and provide services and advocacy for specialist sections of our diverse industry. BIA greatly appreciates the commitment of all committee members and the additional time and effort of chairpersons, who also serve on the BIA Board of Directors. During the year we welcomed aboard Alan Barrett to our team as BIA Division Manager. He has a diverse and challenging role in organising, managing and implementing outcomes for the BIA divisions.

**Australian Marine Industries Federation (AMIF).** As your President I have represented NSW as a Director of AMIF. In addition to many issues being canvassed at a Federal Government level, AMIF in 2008 suspended the presentation of the **Australian Marine Awards** and a complete review will be undertaken during 2009. A major review by the National Board of Directors of AMIF has commenced on the **structure of the national association, state BIA roles and activities, future operations and strategies.** At the centre of this project is an examination into the feasibility to form a single entity association to meet the joint objectives of the boating industry associations to ensure that efficiencies in operations and value are being delivered to members. Recommendations from this review will be fully canvassed with members.

Your Association has continued to successfully meet its **financial targets** and maintains a strong financial position. We have achieved an audited tax surplus for the year which represents a decline on the previous year; however it is a satisfactory result in light of our planned expenditure to bolster business activity and boat show attendances. As a further commitment the Association has produced a deficit budget for 2009 to continue marketing activities and subsidise boat show operations. **Our Treasurer, Alan Blake, will provide further detail in his Treasurer's Report** on our financial results, which continues to maintain a strong financial base to support our membership.

The year 2008 has seen significant change to our industry. I am proud of our industry and the progress the BIA continues to make. By staying focused we can deliver real outcomes for the benefit of the recreational boating industry.

in ongoing consultation with **TAFE** on apprentice trade training, teaching standards and facilities. BIA continues to develop **member specific training courses** which resulted in over 600 participants completing the BIA Marine Occupational Health & Safety General Induction Course (Marine Card) in 2008. We continued with the generous support of IC Frith & Associates presenting a geographical spread of free **IC Frith Better Business Seminars.** The Marine Brokers Association Division continued their accreditation courses. During 2008 two further courses were developed, namely **Managing Occupational Health and Safety** and **Applying First Aid.** MIMRA has developed a **50 Point Safety Check Program** and Seminar to be launched in 2009. As more BIA divisions embrace the concept of industry based accreditation, this area of BIA activity will become more important with additional resources to be added to ensure delivery of this education support service.

**BIA Divisions.** BIA throughout 2008 managed five divisions devoted to their particular sector of the industry. A new division, the Boat Manufacturers Association, was created under the guidance of Alan Steber and held its inaugural general meeting at SIBS 2008. BIA division activities are vitally important for the industry to be able to identify

I would like to place on record my appreciation and personal thanks to the BIA Board of Directors and Division Committee members who have all contributed to the conduct of the Association's activities and success throughout a challenging year. Our BIA staff have worked hard and remained focused on delivering outcomes for the Association. I greatly appreciate their efforts, guidance and support they offer to the Board, Divisions and members.

I also thank you, the Members, for your continuing support of the Association and we welcome and encourage your involvement. I can assure you that your comments and ideas are highly valued in shaping your association's activities and the overall well being of the industry. This healthy exchange of ideas is invaluable in helping the BIA be a strong and effective Association.

Thank you,  
**DOUG OLDING**  
PRESIDENT

2006-2008 BOATING INDUSTRY ASSOCIATION OF NEW SOUTH WALES LTD.

# MARINE BROKERS ASSOCIATION OF NSW

## Division Report



The Marine Brokers Association (MBA) is focused on furthering the interests of marine brokerage business operators, and establishing and maintaining a self-regulatory system for this industry.

These objectives are pursued requiring that members annually demonstrate their compliance with membership criteria, ensuring that MBA members are bona-fide brokerage businesses who meet statutory and other requirements.

Further, the BIA operates an accreditation scheme to formalise and recognise the experience and professionalism of its member marine brokers. This accreditation scheme is augmented by a best-practice training course, and requirement of past graduates to attend *Further Accreditation Training* (F.A.T.).

In 2008, the BIA supported MBA Members and Accredited Brokers with dedicated advertising in print media.

In 2008 a concerted effort was made to verify membership criteria compliance by all members, and a simpler method for managing compliance was developed as a result. The process of verifying members was long and detailed though a positive outcome was achieved.

The format for *Broker Accreditation Training* was refined after assessing feedback from the 2006 participants, with modules organised into a two day intensive course rather than multiple two hour sessions.

In addition, already accredited brokers were required to attend *Further Accredited Training*. This half day seminar on a topic supplementary to the main body of course material is delivered to the new and already accredited brokers as one group, and was successful in fostering group interaction.

These changes were well received, as was the choice of a high quality, central venue with adequate parking and catering capacity. An evening social gathering of all course and F.A.T. attendees followed the afternoon session, and an invitation was extended to the broader brokerage community (including non-members). This event was well attended and successful in promoting the MBA.



BIA NSW and Marine Queensland jointly achieved a long-held goal this year when the industry owned classifieds-style website *boatsonsale.com.au* was established. In partnership with service provider Yachthub, the low-cost website is currently in its development phase but fully functional and servicing the 75+ MBA members in both States.

A Proprietary Limited company was established by BIA NSW and Marine Queensland to operate the *boatsonsale.com.au* entity, and other states have flagged their future involvement with this project.

Membership has grown throughout 2008, and currently sits at 38. In late 2008 the decision was taken by the MBA committee to align the MBA NSW accreditation program with that of Marine Queensland's brokerage division, mainly to facilitate cooperative efforts to develop an industry owned boat-sales website. This project will continue into 2009.

Founding committee members James Mark Anthony and Mark Chapman resigned from the committee this year, and new member Cliff Cunningham was unable to attend more than a few meetings before a change of business resulted in his unavailability for duty.

Chairman Michael Jarvin is supported by Des Last, Michael Joyce, and Adam Waters, however new committee members and observers are actively being sought to bolster the capacity of the division.

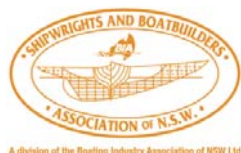
**Alan Barrett**  
Manager BIA Divisions



# SHIPWRIGHTS & BOATBUILDERS

## ASSOCIATION OF NSW

### Division Report



A division of the Boating Industry Association of NSW Ltd

The Shipwrights and Boatbuilders Association of NSW (SBA) is the BIA Division devoted to the development of shipwrights and boatbuilders, both tradesmen and apprentices and represents members in new boat construction, repairs and traditional shipwright services. The SBA provides an important forum to address issues facing the industry, foster training initiatives through TAFE and promotion of the trades to the boating customers.

2008 commenced on a high for the SBA with the team of Shane Grover, Chad Booth, David Brown and Jamie Jarosz securing victory on Australia Day over the Kiwis at the Southern Marine Trades Challenge in Picton (South Island, New Zealand).

Team Manager Mark Schmidt and assistant Dave Reimer honed this team to its winning edge, and the support of Seawind Catamarans in hosting the team's development and provision of material support was invaluable.

Winning across the ditch is quite a feat, but back to back wins would be remarkable. The 2008 Build-a-Boat winning duo of Cody Horgan and Geoff Lapasona (APS Marine) are gearing up for the defence of "the cup" after a spectacular day on Cockle Bay at the Sydney International Boat Show in August 2008.

Eight teams representing NSW and Queensland squared off against two crack teams from Cookson Boats in New Zealand and the sawdust flew. Innovation was the order of the day and the creations were as diverse a collection of "boats" as could be imagined. The Kiwi teams were super quick around the course but their luck ran out when the technical aspects of the competition were assessed by a panel of judges, with Horgan and Lapasona getting the gong.

Best wishes to the Aussies in their '09 assault.

The noteworthy presence of the SBA at the Sydney International Boat Show was a result of a dedicated effort from the Committee with great support from Kane Bannister of Bannister Marine. Kane's initial stand design was tweaked to impress with new materials, finishes and construction techniques, and the final product was exceptional.

A new concept giving members the opportunity to showcase their business on a big screen was trialled with good feedback, and we hope to build on this next year. Traditional skills were represented with half-model building and artisan timberwork on display at the stand, fully staffed and managed by SBA members.

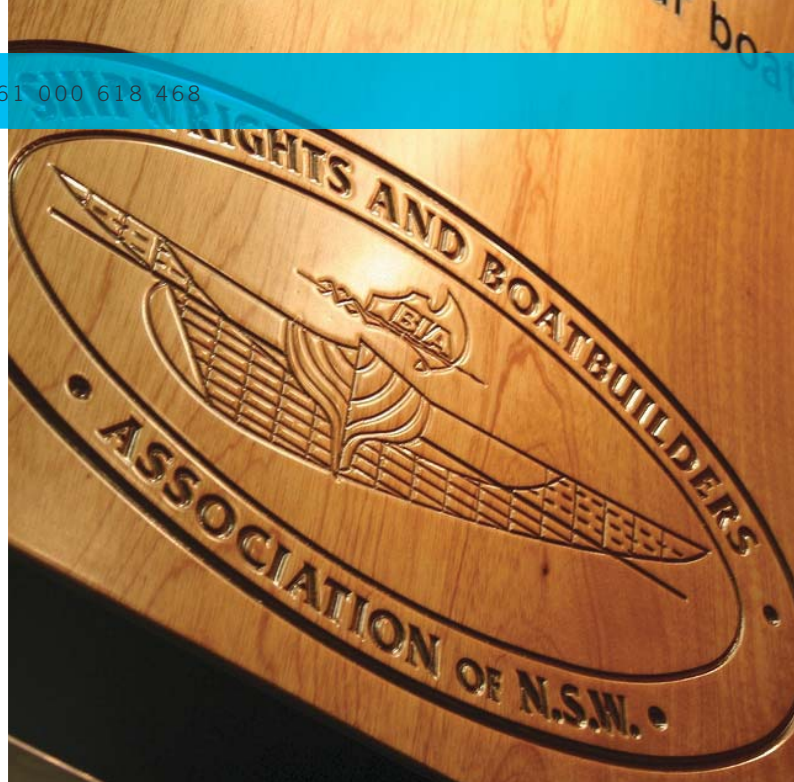
The committee continued its work towards its long-standing objective of establishing a website for the SBA and it seems likely that the plan will be finalised early in 2009.

The SBA held two well attended membership events in 2008; a legally-focussed trade night and general meeting as well as a members outing to the Sydney Heritage Fleet and Sydney City Marine in cooperation with MIMRA. The AGM, scheduled for mid November, was postponed to March 2009, so no AGM was held this calendar year.

Chairman Paul Burgess represents the SBA on the BIA Board of Directors and is a driving force on the Educational Sub-committee. The BIA Board made a formal approach to TAFE after concerns were raised through the SBA with respect to adequate resourcing of apprenticeship training, the outcome of which we understand to have been positive.

Paul's committee are a long-serving group: Warwick Thomson, Ross Brown, Ron Bailey, Ray Simpson, Duncan Ritchie and Dave Reimer and we thank them for their on-going commitment to the SBA.

**Alan Barrett**  
Manager BIA Divisions





# MARINA ASSOCIATION OF NSW

## Division Report



The Marina Association of NSW (MA) represents BIA members who operate marinas, and waterfront service facilities such as slipways and boatyards. Its focus is to improve the operational standards and business environment of members through dissemination of information, advocacy on behalf of industry to authorities, and provision of advice and support to members.

The MA strives to support the industry in achieving positive legislative and regulatory framework, and to encourage members to adopt industry best-practice in operational and environmental matters.

In 2008, MA continued its efforts toward establishing a manageable relationship between members and Government landowners/lessors. Committee and working-group members dedicating much time and effort toward establishing accord with NSW Maritime and NSW Department of Lands, over principles of sustainable rent and the importance of clearly defined rent calculation methodology.

In June, the BIA Board of Directors commissioned independent financial services and investment consultants Pitcher Partners to prepare a report on sustainable rent for marina facilities, and to develop a model for determining sustainable marina rents based on a percentage of turnover.

The Pitcher Partners Report on Sustainable Rents and supporting MA Position Paper was presented to government in September. Ongoing negotiations in this regard have yet to bear fruit, and this issue is shaping as a significant barrier to modernisation of existing facilities and investment in new waterfront infrastructure.

In 2007, the concerted and sustained efforts of MA resulted in improved security of lease tenure, and streamlined processes for development application and approval. Since then however, tangible improvement of the operational and investment environment has been hamstrung by the rents issue. We look forward to a more positive year ahead.

A significant change to the planning regime in NSW has also caused some headaches for marina operations and development with councils now



responsible for waterway planning. Using a standard template issued by NSW Department of Planning, local government planning departments apply standard designations or zonings to submerged (seabed and other) lands and foreshore areas in the development of Local Environment Plans (LEPs). With local government largely unfamiliar with the requirements of the boating sector and the dynamic of recreational waterways, we are taking steps to manage this potentially critical problem.

Moves are afoot to review the Sydney Harbour Regional Environment Plan and adjacent Development Control Plans. Committee members are well placed to assist government to untangle multiple layers of red tape, hopefully resulting in a simpler, more manageable system.

On a positive note, progress was seen at last in Rozelle Bay with long-term leases finalised, rehabilitation and access-works completed, and construction leaping forth at Sydney City Marine. The Homebush Bay West Maritime Precinct took a step closer to reality with 2GB's radio antenna lease terminated, and NSW Maritime committing to review the masterplan for development of the site.

In September the last car-carrier delivered its load to the Glebe Island Terminal, and this unique site may offer opportunities for future facilities to service the boating public.

A number of Expressions of Interest were sought by the NSW Department of Lands for infrastructure and ports development on the NSW Coast, though the soft economic climate in the latter half of the year may have impacted on the market response for these large-scale projects. It is hoped that the Department of Lands will continue to identify and promote boating infrastructure development opportunities.

BIA's *Marine Card* – OH&S General Induction Training program gathered momentum throughout 2008 with over 600 participants attending 40+ courses in over a dozen locations. The Industry's uptake and support for this MANSW initiative has been substantial, and reflects the level of commitment amongst members to improve workplace safety



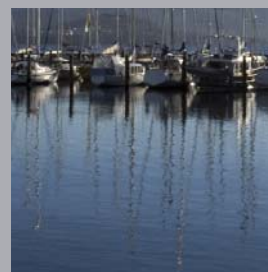
in the boating industry. A number of clubs and marinas have been very proactive in their support for the program and have been significant drivers of this success.

MA has worked to develop a closer relationship with Workcover, and late in the year the Committee approved development of an industry-specific OH&S training course for Managers. This course will be offered in 2009, further supporting members with their compliance management and workplace safety efforts.

Our site inspection at Rozelle Bay Marine Precinct was well attended by members, and Chairman Mark Hewitt thanks the following for their service on the committee and working groups throughout the year: Bruce Davis, Andrew Fenwick, Michael Jarvin, Tony Griffin, Craig Karpin, Jocelyn Buskens, Iain Viles, Michael Sparks, Ned O'Neil, John Lord. The Association also maintained a close working relationship on many projects with Michael Chapman, President of the Boat Owners Association of NSW.

**Alan Barrett**  
Manager BIA Divisions

THE MARINA ASSOCIATION  
NSW STRIVES TO SUPPORT  
THE INDUSTRY IN ACHIEVING  
POSITIVE LEGISLATIVE AND  
REGULATORY FRAMEWORK,  
AND TO ENCOURAGE  
MEMBERS TO ADOPT  
INDUSTRY BEST-PRACTICE  
IN OPERATIONAL AND  
ENVIRONMENTAL MATTERS.



# MARINE INDUSTRY MECHANICAL REPAIRERS ASSOCIATION OF NSW

## Division Report



The Marine Industry Mechanical Repairers Association (MIMRA) is the specialist BIA division dedicated to the business interests of marine industry mechanical repairers. MIMRA provides a forum for its members to voice their concerns, and a vehicle to address legislative and skills development/training matters through its Chairman who sits on the BIA Board of Directors.

MIMRA traditionally welcomes new tradespeople to the Boating Industry each year with a graduation ceremony and social function at the Sydney International Boatshow. This year's event was well attended by 29 graduates, their families and employers, and a strong showing of MIMRA members. Changes to the TAFE end of year protocol may require a shift in focus for the event in 2009, though MIMRA remains committed to this important event.

Our further support of TAFE in its role as the principal technical trainer is demonstrated by BIA's co-organisation and sponsorship of the Apprentices' On-water Test Day held on the Georges River each November. This is an excellent event that brings together the industry's main players in support of the technicians of the future, and a great day out was had by all.

MIMRA was pleased to facilitate a trade night in July at the Technical Training Centre of Bombardier Recreational Products (BRP). Industry stalwart Paul Dawson and BRP technical staff hosted around 20 MIMRA members in a comprehensive review of new technology.

Over the course of the year members of MIMRA attended two joint functions with the Shipwrights and Boatbuilders Association. Whilst oil and water do not mix, MIMRA members enjoyed the legally-focussed trade night hosted by the SBA in May, and the dual-divisional visit to Sydney Heritage Fleet & Sydney City Marine in Rozelle Bay Marine Precinct was well supported by MIMRA.

Further exploring the prospect of accreditation or licensing for Marine Mechanics, Bill Breakspear and Matt Robinson met with Frank Burgess of the Institute of Automotive Mechanical Engineers, a veteran of the early



days of automotive technicians licensing. This meeting indicated that industry self-regulation through accreditation is the most viable option for improved security of the trade.

The MIMRA Committee finalised the development of the *50 Point Safety Check* program, a service to the boating public aimed at providing the consumer a means of assessing the safety of trailer boats and their equipment. The program has been refined to ensure maximum benefit for participating MIMRA members, whilst its marketing schedule is focussed on stimulation of business activity over the traditionally quieter months of winter.

In the wake of substantial negative media regarding boating, the *50 Point Safety Check* program appears to meet the rising consumer demand for an easily accessed and widely available method of assessing trailer-vessel safety.

A number of concerns associated with the TAFE system were raised through MIMRA this year, resulting in a formal approach to the organisation by the BIA. MIMRA & SBA liaison will continue with TAFE in 2009 with its firm commitment to ongoing high quality training personnel and facilities.

Chairman Bill Breakspear devoted much time and effort to the BIA Board Education Sub-committee which proudly presented the first edition of BIA's *Marine Industry Careers Guide*, to a gathering of High School Careers Advisors at SIBS 2008.

Bill has for some time led a stable committee comprised of Bob Oomen, Matt Robinson, Jim Tsacalos, Roy Baldock, Reg Sorensen, Shannon Stocks and Tyler de Jager, with Hamish Hooke sitting as an observer at committee meetings for the majority of 2008.

**Alan Barrett**  
Manager BIA Divisions



# SAILING INDUSTRY

## ASSOCIATION OF NSW

### Division Report



The Sailing Industry Association of NSW (SIA) is dedicated to the promotion of recreational sailing and improvement of the environment within which the sailing industry operates.

Its prime focus is the establishment of promotional activities, and the planning of these activities to ensure they promote recreation sailing.

Nine industry members make up the SIA committee. Each is an active member of the marine industry primarily within the sailing fraternity. The SIA is supported by Yachting NSW, which adds to the group's ability to fulfill its objectives. Yachting NSW holds a seat on the SIA committee.

The SIA objectives are:

- To increase awareness of the sailing industry to the general public as a whole
- To implement & utilise key promotional activities in order to raise awareness of sailing
- To encourage different markets (including youth) to participate in sailing activities
- To continually educate the sailing fraternity on how to benefit from self-promotion and activities through the SIA

To this end, in 2008 the SIA worked extensively in support of the Better Boating Lounge at the Sydney International Boat Show. This important promotional exercise has the capacity to reach a large sailing audience, and its message is tuned to many types of boating and levels of experience.

Whilst the Better Boating Lounge was well received, the SIA committee will take greater responsibility for development of the 2009 program.

**Try Sailing Day** 2008 saw over 2,000 participants get on the water for a bit of fun. With a record 32 clubs participating, our principle event in partnership with Yachting NSW was a resounding success.

On 2 November, Clubs from all corners of NSW and seven from the ACT took the opportunity to bring sailing to the uninitiated. Volunteer



coordinators and helpers provide a great experience and their efforts were rewarded with big smiles from the newest entrants to the sport.

Primarily aimed at children, this event also attract a large number of accompanying parents. Greater than 50% of participants were sailing for the first time, and large majority wanted more information on how to get into sailing.

This event remains a key driver of club membership promotion and a bridge to further training and experience. With 220 new PFDs distributed to participating clubs in 2008, the boating safety message is exemplified by Try Sailing Day.

At the annual industry breakfast at SIBS 2008, BIA Life Member and industry leader Bob Basham was honored with the Robert Greaves award for service to the sailing industry. Bob has been at the helm of the SIA for the great majority of its years, and has helped keep the sport of sailing to the fore.

Bob is ably supported by his Committee consisting of Ian Lindsay, David Kellet, Andrew Cribb, Shane Crookshanks, Duncan Curnow, Peter Rendle, Terry Wise, John Hurley.

**Alan Barrett**  
Manager BIA Divisions



# BOAT MANUFACTURERS ASSOCIATION OF NSW

## Division Report



The Boat Manufacturers Association of NSW (BMA) was formed in May 2008 to facilitate a coordinated approach to government and other bodies on behalf of the manufacturing sector, and to promote Australian made product in the marketplace.

Long standing BIA member Alan Steber of Stebercraft was asked by the BIA Board to lead the new division, and Alan was confirmed as Chairman at the inaugural meeting held at the Sydney International Boatshow. Mike Rees of Seawind Catamarans and Kelly Bickerton of Force Boats volunteered to assist the Chairman in the year ahead.

The meeting was attended by 16 BIA members and staff, and it was determined that this division will be focussed on the interests of boat manufacturers in NSW. It was noted and discussed however that BIA members who provide goods and services to the manufacturers should be welcomed to the group.

It was further noted that a large percentage of the issues and challenges facing the manufacturers can be considered on a national level, and it was resolved to foster cooperation and integration with manufacturers groups in other states.

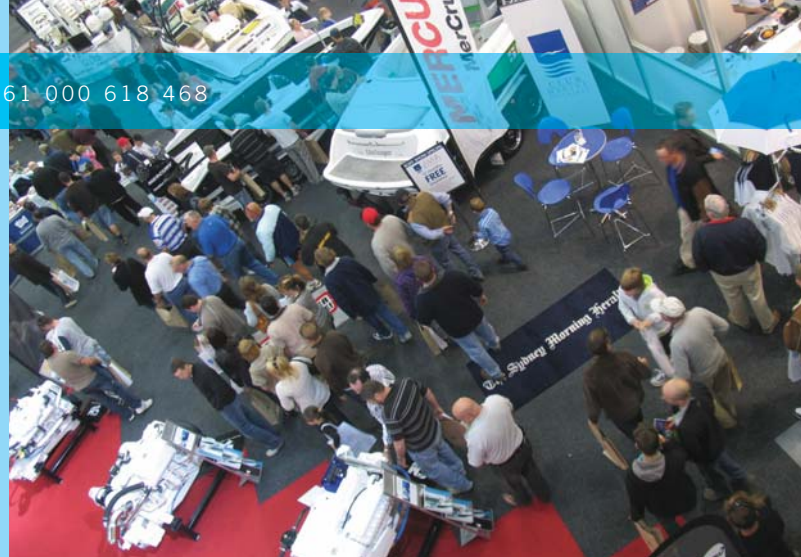
The BMA has identified skills development and training as a key issue and will closely monitor development of national standards for commercial and recreational vessels.

The meeting reached agreement that first-hand interaction and visiting of members facilities would be of benefit, and it was resolved that the BMA will meet three times yearly with the AGM to be held at Darling Harbour coinciding with SIBS.

**Alan Barrett**  
Manager BIA Divisions



THE BOAT MANUFACTURERS  
ASSOCIATION OF NSW  
HAS IDENTIFIED SKILLS  
DEVELOPMENT AND  
TRAINING AS A KEY  
ISSUE, AND WILL CLOSELY  
MONITOR DEVELOPMENT  
OF NATIONAL STANDARDS  
FOR COMMERCIAL AND  
RECREATIONAL VESSELS.



## MEMBER SERVICES 2008

In 2008 the industry experienced difficult trading conditions, however I am pleased to report the overall membership has remained steady with the following members registered at the end of the renewal process:

- 592 general members
- 84 SBA associate members
- 97 MIMRA associate members.

There are two areas that need to be considered when it comes to membership; retention and recruitment. Both are important aspects, however, this year, a very deliberate decision has been made to have a clear focus on retention.

The strategies for membership in 2008 were very simple, firstly to lift the service levels offered to the membership by regular communication, personal contact and attending to member needs promptly; and secondly, to increase the BIA suite of benefits to add value wherever possible.

Pulling the industry together through high quality service, a focus on industry networking to combine experience, expertise and knowledge and identify common objectives for the benefit of the industry stands the Association in good stead to retain the existing membership.

This approach has a roll on effect to recruiting new members. There are positive results coming from the group. There is a recognised value in being a member of the Association and people want to be a part of an Association that is achieving its objectives.

BIA started the process throughout 2008 by increasing opportunity for the membership to come together by way of training, membership events, formalisation of divisional accreditation programs and a value-add service strategy.

Our relationship with the NSW Business Chamber has meant we have been able to keep the BIA website up to date with industrial relations information including pay rate schedules and awards across nine vocations.

We are also in regular contact with Australian Apprenticeships to keep abreast of requirements and incentives available to the industry. In addition, the development of the *Marine Industry Careers Guide* and involvement in the national *alife* program during 2008 demonstrates the Association's commitment to industry skills shortages.

The Association has worked hard to develop and deliver services for the industry including:

- Marine Card OH&S General Induction Course
- OH&S Management Training
- Marine Brokers Accreditation Training
- Introduction of Hertz car rental
- Development of a BIA branded diary
- IC Frith & Associates Better Business Seminars.

We continued the relationship with partners IC Frith to deliver insurance products to the industry. Free travel insurance has been a real positive with regular enquiry and up-take of the service.

With the large number and geographic spread of members, visits to members were regular although it was impossible to visit every member site. To support member visits we have been keeping contact via phone and email and made a point of encouraging members to contact the Association for assistance if required. Some focus has been redirected to the regional areas of the state with visits to the majority of the state over the period. This will continue into 2009.

### Point of interest

The BIA was incorporated in 1970, getting on for 40 years old and going strong. This is indicated by the maturity of the membership. At the end of 2008 the number of current BIA members and the years they joined were:

Joined Between	Members
1970 – 1979	44
1980 – 1989	65
1990 – 1999	161
2000 – 2008	322
<b>Total</b>	<b>592</b>

The following 12 members have been with us since 1970.

Anntam Pty Ltd / Lifestyle Marine  
 Austral Propeller Co. Pty Ltd  
 Australian Volunteer Coast Guard Assoc. Inc  
 Boat Books Australia Pty Ltd  
 Castlecrag Marine Pty Ltd / Castlecrag Boatshed  
 David Rose Yachts Pty Ltd  
 Halvorsen Boats Pty Ltd  
 Hunts Marine Pty Ltd  
 NSW Water Ski Association Ltd  
 Sangara Holdings Pty Ltd / Enterprise Marine  
 Stebercraft Pty Ltd

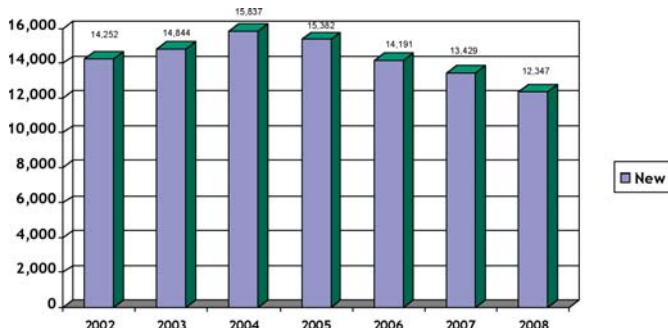
**Aaron McKenna**

Members Support & Development

# MARKETING, PROMOTIONS & EVENTS

Participants in the recreational boating industry reported that consumer expenditure decreased in 2008. External factors such as interest rates and fuel prices contributed to the decrease in consumer confidence. The later part of the year saw the start of the stock market falls and with it the decrease in consumer confidence. Whilst some market segments reported that sales were steady, it could be said that the majority of the recreational boating market continued to see a downturn.

## New vessel registrations - NSW



New vessel registrations decreased in 2008 to 12,347. This is a decrease of 8% on 2007.

## Activity

The Boating Industry Association of NSW Ltd conducted marketing programs, promotions and events throughout 2008 for the purpose of fulfilling the BIA's business objectives. Marketing elements that have previously proved successful combined with some new initiatives ensured a busy year.

Some of these objectives included:

- To create awareness of the boating lifestyle to potential boaters
- To regenerate interest in boating where it had lapsed with existing boaters
- To run boat shows strategically timed to suit various market segments and business objectives
- To increase consumer awareness regarding the benefits in dealing with an association member or one of its sub-group members
- To deliver the "safe boating" message.

BIA's marketing activities strive to stimulate business for the marine industry throughout the year and attempt to decrease the impact of seasonality through the timing of its main boat show.

BIA's general marketing activities work towards ensuring that marine consumers recognise the BIA symbol as well as the professionalism associated with its members through their commitment to the Code of Ethics.

Expenditure of the consumer leisure dollar is limited, and from that consumer expenditure, the BIA works towards securing as much as possible for our industry as opposed to other leisure activities such as travel, camping and caravanning.

The BIA recognises how broad in nature the industry is and as such, when referring to the various events and activities as "boating", the term refers to all business activities within the entire recreational marine industry. The BIA concerns itself with product and services across the entire recreational and light commercial marine industry.

In 2008, the following activities and promotions were completed successfully.

## Weekly Ad - Fairfax Newspapers

The BIA, under arrangement with the Fairfax Newspapers, on a weekly basis runs a consumer announcement style advertising through the Fairfax Press weekend editions (*Sydney Morning Herald* and some exposure in the *Sun Herald*). The messages delivered are primarily based on boating safety, tips for better boating and activity notices. This style of advertising allows the BIA to deliver positive messages whilst exposing the BIA identity and what it stands for. In 2008 advertisements were further developed into a new modern theme adding colour for greater exposure.

**LIFEJACKETS**

You must have an approved lifejacket for each person on board.  
Check that they are in good condition and everyone knows where they are stored.  
It is recommended that children wear a lifejacket whenever in a boat. Make sure it is the right size and properly fitted.  
Be prepared - have a drill so people know what to do if there is an accident.  
It is compulsory to wear a lifejacket when crossing a coastal bar.

**WEAR IT!**

**ENJOY SAFE BOATING**

www.bia.org.au Ph: 02 9438 2077  
For employment in the marine industry log onto www.bia.org.au and click on "Employment... Jobs Vacant/ Jobs Wanted"  
For boating weather log onto www.bom.gov.au/marine

BIA  
Boating Industry Association



### Channel 7 Sydney Weekender Sponsorship

The BIA continued as co-sponsor of Channel 7's *Sydney Weekender* program in 2008. The sponsorship allows the BIA to use the program as a means of promoting the boating lifestyle. In 2008 the BIA sponsored a total of 17 episodes that aired strategically during the year. Stories were written and produced utilising members where possible, to show our target audience the pleasures of recreational boating and its lifestyle in different formats.

BIA has a close relationship with the show which has led to boating's inclusion in many other stories outside our sponsored episodes. The BIA logo appears weekly within the shows credits, even on those weeks where a boating story does not appear.



### Association and membership exposure through the Internet and E-marketing

The BIA has further developed its e-marketing as a communications tool to boating end users, as well as for potential and existing members.

The Association has four active websites, each which is appropriately targeted and performs a specific task. The websites were further developed during 2008. They are:

BIA of NSW - [www.bia.org.au](http://www.bia.org.au)

Sydney International Boat Show - [www.sydneyboatshow.com.au](http://www.sydneyboatshow.com.au)

National Boat Shows - [www.boatshows.com.au](http://www.boatshows.com.au)

Marine Directory - [www.marinedirectory.com.au](http://www.marinedirectory.com.au)

To compliment our on-line presence, the BIA continued its use of a powerful emailing communication system. This system allows improved communication and response monitoring to both end users and the association's membership.

### Promotion of the BIA and benefits of dealing with its members

The BIA undertakes to promote the BIA logo and its identity to educate the public regarding the benefits of dealing with a BIA member.

Mediums utilised during the year, included:

- NSW Marine Directory
- NSW Maritime Licence Handbook
- Sydney International Boat Show Program
- NSW Recreational Freshwater Fishing Guide
- NSW Recreational Saltwater Fishing Guide
- AIMEX yearbook
- Club Marine "on Blue" Series
- The Sydney Morning Herald
- The Sydney Morning Herald Boat Show Lift Out
- Afloat Magazine
- All sponsored Sydney Weekender programs concluded with the BIA logo.

Membership decals, the BIA and divisional logos in electronic form and business membership plaques remain available to members and are distributed on membership renewal. Membership plaques were available through the Members Support and Development representative. Corporate BIA 2-yards flags were also made available to marinas, clubs and those members where a flag can be flown.

### Marketing Services Division

The Marketing Services Division continued to operate during 2008. While several projects were completed, projects were not actively sought, preferring to have the team concentrate on its core BIA activities.

Of those projects commissioned, all were completed successfully and on time.

### Rosehill Gardens Boat Show - February 2008

This event was planned and marketed primarily as a "Trailer boat show and end of summer clearance sale". The 2008 show operated for the sixth year at Rosehill Gardens Racecourse. Exhibitor space requirements meant that the Exhibitions Hall, Grand Stand and Betting Ring were all utilised. Some forecourt space was also utilised. Visitation continued to decrease to 5,815, a decrease of 25% on the previous year.

The decrease in visitation is of major concern and a total review of activities for the 2009 event will be necessary.

### Sydney International Boat Show

This event remains the flagship of all the annual promotional activities. It is critical as it also allows cross subsidisation of other annual events, promotions and administration.

The 2008 event had 70,767 visitors. This was down on the 2006 attendance of 81,958 visitors. Whilst the quality of visitors is critical, total visitor numbers remain important. The gate contributes to the overall funding of the show, and decreasing numbers add to the financial burden of running this event.

Exhibitor sales and networking opportunities were considerable. The event remains unquestionably Australia's leading marine event. It has the largest footprint and visitor numbers of any show in Australia and Pacific region.

The BIA utilises the show to run activities that are appealing to the larger market segments within recreational boating. These activities are designed to educate and entertain show visitors with the view of stimulating interest and in turn generating extra sales for products within these market segments. These activities are:

- The Yamaha Fishing Clinic
- The Better Boating Lounge.

The exhibition hall floor plan was again refreshed, an ongoing necessity to satisfy regular visitor demands for something new. The marina display had a decreased number of vessels on the previous year with 275 on display. The second entrance at the western end of Cockle Bay was again used and has become a major entrance point for the show. The ticket booth alongside this entrance showed the highest number of ticket sales across the four ticket selling locations. The formalisation and ongoing review of detailed supplier agreements was necessary to ensure that we comply with legislation relating to items such as Occupational Health and Safety.



# MARKETING, PROMOTIONS & EVENTS CONTINUED



## SYDNEY INTERNATIONAL BOAT SHOW

THIS EVENT REMAINS THE FLAGSHIP OF ALL THE ANNUAL PROMOTIONAL ACTIVITIES. IT IS CRITICAL AS IT ALSO ALLOWS CROSS SUBSIDISATION OF OTHER ANNUAL EVENTS, PROMOTIONS AND ADMINISTRATION.

The Association is very grateful for the support received from our sponsors and promotional partners.

### MAJOR SPONSOR:

NSW MARITIME

### PROMOTIONAL PARTNERS:

TRADER CLASSIFIEDS

MUSTO CLOTHING

YAMAHA MOTOR CORPORATION

TOYOTA MOTOR CORPORATION

THE SYDNEY MORNING HERALD

TETRAMEDIA

CHANNEL 7'S SYDNEY WEEKENDER PROGRAM

ACCOR HOSPITALITY

Their support and assistance not only increases awareness of the event, but also helps in giving the event its leading status, not only locally, but also internationally.

The YAFFA PUBLISHING GROUP'S long-term association with the BIA continued with the Boat Show Program produced very professionally and containing very useful information for show patrons. With the show program adding to the events profile, and the support from other Yaffa titles, the Yaffa Publishing Group continues to be strong and loyal supporters of the BIA.

The GO BOATING Group also assisted the show by providing a much needed communications tool during the show. Exhibitor feedback over the years has shown that exhibitors were seeking an improved method of communication during show days. They produced four special editions of Boating Business that were distributed during the show to all exhibitors. These editions gave show news, messages from the organiser as well as some interesting stories of new show products and services.

Once again the efforts of exhibitors and their professionalism in relation to the show continue to give the event the backbone it requires for success.

The Board of Directors recognises that the shows success can also be very much attributed to the shows sponsors, promotional partners, contractors, suppliers and landlords that assisted with the event.

### Try Sailing Day - November 2008

Try Sailing Day remains as one of the BIA's key consumer promotions/activities with a greater cross section of the community taking advantage of the opportunity to try sailing. The BIA's Sailing Division, with the assistance of Yachting NSW, and its clubs drive the success of this promotional event.

The day featured many clubs across the state and the kind help of club volunteers meant many people experienced sailing for the first time, with the result being increased membership of sailing clubs, high levels of sailing class bookings and most importantly new entrants to the sport of sailing.

Careful media placement and the on-going support by Channel 7's Sydney Weekender program can be attributed to the high level of awareness for the day.

The number of participating clubs increased to 32 with seven joining from the ACT. This annual, free day again proved very popular with excellent visitation at all the participating clubs. Over half of those who attended

had never tried sailing before. This activity is a means of breaking down the possible perceptions that sailing is difficult to participate in and allows new sailors an introduction to sailing clubs who can provide them with more information and a means for learning to sail. It is also encouraging to note that a broad range of age groups beyond the targeted youth market enjoyed sailing on the day. Almost half of the participants were under the age of 20 with the oldest being in their late 60's.

To coincide with Try Sailing Day, the BIA again contributed to its Annual Lifejacket for Clubs program. Sailing Clubs that are active in educating children in sailing can apply to receive lifejackets to replace old and worn jackets.

The ongoing success of Try Sailing Day, and the ongoing participation of a mature audience looking for ways to participate in sailing has led to the evolution of Try Crewing Day. 2009 will see the development and trial of this new program with 2010 set as the launch year.



### NSW Marine Directory

BIA planned and published a new *NSW Marine Directory* for distribution in December 2008. The Marine Directory is a sought after publication with handy information for all boating participants.

The publication covers the entire State. 50,000 copies were distributed free of charge through various means. Assisting the preliminary distribution was *Modern Boating* and *Modern Fishing*.

The *NSW Marine Directory* is an important component of our member services and presents BIA with valuable opportunities to promote members, their products and services to the boating public.

The publication of the directory fulfils several BIA objectives including:

- To assist boating consumers have a better boating experience by arming them with better information
- To help highlight the location of businesses who can assist recreational boaters, with an emphasis on highlighting those that are BIA members.

### Better Business Seminars



In conjunction with the sponsorship from I.C. Frith & Associates (BIA Marine Insurance), the BIA continued the "BIA and IC Frith Better Business Seminars" in 2008.

These free breakfast workshops allowed BIA members to participate in educational presentations covering a variety of topics. The workshops were geographically spread throughout Sydney and now permanently include a Newcastle seminar. These events continue to be well received and further development of these informal education breakfast seminars will occur.

### Clear the Decks Sale



With decreasing sales and increasing stock levels, the BIA ran the "Clear the Decks" Sale in November 2008. The event's objective was to assist members sell off excess stock of any items that may have been held unnecessarily for too long. In particular, old plated boats and engines, product samples and excess stock lines were targeted.

The event was heavily subsidised by the BIA and made possible with the assistance of the venue that supported the association in its endeavours to assist the industry through the difficult period.

### National Cooperative

The BIA continued national discussions with the view to streamline various activities. The objective of the national cooperative is to standardise elements of consumer and show visitor research, to seek opportunities for national promotions of the BIA brand and the benefits of dealing with a BIA member, to seek national sponsorship opportunities that may not be available at a state only level, to share intelligence that may assist each state office better serve their members.

### Logbook

The association's official newsletter, *Logbook*, is distributed to BIA members and associates four times a year. *Logbook* allows the BIA to inform its members and associated interested parties about various topics of industry interest and to share information regarding activities that can assist its members.

*Logbook* is now distributed to 1,100 individuals and is a respected source of information. The BIA does not actively seek advertising for *Logbook*, but does make it available to for those businesses wishing to contact the industry.

### Domenic Genua

Marketing and Event Manager



## Report from Our Treasurer

Presented to the Annual General Meeting of the Boating Industry Association of NSW Limited, Tuesday 12 May 2009.

On behalf of the Board of Directors I present the financial reports for the year ended 31 December 2008.

I am proud to report that our audited after tax surplus for the year was \$340,390. This is a satisfactory result for the Association in light of our expenditure commitments to bolster business activity during this period. The Association committed an additional \$150,000 (over budget) to television advertising for the 2008 Sydney International Boat Show in an effort to maintain visitation numbers and also subsidised the Clear the Decks Sale to the tune of \$200,000 (including operational and overhead expenses).

Total income from the 2008 Sydney International Boat Show was \$5,155,940 and this was in line with 2007. However additional expenses of \$300,000 meant a fall in the gross contribution from the show and these include: \$225,000 additional advertising expenditure; venue hire up by \$45,000; and sharing of Cockle Bay with World Youth Day resulted in additional non-recoverable expenses of \$35,000.

The Association continues to invest funds to promote, develop and grow the industry for our future well-being. A selection of our investments include:

- Promoting boating lifestyle through sponsorship of television series and other marketing promotions, \$118,000.
- Promoting the benefits of BIA membership through strategically placed advertisements.
- Production and distribution of 50,000 copies of the 2008 NSW Marine Directory, \$90,940.
- Promotion of the BIA of NSW Ltd through NSW Maritime publications and NSW Recreational Fishing Guides, \$4,800.
- Subscription and support to AMIF to operate the National Association, and attendance at regular meetings, \$91,200.
- Affiliation with the NSW Business Chamber to provide Members Advice Line to all financial members of the Association.
- Sailing Industry Association "Try Sailing Day" promotion, \$30,900 and joint promotion with Yachting NSW for the supply of PFD's for Try Sailing Day.

- Better Boating Lounge promotion at Sydney International Boat Show, \$36,900.
- Donation to support the activities of Sailability NSW.
- Continuance of the travel insurance package for all corporate members, BIA staff and directors.
- Communication with Members through Logbook, E-news and electronic methods, \$35,800.
- Projects and administrative expenses for BIA Divisions (Marine Industry Mechanical Repairers Association, Shipwrights and Boatbuilders Association, Marina Association of NSW, Sailing Industry Association and Marine Brokers Association, Boat Manufacturers Association), \$207,800.

In 2007 the Board resolved to invest a proportion of members' funds into managed funds and acted on the advice of St George Bank in the selection a wide range of asset classes whose underlying assets consist of liquid marketable securities. Such diversification resulted in the following allocation of assets: 20% in growth assets; 40% in direct property; and the balance in cash and fixed interest securities.

The ensuing turmoil in world markets over the course of 2008 resulted in a fall in the value of these securities and the unrealised losses have been taken directly to equity in the Association's Balance Sheet. The Board understood the inherent risk of significant market corrections but resolved to invest the funds for 10 – 15 years to reduce the impact of short term price volatility on the investment strategy. The Board is confident that these investments will recover and over the long term will generate a return to the Association in excess of that achieved from cash and fixed interest securities.

I am pleased to report that the aims and objectives of the Association continue to be achieved and due to our financial strength the benefits and services to members will continue to improve.

As Treasurer of your Association, I have pleasure in submitting the financial statements for the year ended 31 December 2008 for your adoption.

**Alan Blake**  
Treasurer

## CONCISE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2008

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The concise financial report was authorised for issue by the directors on 31 March 2009



## DIRECTORS REPORT

The directors present their report together with the financial report of the Boating Industry Association of New South Wales Limited ("the company") for the year ended 31 December 2008 and the auditors' report thereon.

### 1. Directors

The names of the directors in office at any time during, or since the end of, the year are:

Name	Period as Director
Basham, Bob	16 October 2007 to present
Beaksppear, Bill	13 February 2007 to present
Blake, Alan (Treasurer)	18 May 2004 to present
Burgess, Paul	08 May 2007 to present
Cook, Simon	08 May 2001 to present
Hewitt, Mark	18 May 2004 to present
Jarvin, Michael	06 February 2008 to present
Olding, Doug (President)	10 December 1991 to present
Pym, Richard (Vice President)	05 December 1990 to present
Steber, Alan	16 October 2007 to present
Vaux, Darren	05 June 2006 to present

### 2. Company Particulars

The Boating Industry Association of New South Wales Limited, incorporated and domiciled in Australia, is a public company limited by guarantee. The address of the registered office and principal place of business is:

53 Hume Street  
CROWS NEST NSW 2065

### 3. Company Secretary

Roy Privett was appointed to the position of Company Secretary in March 1989. Mr Roy Privett currently holds the role of General Manager and Company Secretary.

### 4. Principal Activity

The principal activity of Boating Industry Association of New South Wales Limited during the financial year was the promotion of the boating industry within New South Wales.

There was no significant change in the nature of this activity.

### 5. Officers who were previously partners of the audit firm

There were no officers of the company during the financial year that were previously partners of the current audit firm, Nexia Court & Co, at the time when Nexia Court & Co undertook and audit of the company.

### 6. Operating Results

The company continued to engage in its principal activity during the financial year, leading to a net surplus of \$340,390 (2007: \$884,396).

### 7. Dividends

The Constitution of the company prohibits the payment of a dividend.

### 8. State of Affairs

No significant changes in the company's state of affairs occurred during the financial year.

### 9. Events Subsequent to Reporting Date

There has not arisen in the interval between the end of the financial year and the date of this report any item, transaction or event of a material and unusual nature likely, in the opinion of the directors of the company to significantly affect the operations of the company, the results of those operations, or the state of affairs of the company in future financial years.

## DIRECTORS REPORT

### 10. Environmental Regulations

The company's operations are not subject to any significant environmental regulations under Australian Law.

### 11. Likely Developments

The company will continue to pursue its principal activities in the challenging economic climate. Whilst an annual operating deficit is budgeted in the coming financial year, it is not expected that the results in future years will be permanently adversely affected by the continuation of these operations.

Further disclosure of information regarding likely developments in the operations of the company in future financial years and the expected results of those operations is likely to result in unreasonable prejudice to the company. Accordingly, this information has not been disclosed in this report.

### 12. Insurance of Officers

During the financial year the company has paid premiums in respect of directors' and officers' liability insurance contracts for the year ended 31 December 2008, and since the financial year, the company has paid or agreed to pay on behalf of the company, premiums in respect of such insurance contracts for the year ending 31 December 2009. Such insurance contracts insure against certain liability (subject to specific exclusions) persons who are or have been directors or executive officers of the company.

The directors have not included details of the nature of the liabilities covered or the amount of the premium paid in respect of the directors' and officers' liability insurance contracts, as such disclosure is prohibited under the terms of the contracts.

Signed in accordance with a resolution of the Board of Directors:



**D Olding**  
President

Sydney 31 March 2009



**A Blake**  
Treasurer

### Lead Auditor's Independence Declaration Under Section 307C of the Corporation Act 2001

To the directors of the Boating Industry Association of New South Wales Limited:

I declare that, to the best of my knowledge and belief, during the year ended 31 December 2008 there have been:

- (i) no contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and
- (ii) no contraventions of any applicable code of professional conduct in relation to the audit.



**Nexia Court & Co**  
Chartered Accountants

Sydney 31 March 2009



**David Gallery**  
Partner

## INDEPENDENT AUDIT REPORT TO THE MEMBERS OF THE BOATING INDUSTRY ASSOCIATION OF NSW LIMITED

### Scope

#### *The financial report and directors' responsibility*

The concise financial report comprises the income statements, balance sheets, statements of changes in equity, cash flow statement, accompanying notes and the accompanying discussion and analysis on the income statement, balance sheet and statement of cash flows for the Boating Industry Association of New South Wales Limited (the "company"), for the year ended 31 December 2008.

The directors of the company are responsible for the preparation of the concise financial report in accordance with the Corporations Act 2001. This includes responsibility for the maintenance of adequate accounting records and internal records and internal controls that are designed to prevent and detect fraud and error, and for the accounting policies and accounting estimates inherent in the financial report.

#### *Audit approach*

We have conducted an independent audit in order to express an opinion to the members of the company. Our audit was conducted in accordance with Australian Auditing Standards in order to provide reasonable assurance as to whether the concise financial report is free of material misstatement. The nature of an audit is influenced by factors such as the use of professional judgement, selective testing, the inherent limitations of internal control, and the availability of persuasive rather than conclusive evidence. Therefore, an audit cannot guarantee that all material misstatements have been detected. We have also performed an independent audit of the full financial report of the company for the year ended 31 December 2008. Our audit report on the full financial report was signed on 31 March 2009 and was not subject to any qualification.

We performed procedures in respect of the audit of the concise financial report to assess whether, in all material respects, the concise financial report is presented fairly, in accordance with Australian Accounting Standard AASB 1039 "Concise Financial Reports".

We formed our audit opinion on the basis of these procedures, which included:

- testing that the information in the concise financial report is consistent with the full financial report, and
- examining, on a test basis, information to provide evidence supporting the amounts, discussion and analysis, and other disclosures, which were not directly derived from the full financial report.

While we considered the effectiveness of management' internal controls over financial reporting when determining the nature and extent of our procedures, our audit was not designed to provide assurance on internal controls.

### Independence

In conducting our audit, we followed applicable independence requirements of Australian professional ethical pronouncements and the Corporations Act 2001. We confirm that the independence declaration required by the Corporations Act 2001, provided to the directors of the Boating Industry Association of New South Wales on 31 March 2009, would be in the same terms if provided to the directors as at the date of this auditor's report.

### Auditors' opinion on the financial report

In our opinion:

- a the financial report of the Boating Industry Association of New South Wales Limited is in accordance with the Corporations Act 2001, including:
  - i giving a true and fair view of the company's financial position as at 31 December 2008 and of its performance for the year ended on that date;
  - ii complying with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Regulations 2001.
- b other mandatory professional reporting requirements in Australia.



**Nexia Court & Co**  
Chartered Accountants



**David Gallery**  
Partner

Sydney 31 March 2009

## DIRECTORS' DECLARATION

In the opinion of the directors of the Boating Industry Association of New South Wales Limited the accompanying concise financial report for the year ended 31 December 2008, set out on pages 25 to 30:

- a has been derived from or is consistent with the full financial report for the financial year; and
- b complies with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Regulations 2001.



**D Olding**  
President



**A Blake**  
Treasurer

Sydney 31 March 2009



## DISCUSSION AND ANALYSIS OF THE FINANCIAL STATEMENTS

This discussion and analysis is provided to assist readers in understanding the concise financial report. The concise financial report has been derived from the full 2008 financial report of the Boating Industry Association of New South Wales Limited.

### Income statement

The surplus for the year of \$340,390 was down on the 2007 result by \$544,006. This result is mainly due to:

- Total revenue was \$179,912 lower than 2007 and gross contributions from operations fell by \$481,919.
- An increase in cost of sales and operations of \$485,035.

### Balance sheet

Total assets decreased by \$93,758 during 2008 to \$6,131,128 as a result a decline in the market value of the company's managed investment portfolio. The surplus for the year has been invested in cash deposits.

Total liabilities increased by \$48,501 predominately as a consequence of increased trade and other payables.

### Cash flow statements

The positive net cash from operating activities of \$381,076 reflects the company's surplus for the year and movements in trade receivables, trade payables and other balance sheet items. From accumulated surplus \$1,019,500 was invested in financial assets during the year. The comparative decrease in net cash from operating activities from 2007 to 2008 reflects the factors mentioned under the heading "Income Statement".

## INCOME STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2008

	Note	2008 \$	2007 \$
Revenue from continuing operations	2	5,726,001	5,703,268
Other Income	3	432,416	635,061
<b>Total Income</b>		<b>6,158,417</b>	<b>6,338,329</b>
Cost of sales, operations, shows and promotions		(4,572,276)	(4,087,241)
Impairment losses		(40,000)	-
Depreciation expense		(49,098)	(61,270)
Employee benefits expense	4	(616,032)	(436,449)
Advertising - consumer marketing		(117,873)	(155,216)
Insurance		(79,628)	(80,770)
Marine directory expenses		(90,938)	(78,341)
Subscription fees		(100,034)	(95,630)
CBISC related expenses		-	(313,797)
Other expenses		(302,579)	(320,397)
Net profit/(loss) on disposal of property, plant and equipment		-	(37)
<b>Total Expenses</b>		<b>(5,968,458)</b>	<b>(5,629,148)</b>
Financial income		224,414	238,263
<b>Surplus before income tax expense</b>		<b>414,373</b>	<b>947,444</b>
Income tax expense		(73,983)	(63,048)
<b>Surplus for the year</b>		<b>340,390</b>	<b>884,396</b>

The above statement should be read in conjunction with the accompanying notes.

## BALANCE SHEET

### 31 DECEMBER 2008

	Note	2008 \$	2007 \$
<b>ASSETS</b>			
<b>Current assets</b>			
Cash and cash equivalents		2,711,860	3,246,526
Trade and other receivables		404,190	421,589
Inventories		264	288
Other assets		293,809	337,909
<b>Total current assets</b>		<b>3,410,123</b>	<b>4,006,312</b>
<b>Non current assets</b>			
Other financial assets		861,764	324,913
Property, plant and equipment		1,859,241	1,893,661
<b>Total non current assets</b>		<b>2,721,005</b>	<b>2,218,574</b>
<b>TOTAL ASSETS</b>		<b>6,131,128</b>	<b>6,224,886</b>
<b>LIABILITIES</b>			
<b>Current liabilities</b>			
Trade and other payables		383,194	278,206
Other liabilities		314,485	400,680
Current tax liabilities		41,462	38,046
Employee benefits		124,965	105,574
<b>Total current liabilities</b>		<b>864,106</b>	<b>822,506</b>
<b>Non current liabilities</b>			
Financial liabilities		17,001	15,827
Employee benefits		5,727	-
<b>Total non current liabilities</b>		<b>22,728</b>	<b>15,827</b>
<b>TOTAL LIABILITIES</b>		<b>886,834</b>	<b>838,333</b>
<b>NET ASSETS</b>		<b>5,244,294</b>	<b>5,386,553</b>
<b>ACCUMULATED FUNDS</b>			
Reserves		(384,165)	98,484
Accumulated surplus	5	5,628,459	5,288,069
<b>TOTAL ACCUMULATED FUNDS</b>		<b>5,244,294</b>	<b>5,386,553</b>

The above statement should be read in conjunction with the accompanying notes.



## STATEMENT OF CHANGES IN ACCUMULATED FUNDS FOR THE YEAR ENDED 31 DECEMBER 2008

	Note	Accumulated Surplus	Reserves	Total
		\$	\$	\$
<b>2008</b>				
Balance at 1 January 2008		5,288,069	98,484	5,386,553
Surplus for the year	5	340,390	—	340,390
Transfers to and from reserves				
— financial assets reserve		—	(482,649)	(482,649)
<b>Sub total</b>		340,390	(482,649)	(142,259)
<b>Balance at 31 December 2008</b>		5,628,459	(384,165)	5,244,294

	Note	Accumulated Surplus	Reserves	Total
		\$	\$	\$
<b>2007</b>				
Balance at 1 January 2007		4,403,673	111,571	4,515,244
Surplus for the year	5	884,396	—	884,396
Transfers to and from reserves				
— financial assets reserve		—	(13,087)	(13,087)
<b>Sub total</b>		884,396	(13,087)	871,309
<b>Balance at 31 December 2007</b>		5,288,069	98,484	5,386,553

The above statement should be read in conjunction with the accompanying notes.

## CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2008

	2008	2007
	\$	\$
<b>Cash flows from operating activities:</b>		
Receipts from customers	6,667,656	7,060,854
Payments to suppliers and employees	(6,440,427)	(6,296,672)
Interest received	224,414	238,263
Income taxes paid	(70,567)	(49,533)
<b>Net cash from operating activities</b>	<b>381,076</b>	<b>952,912</b>
<b>Cash flows from investing activities:</b>		
Proceeds from sale of plant and equipment	—	300
Dividends received or reinvested	78,436	1,818
Payments for investment portfolio	(1,019,500)	(338,000)
Payments for plant and equipment	(14,678)	(23,102)
<b>Net cash from investing activities</b>	<b>(955,742)</b>	<b>(358,984)</b>
<b>Net (decrease)/increase in cash and cash equivalents</b>	<b>(574,666)</b>	<b>593,928</b>
Cash and cash equivalents at beginning of financial year	3,286,526	2,692,598
<b>Cash and cash equivalents at end of financial year</b>	<b>2,711,860</b>	<b>3,286,526</b>

The above statement should be read in conjunction with the accompanying notes.

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2008

### 1 Basis of Preparation of the Concise Financial Report

The concise financial report has been prepared in accordance with the Act 2001 and Accounting Standard AASB 1039 "Concise Financial Reports". The financial statements and specific disclosures required by AASB 1039 have been derived from the company's full financial report for the financial year. Other information included in the concise financial report is consistent with the company's full financial report. The concise financial report does not, and cannot be expected to, provide as full an understanding of the financial performance, financial position and financing and investing activities of the company as the full financial report.

#### *Historical cost convention*

These financial statements have been prepared under the historical cost convention.

#### *Critical accounting estimates*

The preparation of financial statements in conformity with the Australian equivalents to International Financial Reporting Standards (AIFRS) requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the company's accounting policies.

A full description of the accounting policies adopted by the company may be found in the company's full financial report. The presentation currency of this financial report is Australian dollars.

<b>2 Revenue from continuing operations</b>	<b>2008</b>	<b>2007</b>
	<b>\$</b>	<b>\$</b>
Marine Industry Mechanical Repairers Association	2,587	2,657
Marketing Services Division	163,666	103,733
Members Subscriptions	211,661	213,722
Regional Boat Shows	186,916	202,840
Shipwrights and Boat Builders Association	5,231	8,823
Sydney Boat Show	5,155,940	5,171,493
	<b>5,726,001</b>	<b>5,703,268</b>
<b>3 Other income</b>		
CBISC related income	—	313,797
Dividends received	78,436	1,818
License fees	74,370	99,758
Other income	279,610	219,688
	<b>432,416</b>	<b>635,061</b>
<b>4 Expenses</b>		
<b>Employee benefits expense:</b>		
Other employee expenses	6,996	6,932
Employee entitlements	25,117	(41,650)
Superannuation	58,052	43,549
Salaries and wages	525,867	427,618
<b>Total employee benefits expense</b>	<b>616,032</b>	<b>436,449</b>

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2008

	2008	2007
	\$	\$
<b>5 Accumulated Surplus</b>		
Balance at 1 January	5,288,069	4,403,673
Surplus for the year	340,390	884,396
<b>Balance at 31 December</b>	<b>5,628,459</b>	<b>5,288,069</b>

## 6 Directors disclosures

### (a) Directors

The following persons were directors of the Boating Industry Association of New South Wales Limited during the financial year:

Basham, Bob

Beakspear, Bill

Blake, Alan (Treasurer)

Burgess, Paul

Cook, Simon

Hewitt, Mark

Jarvin, Michael

Olding, Doug (President)

Pym, Richard (Vice President)

Steber, Alan

Vaux, Darren

### (b) Directors Remuneration

\$5,000 has been accrued as at 31 December 2008 (2007: \$5,000) in respect of the President's annual allowance.

## 7 Key Management Personnel Compensation

Key management personnel include the directors and General Manager.

The compensation paid, payable or otherwise provided to the key management personnel of the company is composed of short term benefits of \$195,000 (2007: \$174,900).



NOTES

## NOTES



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