



Boating Industry Association  
of New South Wales Ltd

# Annual **Report** 2011



	Page
BIA at a glance	2
Our Vision	3
Our Association	3
President's Report	4

## **Division Reports**

Marine Industry Mechanical Repairers Association of New South Wales	8
Boat Manufacturers Association of New South Wales	10
Marine Brokers Association of New South Wales	11
Shipwrights and Boatbuilders Association of New South Wales	12
Marina Association of New South Wales	14
Sailing Industry Association of New South Wales	16
Trailer Boat Retailers Association of New South Wales	18
Member Services	19
Education, Training and Development	20
Marketing, Promotions and Events	23
Recognition of Life Members	28
Treasurer's Report	30

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 Australia

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

# Contents

# BIA at a glance 2011

## PRESIDENT

**Darren Vaux**  
Empire Marina Bobbin Head Pty Ltd

## VICE-PRESIDENT

**Simon Cook**  
ICF (Australia) Pty Ltd

## TREASURER

**Alan Blake**  
Blakes Marine Pty Ltd

## BOARD OF DIRECTORS

<b>Bill Breakspear</b>	<b>Breakspear's Marine Services</b>	<b>Michael Jarvin</b>	<b>Advanced Marina Management Pty Ltd</b>
<b>Ken Bullen</b>	<b>K &amp; P Bullen Pty Ltd</b>	<b>Doug Olding</b>	<b>Immediate Past President</b>
<b>Paul Burgess</b>	<b>Bluewater Marine Surveyors</b>	<b>Alan Steber</b>	<b>Stebercraft Pty Ltd</b>
<b>Matthew Hundleby</b>	<b>Gladesville Bridge Marina</b>	<b>Terry Wise</b>	<b>Pacific Sailing School Pty Ltd</b>
<b>Jon Hunt</b>	<b>Hunts Marine Pty Ltd</b>		

## BIA Divisions

<b>Marina Association of NSW</b>	<b>Shipwrights and Boatbuilders Association of NSW</b>	<b>Marine Industry Mechanical Repairers Association of NSW</b>	<b>Sailing Industry Association of NSW</b>	<b>Marine Brokers Association of NSW</b>	<b>Trailer Boat Retailers Association</b>	<b>Boat Manufacturers Association of NSW</b>
<b>Matthew Hundleby Chair</b>	<b>Paul Burgess President</b>	<b>Bill Breakspear President</b>	<b>Terry Wise Chair</b>	<b>Michael Jarvin Chair</b>	<b>Ken Bullen Chair</b>	<b>Alan Steber Chair</b>
Marcus Anketell Bruce Davis Andrew Fenwick Tony Griffin Michael Jarvin Ned O'Neill David Randall Steve Taket	Michael Bartley Ross Brown David Reimer Mark Schmidt Ray Simpson Warwick Thomson Marcel Vaarzon- Morel	Bob Oomen <b>Vice-President</b> Ian Coops Stephen Callaghan Tyler de Jager Hamish Hooke Matthew Robinson Reg Sorensen Shannon Stocks Jim Tsacalos	Bob Basham Rob Brown Andrew Cribb Duncan Curnow David Kellett Ian Lindsay Andrew Parkes Peter Rendle John Sturrock Phil Yeomans	Andrew Coffey Andy Howden Michael Joyce Paul Milletta Adam Waters	Alan Blake Jon Hunt Alex Dunlop David Hazlett Jim Tsacalos	Mike Rees Steve Howe

## BIA Staff

**General Manager**  
Roy Privett

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

**Secretary**  
Linda English

**Manager BIA Divisions**  
Alan Barrett

**Member Support & Development**  
Aaron McKenna

**Education & Training Coordinator**  
Corrina McMillan

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

**Event Operations Manager**  
Belinda Close

**Marketing & Events Coordinator**  
Natalie Walker

## Allied Associations

Boating and Fishing Council of Australia  
Boating Industries Alliance Australia  
Exhibition and Event Association of Australasia  
International Federation of Boat Show Organisers  
Marina Industries Association of Australia  
NSW Business Chamber  
Yachting Australia

## Consultants

**Solicitors** Bull, Son & Schmidt  
**Auditors** K S Black & Co.

## Partners

I.C. Frith & Associates promoting BIA Marine Insurance and Boat Care

Owners and Organisers of the Sydney International Boat Show and Rosehill Trailer Boat Show.  
Owners and Promoters of 50 Point Safety Check and Marine Directory  
Promoters of Try Sailing Days, Try Crewing Days and Try Boating Days.  
Publishers of Logbook and E-News



## Our Association

Since its inception in 1960, the Boating Industry Association of NSW Ltd (BIA) 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:

- 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.

## Our 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.



# President's Report

**Darren Vaux**



Dear Industry Colleagues

It is with much pleasure, on behalf of our Board of Directors and all of our Divisional Committee Members, that I present to you the Annual Report of the Boating Industry Association of NSW Ltd for the year ended 31st December, 2011.

The Annual Report demonstrates the wide range of issues and activities undertaken throughout the year and provides an opportunity to reflect on the industry, its challenges and opportunities as well as the performance of the Association in 2011.

My first term as BIANSW President together with my roles as Chairman of the Boating Industry Alliance of Australia, Vice-President of Marina Industries Association of Australia and Chairman of the NSW Maritime Advisory Council have been challenging and rewarding. It has been an honour to be part of this network to support and develop our industry. Together with our international affiliations this network provides valuable impetus to progress our leadership, advocacy, membership support and services and our marketing and event programs.

Associations can only be effective and achieve results with the involvement of its members. It was indeed a highlight during the year to present two **Life Membership Awards to honour retiring President Doug Olding and Director and former Vice-President Richard Pym** for their sincere and valuable commitment and service to the recreational boating industry. Both served on the Board of Directors for over 20 years and achieved their objective of putting something back into the industry. We will review their contributions in supporting and sustaining their industry later on in this Annual Report.

The boating market remains challenging for members. After four years of tough trading conditions our industry is continually

searching for improvements in consumer confidence to again stimulate leisure activity spending. We are a resilient industry with the lifestyle, sporting and leisure pursuit benefits available to stimulate participation and despite the challenging climate, one of the certainties of business remains that professional customer service and reliable quality products deliver and retain customers. What we, as an Association and as an industry, need to do is to ensure that the boating lifestyle remains exposed to the public as a preferred lifestyle choice.

Boat shows continue to play an important part in developing the boating marketplace. They are still the best medium for selling boats and the boating lifestyle with a changing approach to show presentation and marketing encompassing spectacle, experience and family involvement. With growth in internet participation consumers have access to more and more information, but in the end the internet experience is two dimensional; it can only deliver to two senses, sight and sound. Boat shows have to work to stimulate all the senses and create a sense of immersion in the experience for customers. People want to touch and feel boats, sit at the helm, imagine the lifestyle and realise their passion as close as possible. This remains our vision for our marketing and events program and the **Marketing, Promotions and Events** section of the Annual Report will give you further detail on the events successfully delivered throughout 2011.

As members of BIA, you are a stakeholder



in the success of the Association's collective effort to protect recreational boating through public policy advocacy and growing boating participation. At last year's AGM and subsequently at a Directors meeting of the Boating Industry Alliance of Australia I gained unanimous support to take affirmative action to address significant challenges facing the industry. These challenges include restrictive Government Policy making boating harder, economic uncertainty and a high Australian dollar, competition for interest from children (participation and careers) and retaining existing boaters. This was set out in a strategy containing three pillars as follows:

**Strategies to grow participation in recreational boating** that will nurture and develop an interest in boating in children and young adults, connect with our existing customers, provide experience pathways for new customers, and expand and enhance the public image of boating and the boating lifestyle as a preferred leisure choice.

**Government Advocacy and Member Support.** We have developed strategies and programs that focus on access to waterways, investment in infrastructure, promotion of a safe boating industry and experience and most importantly the promotion of environmentally sustainable practices.

**Career Pathways and Professional Development.** We have developed strategies and programs that focus on

enhancing our reputation as a professional and successful industry to attract the best young minds and an ongoing desire for improvement from our industry professionals.

Member support is crucial to mobilise key actions and programmes that will drive our industry forward. There is no doubt this set of strategies will present tremendous challenges to resource and roll out across the states around Australia but the opportunities for the growth and prosperity of recreational boating and associated industries and activities are fundamental to our future success and we are determined to realise these objectives.

The following overview of activities and advocacy issues demonstrate the development of the above strategies to support our principle objectives and other issues addressed during the past year.

**Boating Promotions** -Development of a long awaited **Consumer Website Project** to deliver a highly flexible online publishing platform that will become the hub of all things "recreational boating." This consumer site will provide a valuable resource for current boaties to enhance their boating experience and to grow participation and promote the pleasures and activities for newcomers to enjoy the lifestyle on offer.

Support and development of **BoatSmart High School Training Programs** following the involvement and support from the Marine Teachers Association and Maritime Services and Hunts Marine's support of

the Menai High School program (training hub) and a goal to develop training hubs throughout NSW and a training centre for Sydney Harbour.

Successful pilot of **"Try Boating Day"** at five locations to join our already established annual "Try Sailing Day" and "Try Crewing Day".

**BIA Career Day for High School Students** at the Sydney International Boat Show and selected high schools.

**Education, Training and Development** activities continue to grow with the development of new courses and presentation of free seminars on the national harmonisation of OH&S and Australian Consumer Laws. The BIA is forever mindful of our continuing obligation to provide essential educational support for members and promote the industry as a career of choice and an investment in the future. The Education, Training and Development section of the Annual Report will give you further detail on the courses and activities undertaken throughout 2011.

**BIA and TAFE form a Marine Industry partnership.** A Memorandum of Understanding was signed, forming a partnership to strengthen the sustainability of the marine industry through skills development. The MOU will also support employers by providing job ready candidates; it will assist to define career pathways and will increase access to training and skills recognition.





Launch of **Boating Industries Alliance of Australia** just over a year ago to take on the role of representing the industry nationally-making the case for recognition of the industry and boating as an important element of the Australian economy and lifestyle. The scope of BIAA and state associations, such as BIANSW, activities have included:

- Boating promotion – discover boating website, develop national program of try boating events.
- Boater survey - economic value of boating, issue feedback and awareness.
- Grey imports – consumer awareness and regularity requirement.
- Marine Parks – consultations and submissions on Commonwealth Marine bio-regional planning.
- Recreational Fishing – Keep Australia Fishing Policy Document.
- Boating regulation – commercial vessel definitions, national laws.
- Consumer legislation - Australian Consumer Law impacts, Property Security Register impacts and BIA's Code of Practice review. A series of free seminars were held in early 2012 across the state.
- OH&S legislation – national advocacy, industry education and support.
- Emissions legislation.
- Industry development – training qualifications and business support.
- Industry standards – boat building
- Industry statistics – collection, promotion, government recognition

**Workplace Safety.** It has been a busy year with BIA entering an industry partnership Memorandum of Understanding which allows BIA to act as a conduit between WorkCover and industry to evaluate

and share information about risks and incidents. A grant was provided for research into a number of risks, and specific industry guidelines are being developed for release in 2012. A WorkCover assist grant was also welcomed which allowed BIA to conduct a series of free seminars to prepare for national harmonisation of Occupational, Health and Safety legislation.

One of the highlights of the year was the announcement of BIA as the **WINNER of the WorkCover NSW 2011 SafeWork Awards for Leadership**. The BIA was one of 47 finalists from more than 120 entries in the awards. To be recognised with the state's top award in such a large field of competitors across all industries is a proud achievement. The BIA's leadership and support of members highlights our commitment as an industry across the state to improve safety standards and reduce injuries. The Association's ongoing dissemination of guidance material, delivery of training programs and workplace engagement strategies led to this win.

**Access and enhanced fishing opportunities.** BIA continued to place a united policy position via the Boating Fishing Council of Australia and BIAA to the Commonwealth Government on **marine parks and marine bioregional planning** in Commonwealth waters around Australia's coastline. Submissions were also presented on the **"temperate east bioregion"** covering the majority of Commonwealth waters off the NSW coast. It is pleasing to report the initial indication is it may have minimal impact on boating, recreational and sports fishing activities as the vast areas are located offshore and listed as multiple use zones. There are however areas of concern and much will depend on detailed management plans for specific areas. It will be incumbent of boaters and fishers to make further submissions to counter

claims for no go zones and extensive sanctuaries that are not scientifically proven.

BIA participated in the development of a report that recommended a national campaign to challenge the many threats facing Australia's most popular recreational activity, fishing. This independent report Titled **"Keep Australia Fishing"** commissioned by the Boating Fishing Council of Australia and gives us a valuable assessment and road map of the issues to be tackled and advocated. It is particularly relevant in recognising that "responsible recreational anglers are the true guardians of the marine and aquatic environment and conservationists should be working with them to protect and enhance our fisheries." "Good habitat leads to recreational fishing opportunity, which leads to economic activity." All of this also leads to social, lifestyle and health benefits for our community. We have strongly opposed lockouts and extensive no-take areas and always focussed on policy to be science based with strategies to utilise the appropriate fishing tools for the appropriate areas. This project was followed up with BIA joining five NSW Coastal Catchment Management Authorities and Government agencies in developing a Program **Healthy Waterways equals better boating and fishing**.

On the **NSW State political front** we have seen many changes since the election of a Coalition Government which has dramatically changed the landscape and structure of Government departments. There have been dramatic changes to Land & Property Management, Primary Industries/NSW Fisheries, Environment and Marine Parks Authority and of course Transport. For our industry, the most dramatic change occurred with the introduction of a new **Roads and Maritime Services Agency** to replace NSW Maritime. BIA will certainly be looking

for a much improved outcome in services, efficiency and transparency for the many initiatives and infrastructure projects that are essential in supporting recreational boating activities. Relevant ministers have met with BIA representatives on a range of issues.

The current **NSW Planning Review** is of major importance. BIA has submitted to the enquiry that the successful operation of the NSW planning system is intrinsically tied to the maintenance and growth of the boating industry in NSW, in respect of infrastructure and planning related influence on marine commercial, industrial and recreational activity. As the BIA is representative of boating and marine industries, the BIA and its members have a clear objective to see the removal of complexity and uncertainty that pervades the current planning system in NSW. The system must be renewed and simplified to create investment and employment opportunities together with greatly improved water access, infrastructure and storage facilities. The O'Farrell Government aim of making "NSW Number One Again" will fail if planning and the approval processes are not simplified and cost effective.

**BIA Divisions.** BIA throughout 2011 managed seven divisions devoted to their particular sector of the industry. BIA division activities are vitally important for the industry to be able to identify 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. Division activities are separately reported upon within this Annual Report.

Your Association has continued to successfully meet its **financial targets** and maintains a strong financial position.

We achieved a reduced trading surplus for the year however it is a satisfactory result in light of our planned expenditure to bolster business activity and boat show attendances. Event exhibition rates have been held for four out of the last five years whilst absorbing known cost increases. If you review the last 13 year period general space exhibition rates have risen on average of 2.2% delivering real value to members for Australia's number one and most popular boat show. As a further commitment, the Association has planned a deficit budget for 2012 as a further investment back into the industry and development of our new Consumer Website. **Our Treasurer Alan Blake will provide further detail in his Treasurer's Report** on our financial results, which continue to maintain a strong financial position to support our membership.

Our strong financial position will greatly assist BIA and members facing a great challenge in the near future. Our major industry showcase the **Sydney International Boat Show (SIBS) faces a period of uncertainty** with the Government's announcement to develop new facilities at Darling Harbour. BIA has participated with the Exhibition & Events Association of Australasia in bringing together major users of the Sydney Convention & Exhibition Centre, Infrastructure NSW and consortia to develop new facilities. It is too early to advise on the redevelopment package and timetable. What is certain is that the BIA together with other major users are at the forefront in influencing design and functionality of the project, business continuity during a period of time which may include a complete rebuild of the Convention, Exhibition and Entertainment Precinct during 2014-16. We are confident SIBS will operate as usual for 2012 & 2013. Detailed planning and discussions have commenced to minimise disruption during the reconstruction

phase. **The BIANSW is determined that the industries principal showcase and economic driver will continue to deliver the required results for the industry although for a period of time in a different format.** Upon completion of this project we will emerge with a world class facility to continue our world class display supporting the recreational boating industry.

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 remain a strong and effective Association.



**DARREN VAUX**  
PRESIDENT  
2011  
BOATING INDUSTRY ASSOCIATION OF  
NEW SOUTH WALES LTD.







# Marine Industry Mechanical Repairers Association of New South Wales (MIMRA)

Report by Alan Barrett



The Marine Industry Mechanical Repairers Association (MIMRA) is a BIA Division focused on the business interests of marine industry mechanical repairers. MIMRA provides a forum for its members and a vehicle through which to address issues and matters of concern to the sector.

This year was one of mixed fortunes for the mechanical sector. Whilst Original Equipment Manufacturers (OEM's), their dealers, and accompanying workshops faced tough conditions due to flat consumer confidence, the re-fit and repair side held up relatively well and some members reported solid activity around imported vessels.

Whilst by no means a trend, members reported sustained difficulty in getting stock, noting that importers and wholesalers appear to have reduced stock-levels resulting in long lead-times and aggravation for customers. Trade-in parts and other boating goods using online channels is increasingly prevalent which may be a factor, and tragic events in Japan in the first quarter severely impacted availability of stock for a lengthy period.

A shortage of trained technicians is emerging as a significant concern for the sector. A downturn of interest in trades is partly at the root of it, though the big-dollar magnetism of the mining sector for those with technical nous is sure to be a significant factor.

MIMRA was again concerned with the rise of the bio-fuels debate as key dates for ethanol and bio-diesel mandates

move into view. In order to provide factual information for consumers and assist the industry with accurate disclosure about the effects of bio-fuels on engines and equipment, a consumer guide on the topic was developed and distributed to the BIA membership with thanks to MIMRA member Ken Evans.

On behalf of MIMRA, BIA sought to finalise newly established details of the licensing regime which governs trailer repair. Subsequently, MIMRA members Shannons Outboards and Callaghans Marine Services were the first marine workshops to be awarded restricted licenses under the Motor Vehicle Repairers Act. Addressing a barrier to this licensing prospect for some members, a pilot competency training session was held in October, the first time that BIA has facilitated and hosted nationally accredited training for its members.

Training and development for marine mechanical and engineering professions is a core focus of MIMRA, and in this area much was achieved over the course of the year.

The Association re-established a constructive relationship with the NSW Automotive Training Advisory Board,



and has engaged in support of Automotive Skills Australia (ASA), a newly established national Skills Council under which three MIMRA committee-men (Ian Coops, Tyler de Jager, Steve Callaghan) have stepped up to serve on the inaugural Marine Advisory Group.

MIMRA contributed to a review of the AUR training package, though the aforementioned relationship with ASA will provide for improved consultation in future review of the package, and greater engagement in the process with the general membership of MIMRA.

A milestone was achieved in August with the establishment of a Memorandum of Understanding with TAFE NSW. A key-objective of MIMRA, the resulting Strategic Alliance gives TAFE and BIA a platform for regular dialogue and to highlight opportunities and issues of concerns. This relationship is expected to enable a co-operative approach aimed to improve the customer and learning experience for students of TAFE and their employers.

The value of this Alliance was apparent when BIA and TAFE worked together in the latter part of the year to set up interim training and assessment options for apprentices during the six-month redevelopment of the Sydney Institute automotive facility at Ultimo. Making the best of a tough situation, we look forward to marine technicians-in-training having access to a great new facility for years to come.

The 50 Point Safety Check Program, a MIMRA initiative now in its third year, built its profile with over forty service

providers getting on board in 2011. The support of NSW Maritime was enhanced to annually distribute promotional material to 150,000 registered vessel-owners over the majority of the NSW coastal fringe, and industry-specialty insurers Club Marine worked the service into a positive offering for their policy holders.

BIA Victoria adopted the program and has taken early steps toward making it a success, and the MIMRA committee voted in support of growing the exposure of the 50 Point Safety Check to a national basis. To address difficulties in delivering a comprehensive induction to providers, a video induction was developed and will be available for new providers in 2012.

MIMRA's long-held aspirations to establish an accreditation scheme were not met in 2011. Concerns relating to promotion, access and equity, and the ability of members to undertake training and other accreditation-linked activities given the present challenges to business, were all factors. Accreditation remains an objective of the Division, however the pathway forward is by no means clear.

A project to review and refresh the by-laws and membership structure of MIMRA was completed, and the resulting structure is simpler, more user-friendly, and relevant to the trade and business environment.

A range of trade nights were well supported by the members. The first of these was held at Bombardier Recreational Products with "wise old head" Paul Dawson, and featured not only marine products, but all terrain and road vehicles within the BRP range.

MIMRA members participated in a highly informative visit to the Austral Propellers facility where an interesting insight to trade and industry use of thermal imaging technology was provided by well known experts in the field, Malbar Marine.

It was a huge turnout one chilly night at the NSW home of Volvo Penta, Fenquin Marine, when the brothers Quintano gave an excellent presentation on IPS technology. As IPS is still quite localised at the big end of the marina, it was a first opportunity for many of the members to see the shape of things to come.

The TAFE On-water test day was again supported by MIMRA, and the graduation of Marine Technicians at the Sydney International Boat Show was a well attended affair. This evening featured a special presentation of the Lifetime Contribution to Industry Award to MIMRA stalwart (Moby) Matthew Robinson. Only the third recipient of this award, former recipient Paul Dawson was on-hand to make the presentation, which rendered Mr Robinson uncharacteristically speechless.

Bill Breakspear served a further term as Chairman of MIMRA, ably supported by the committee comprised of Bob Oomen, Matt Robinson, Jim Tsacalos, Reginald Sorensen, Shannon Stocks, Tyler de Jager, Hamish Hooke, Ian Coops, Stephen Callaghan, with regular observer Chris McMillan.

**Alan Barrett**  
Manager - BIA Divisions





The Boat Manufacturers Association (BMA) represents the interests of BIA members manufacturing marine goods in NSW, and the supply chain which supports them. The BMA is focused on support and facilitation of communication and cooperation amongst the manufacturing community, and aims to assist management of employment, standards, compliance, and skills development challenges.



## Boat Manufacturers Association of New South Wales (BMA)

Report by Alan Barrett

Across the Australian economy, the manufacturing sector has been most prominently distressed as the strong dollar continued to choke exports and drive up import activity. Recreational and light commercial vessels, as well as equipment, components, and accessories, were by no means immune, and whilst some marine manufacturers have cut costs, increased efficiencies, diversified or otherwise sought to weather the storm, the sustained difficulties have certainly taken their toll.

In recognition of the situation facing the domestic manufacturing sector, both the federal and state governments instigated programs aimed to identify risks and opportunities for the broader sector, processes which have underscored the significant employment and economic multipliers in manufacturing, and the importance of the sector to the wellbeing of the Australian economy.

On behalf of its members, BIA made submissions to both programs, and will continue to engage in these as they evolve to ensure that the usually low-profile marine manufacturer is not overlooked.

Two general meetings of members were held over the course of the year, the first at BIA headquarters in Sydney and the second at Wyong, which incorporated a visit to the very impressive Palm Beach Motor Yachts facility. These opportunities to explore the operations of manufacturing peers is of enormous value to members, as is the social and networking time away from the factory – a rare commodity in this hardworking community.

Whilst the dialogue amongst the manufacturing community was dominated by caution and concern at the low levels of demand and consumer confidence, some have demonstrated bullish determination and creativity. Exploring new markets both at home and abroad have been a feature, as has dedicated product research and development. Buizen Yachts revamped their design and build processes to bring a new 52-foot masterpiece to launch late in the year, and an old friend returned to the landscape after a 30-year hiatus – the first new Deltacraft was received with enthusiasm by devotee's and new admirers alike.

Dwindling capital and demand also impacted the supply chain with flow on effects throughout the sector. Maintenance of appropriate stock-levels required constant attention, credit and cost-management also a focus in a complex balancing act.

NSW marina manufacturers are generally niche players in this day and age, and whilst the business environment is unquestionably as challenging as it has ever been, unique brand positioning and high quality products have held many of our manufacturers in good stead, as has the ability to turn around highly customized products in short time-frames, and with empathy for the needs of the business customer, or end consumer.

Amid the milieu of increasing import activity and surging domestic production costs, the importance of securing intellectual property was highlighted

in a number of ways, a reminder that Australia is now a beacon of relatively strong demand and prosperity in the world market.

A close eye was kept on developments in the regulatory space, with the harmonization of Commercial Vessels law, and a review of the Hull Identification and Builders Plate systems becoming imminent. Whilst regulation seldom benefits the manufacturer, in these times there is optimism that increased regulation may actually be positive for local business, streamlining standards and operating requirements, and potentially simplifying and leveraging the value of boat identification systems.

Manufacturers featured prominently in the BIA's OH&S Best Practice research project, and a range of situations specific to the building and refit of boats were considered by the professional researchers.

The sector was represented for a second consecutive year on the WorkCover Industry Reference Group for manufacturing by Colin Steber (Steber International) and Mike Rees (Seawind Catamarans), an exercise which provides opportunity to profile the specific workplace safety situation of our sector.

Alan Steber served a third term as Divisional Chair and Board Representative, with Mike Rees and Steve Howe (Buizen Yachts) assisting the Chair.

**Alan Barrett**  
Manager – BIA Divisions



# Marine Brokers Association of New South Wales (MBA)

Report by Alan Barrett



MARINE BROKERS  
ASSOCIATION

A division of the Boating Industry Association of NSW Ltd

The Marine Brokers Association (MBA) is a Division of the BIA dedicated to the interests of marine brokerage business operators. The MBA works to improve standards of professionalism and practice in the brokerage sector.



The brokerage sector was exposed to mixed fortunes in 2011, though the general sentiment amongst business principals was that each transaction required a greater effort and energy on behalf of the broker. The services of brokers are still valued by clients, but as the market tightens, the value of assets has reduced - a situation which many sellers struggle to accept.

Members of the MBA were active over a wider physical area than has been the case previously, working in regions and interstate to properly service the client, and increasingly working on international deals featuring complex logistical and currency issues.

It is thought that import activity was greater this year than at any time since the GFC struck in 2008. Whilst marine brokers were profitably engaged in a portion of that trade, bargain-hunting buyers of off-shore stock have become notoriously keen to save a dollar.

The risks associated with the “deal of a lifetime” emerged as a grave concern for the brokerage community and the wider boating industry, as stories of disappointments, rip-offs, and dangerous boats emerged. Whether or not the imported product was fit for purpose or a danger to the operator, the effective impact on the used-boat market has been the driving down of re-sale values for sellers, with commensurate expectations amongst buyers.

Against this back-drop, brokers were hampered throughout the year by the increased zeal of police in their enforcement of compliance with the Second Hand Dealers Act. The miss-match of this legislation with the activities of marine-brokers continues to be a bone of contention, imposing maximum burden on the broker for minimal public benefit.

The BoatsOnSale.com.au website initiative saw increased interest in the early part of the year with a freshen-up and reports of increased leads, though throughout the year there was cause for concern that the website would be difficult to sustain in a diminished market.

The accreditation scheme previously operated by the MBA was affected by subdued interest and then concerns over the promotion and equity of BIA accreditation prospects generally. At the close of the year it appeared that the state of the sector is such that maintenance of an effective accreditation scheme is beyond the present means of the sector to support.

An information and networking session was organised by the MBA in October, and attendees from across the BIA spectrum enjoyed an insight into social media for business from subject-specialist David Soul. What is always evident at such events is the importance of business-to-business relationships, and this was proven on this occasion at the rejuvenated Middle Harbour Skiff Club.

Late in the year the MBA commenced a public relations initiative aimed to raise the public profile and perceptions of the MBA's membership. Media coverage has increased as a result, and members have been pleased with the resulting level of enquiry.

Chairman Michael Jarvin led the committee of Adam Waters, Michael Joyce, Andrew Howden, Paul Miletta, and Andrew Coffey, and regretfully accepted the resignation of John Cowpe, and founding member Desmond Last from committee duties.

**Alan Barrett**  
Manager – BIA Divisions





The Shipwrights and Boatbuilders Association of NSW (SBA) is a Division of the BIA devoted to the development of Shipwrights and Boatbuilders, both tradesmen and apprentices, and represents members in new boat construction, shipwright services, and marine survey.



# Shipwrights and Boatbuilders Association of New South Wales (SBA)

**Report by Alan Barrett**







The SBA provides a forum to address issues facing the industry, foster training and development opportunities, and promote the trade and member businesses to the consumer.

A long-term issue of focus of the SBA – accreditation for members – failed to move forward in 2011. Concerns relating to promotion, access and equity, and the ability of members to undertake training and other accreditation-linked activities, given the present challenges to business, were all factors. Accreditation remains an aspiration of the SBA, however the pathway forward is by no means clear.

Another long-term objective of re-establishing training options for professional marine surveyors was pursued to greater effect. Throughout 2011, SBA members were engaged with TAFE NSW in the final stages of development of the diploma qualification, which received national accreditation in July.

The process of building resources and competency within TAFE in order to deliver the course to professional training standards are ongoing. It is hoped that an intake of students, the first in over 10 years in this field, will take place in mid-2012.

Well-attended trade nights were a feature of the SBA calendar this year. These get-togethers are unique opportunities for the shipwright community to visit and view facilities as a group, and serve a worthwhile networking and knowledge-

building function for tradesmen and employers alike.

A visit to the home of Austral Propellers was a great insight, with the Austral team demonstrating the processes of pouring, tuning, repairing, and commissioning propellers within their well established quality assurance program.

Buizen Yachts hosted a strong group to walk through the resin-infused 52-footer and gave a presentation on the state-of-the-art processes and equipment used to design and develop tools for the new model.

It was a perfect evening at Garden Island when the SBA visited the replica of HM Bark Endeavour, which is in dry-dock for a major overhaul and re-rig before setting off on her circumnavigation in April. This was a fantastic experience: a rare look at the underwater profile of the traditional ship; a tour of the internals with the Ship's Master and her dedicated keepers; and a detailed overview of the re-rigging process, 6 months in the making.

What a contrast with the September visit to Van Munster Boats at Morriset, the official boat-builder for the 18-foot skiff league and experts on the cutting edge of design and construction technology for flat-out on-water speed.

The SBA was again prominent at the Sydney International Boat Show, the striking red facade of their stand now a regular feature, as is the traditional boat-building competition.

This competition was again hotly contested, with skills, innovation and creativity demonstrated on the building platform and some highly unusual techniques employed on the water. Whilst a couple of our crews swam home, it was another win for local teams in the face of gallant Kiwi opposition and a truly entertaining spectacle for the show-going public.

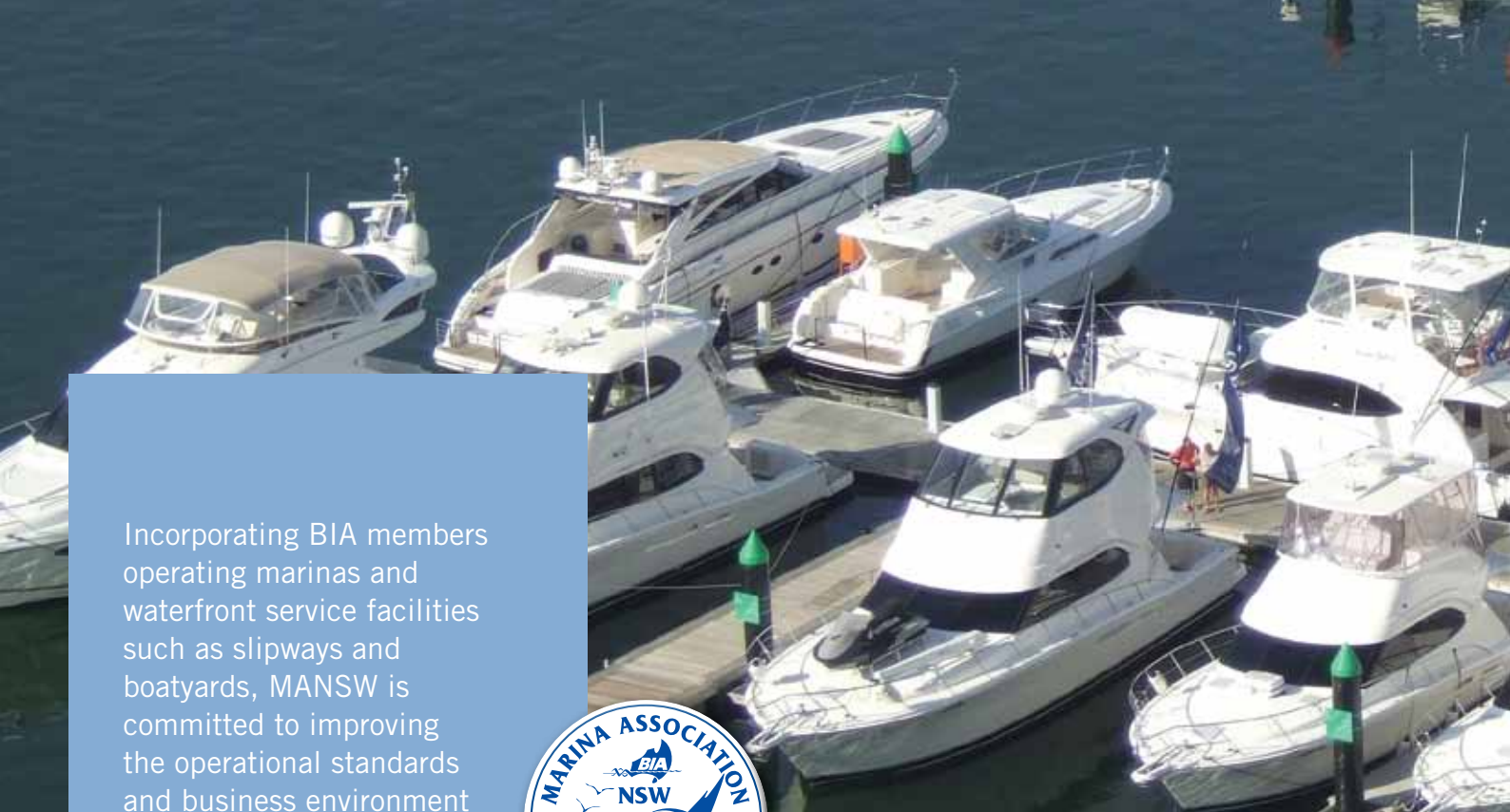
In order to create a more engaging presence on the show floor, a large-format visual display was developed incorporating images from the SBA membership of works completed, and works in progress. Touch-screen technology was employed for the first time, the brain-child of committee-man Dave Reimer, and the set-up will be further refined for the 2012 event.

The participation in SIBS was capped by a good night out on the harbour aboard the historic ferry MULGI, a well-deserved social break for members and participants in the SBA's presence at the show.

Paul Burgess was returned to Chair the SBA committee in 2011. Other committee members are Ray Simpson, Warwick Thomson, Ross Brown, Mark Schmidt, Dave Reimer, Marcel Vaarzon-Morel, and Michael Bartley.

**Alan Barrett**  
Manager – BIA Divisions





Incorporating BIA members operating marinas and waterfront service facilities such as slipways and boatyards, MANSW is committed to improving the operational standards and business environment of members through dissemination of information, advocacy on behalf of industry to government and other bodies, and provision of support in many forms to members.



## Marina Association of New South Wales (MANSW)

**Report by Alan Barrett**

Whilst little headway was made on long-standing advocacy projects due to the first-quarter change to NSW state government and subsequent overhaul of the bureaucratic structure, 2011 was never the less dynamic.

Key relationships flourished, a small number of long-frustrated development projects were finally completed, a comprehensive Fire Safety Management program was developed and piloted, and some medium-term projects and initiatives were brought to successful conclusions.

Upon taking office, the O'Farrell-Stoner Government was quick to deliver on one of its promised reforms - the abolishment of Part 3A of the Environmental Planning and Assessment Act. Whilst few could argue that Part 3A had been brought into rank disrepute by the former government, it has been pivotal to the provision of new

infrastructure in NSW, not least in the area of marina and yard development.

The BIA was engaged in all aspects of consultation toward the complete re-make of the NSW Planning System, promised by the new government as the panacea to the cumbersome, costly, and complex system that has dogged development in NSW for a generation.

In addition to this engagement, discussions were held between BIA and the Minister for Planning, and our rapport with the Department is ongoing. However, in light of solid population growth projections, promotion of decentralisation to regional centres, and rapidly increasing density in urban areas, it remains unclear how the necessary growth and modernisation of boat-storage and servicing facilities - both existing and new - will be delivered to meet demand.

Other key government reforms saw the

restructure of NSW Maritime in its amalgamation with the RTA to form Roads and Maritime Services; the split of the Department of Environment and Climate Change into Office of Environment and Heritage (policy) and Environmental Protection Authority (enforcement and/or service delivery); and the splintering of the former Land Property Management Authority - the major lessor of marina lands in the state - resulting in a re-allocation of its responsibilities amongst four ministries.

These changes to the structure of government and the NSW bureaucracy will undoubtedly take some time to bed-down, and whilst existing policy which impacts the commercial viability of marinas and yards will continue to hamper business in the near term, we hope to see these reforms deliver an environment in which business, our industry, and boating can thrive.



In amongst the political chaos, we were able to make some progress on existing MANSW projects, and to instigate others to address specific issues.

Our OH&S best-practice research project was concluded after an 18 months stint, researching incident data, analysing international literature, and consulting extensively with the boating industry. Fully-funded under the WorkCover Assist program and a credit to our professional research team, the voluminous report was lodged just weeks out from Christmas, and 2012 should see this project return guidance and advisory materials for the broader benefit of our industry.

Our Marine Card program was further enhanced when the BIA Board of Directors approved a strategy to develop a website facilitating enhanced operational and compliance-management functions of the program. Due for delivery in 2012, the site will assist the highly-mobile

boating industry workforce, and the marinas and yards which host them, to streamline and improve some difficult and time-consuming processes.

The BIA's commitment to Workplace Health & Safety was recognised in spectacular fashion when we took out the Leadership in Safety Award in October. In what has become a concerted and sustained effort to improve the health & safety performance of the boating industry since the launch of the Marine Card program in 2007, marina operators have been visionaries and leaders. Full credit must go to the marina sector for its role in this outstanding achievement.

Continuing on the themes of best practice and safety, BIA's Fire Safety Management program was run for a full complement at Pittwater in the Spring. This substantial offering is the result of a two-year development process incorporating advisory and practical input from

WorkCover, a panel of marina operators, Commsafe (the training arm of NSW Fire and Rescue), and long-time BIA training partners and subject experts, Safety Corp.

Whilst minor wrinkles in the program were brought to light, the pilot was very well received, and we expect that the somewhat arduous development process was well worth the effort, and will bear fruit for the industry for years to come.

Matthew Hundleby chairs the MANSW committee comprised of Bruce Davis, Andrew Fenwick, Michael Jarvin, Tony Griffin, Marcus Anketell, Ned O'Neil, Steve Tackett, and David Randall, as well as regular observers Jocelyn Buskens, Les Binkin and Rod Williams.

**Alan Barrett**  
Manager – BIA Divisions



The Sailing Industry Association (SIA) is dedicated to the promotion and development of recreational sailing.



# Sailing Industry Association of New South Wales (SIA)

Report by Natalie Walker





Its primary focus is to create and refine key promotional activities, which target recreational sailing. Its philosophy is that young people tend to start boating with sailing. They ultimately move on to other forms of boating which in turn, benefits the entire recreational boating market.

Eleven industry members make up the SIA committee, all of whom are active within the sailing industry. Terry Wise is Chairperson of the committee and Duncan Curnow is Vice Chairperson. Other members of the committee are Bob Basham, Ian Lindsay, Peter Rendle, Phil Yeomans, Andrew Parkes, David Kellet, Andrew Cribb and John Sturrock. David Edwards, CEO of Yachting NSW, participated in the meetings as an observer.

#### **The SIA objectives are:**

- To increase public awareness of recreational sailing
- To implement and utilise key promotional activities to make the sport of sailing more accessible
- To encourage different markets (particularly youth) to participate in sailing activities

## **Key Promotional Activities**

### **Sydney International Boat Show**

The Better Boating Lounge is a key promotional activity for the SIA. Numerous speakers over the week entertain and educate the audience on sailing and recreational boating in general. There was a great line up of speakers in 2011 including Save our Seas Ian Thomson, Nancy Knudsen, David Lockwood and Martin Silk from Yachting Australia who educated the crowd on how to get a boat licence.



The lounge precinct also included the Discover Sailing information desk. Manned by Yachting NSW, this was an area for visitors to get information on upcoming SIA events and how to get into sailing. To support our efforts, Yachting Australia also had a presence at the desk.

### **Try Crewing Day**

2011 saw the staging of yet another successful Try Crewing Day. This experiential promotional activity was first launched by the SIA in 2009 to assist clubs in sourcing and retaining crew. It was also designed to break down the perception that crewing is an expensive and difficult sport to participate in.

It is a free event for members of the public. The day starts with a classroom style briefing to introduce participants to sailing and basic techniques. Groups are then taken out with a qualified skipper for a three hour sail which incorporates a safety demonstration, tour of the boat and an opportunity to try different elements of boat handling.

Eight clubs from Yamba in the north of the state to Wollongong in the south participated in the event. 187 adults participated in the day with the majority at the most central Sydney clubs - RANSA and Middle Harbour Yacht Club.

Try Crewing Day was marketed via an online email campaign and through an episode of Channel 7's *Sydney Weekender*.

The day received very positive feedback from participants with 92% being either 'satisfied' or 'very satisfied' with their experience and 96% reporting they are keen to continue with crewing.

The biggest challenge with Try Crewing Day is the demand for sailing participation by the public is greater than can be provided by clubs. The lack of vessels and skippers at club level has limited participation with some applicants having to be turned away.



This issue was partially addressed in 2011 with the support of charter companies who provided additional boats. The SIA hopes that the support offered from charter companies increases in future years to allow greater numbers of enthusiastic individuals to experience crewing.

### **Try Sailing Day**

The annual Try Sailing Day was held on 6 November 2011. Thirty six clubs from around the state participated in this free event. Of the 1,200 people who attended, 63% had never sailed before. The day is primarily targeted at children however people of all ages participated.

Pre-registration was offered for the first time which proved to be popular and allowed clubs to prepare for the estimated number of attendees. Pre-registration will be encouraged further in future years.

A back-to-basics approach was used for the marketing campaign with posters sent to schools and libraries. This was complemented with a feature story on *Sydney Weekender*, online and newspaper advertising.

### **Optimist for Kids Program**

In mid-2010 the SIA, in conjunction with Yachting NSW, launched the *Optimist Sailing Boats for Kids* program. The scheme offers businesses the opportunity to purchase a single vessel that would be part of a fleet of Optimist vessels to be issued to qualified clubs that provide sailing education programs for children.

Thirty boats are currently in use and 11 clubs are on the waiting list to receive more.

Members of the BIA as well as other organisations are encouraged to support the program to increase resources available to teach children to sail.

### **Natalie Walker**

Marketing & Events Coordinator

The environment for trailer boat retailers in 2011 continued to be one of difficult trading conditions. All trailer boat retailers are to be acknowledged for continuing to provide high levels of service and quality products to their customers, community and the wider boating industry despite the ongoing challenges.

The 2011 year saw the fulfilment of another TBRA initiative in the form of Try Boating Day, held in October across five NSW locations. The Try Boating program is an extension of the popular Try Sailing and Try Crewing events organised by the BIA to meet the need of industry objectives; namely to generate more interest and encourage more people to participate in boating activity.

While the overall objective of the campaign is to grow participation, the knock on effect of driving additional business in the sector was encouraging. Many retailers reported being approached by potential new boat buyers wanting to find out how they could go about getting on the water.

Twelve NSW based retailers provided vessels and staff, giving the public an opportunity to experience all that boating has to offer and gather information needed to join boating activity. There were close on 300 people, mostly families, who attended.

Try Boating Day will be expanded over the coming years to cover the entire state.

The BIA Boat Care Extended Warranty product grew throughout 2011 with ten new service providers adding the product to their portfolio.

Looking ahead for the TBRA, the group are keen to further develop tools and information for members to use in their day-to-day business operations: Australian Consumer Law Business Guides, statistical information related to labour rates and the development of industry specific training for delivery to business operators and staff across the sector.

The Trailer Boat Retailers Association throughout 2011 was managed and guided by Committee Members:

Ken Bullen (Chair) – KB Marine  
Jon Hunt – Hunts Marine  
David Hazlett – Avante Marine  
Jim Tscalos – A & J Outboard Services  
Alex Dunlop – Penrith Marine  
Alan Blake – Blake's Marine

**Aaron McKenna**  
Member Support and Development

# Trailer Boat Retailers Association of New South Wales (TBRA)

**Report by Aaron McKenna**





# Member Services



Recognising the challenging trading conditions for members during the year, the Association continued to seek out and deliver new services to members; whilst improving existing business support programs.

Early in the year it was clear that business operators were working harder and longer, as a direct result of suppressed sales levels and the need to trim costs significantly.

To meet these challenges, some key components were identified and given the highest priority when assessing the value of products and services available to members:

- ability to deliver financial savings,
- ability to provide timely and accurate advice, and
- ability to increase sales revenue.

During the year the Association partnered with two financial organisations to meet these objectives.

At the 2011 Sydney International Boat Show the Association joined the Commonwealth Bank (CBA) Alliance Partner Plus Program. This partnership allows members access to a full range of business banking solutions, including a free Business Financial Health Check and access to a Business Banking specialist. In addition, the Association has negotiated preferred merchant rates for BIA members.

Associated Foreign Exchange (AFEX) have also joined the Association's suite of benefits allowing members to gain timely information regarding currency movements and access to reduced transaction costs and better rates of exchange.

The 15 year partnership between BIA and IC Frith and Associates (ICF) continued throughout 2011. Specialising in the marine insurance field, ICF launched their exclusive ship repairer's liability insurance package which covers traditional public and products liability, professional advice, boats in your care and ship repairer's liability. BIA members can now take advantage of much broader insurance coverage.

ICF also continued to administer the BIA Boat Care Extended Warranty product throughout the year expanding the program with ten new member service providers. BIA Boat Care has allowed members to add

value to their customer transactions while creating opportunities to increase revenue.

The BIA 50 Point Safety Check program's increased coverage area brought the total service provider count to 43 across NSW. The service is now available to the boating public as far south as Nowra and north to Port Macquarie.

Additionally, the Association's free advice service for industrial relations matters through the NSW Business Chamber Advice Line continued. With the significant changes to the Australian industrial relations legislation recently, the service has been well utilised. Members can now work out their employer obligations, identify and interpret the appropriate modern awards for employees, and clarify pay rates.

Other benefits that continued throughout 2011 were free travel insurance for all members and car rental discounts through the Association's agreement with Hertz Rent a Car.

During the year the Marine Industry Mechanical Repairers Association (MIMRA) restructured the division's membership categories. These were significant changes that required the complete rewrite of the divisional by-laws. These changes reduced the number of categories to three. This has resulted in a smoother application process and provided apprentice technicians with free membership and full access to benefits for the term of the apprenticeship.

The membership of the Association has remained relatively strong with 563 financial members at the close of the 2011 year. This number represents a 5% decrease on the previous year.

**Aaron McKenna**  
Member Support and Development





# Education, Training and development

**Report by Corrina McMillan**

BIA Education, Training and Development is committed to the education, training and support of the boating industry, and to providing careers support and professional development to industry personnel.



This dedicated resource has been, and will continue to be, focused on the following areas:

- providing tailored, high quality education and training options for boating industry personnel, and promoting professional development within the workforce;
- promoting the boating industry as a career choice;
- creating awareness and promoting BIA Education, Training and Development activities.

## **Providing tailored, high quality education and training options for boating industry personnel, and promoting professional development within the workforce**

During 2011, BIA continued to deliver the Marine Card OH&S General Induction throughout NSW, meeting its commitment to provide industry specific OHS training to both members and non-members. A total of 1352 have now successfully completed the OHS induction training since its inception in 2008.

Due to the harmonisation of OHS legislation across all states and territories and the implementation of the Work Health and Safety (WHS) Act 2011 in NSW on 1 January 2012, further development of the Marine Card program has been scheduled to ensure the training remains accurate and relevant to the industry. The potential and practicalities of an online delivery method to assist

efficient delivery in regional areas and to maintain program momentum will be investigated in 2012.

Successfully piloted in 2010, Electrical Test & Tag once more proved popular, with a sold out course being held at RMYC Port Hacking. This course will become a firm fixture in the training portfolio, with further training being scheduled in 2012.

Apply First Aid and First Aid Refresher training did not appear on the training calendar during 2011 due to a reduction in attendees in 2010. However, the BIA recognises that First Aid is an important part of WHS business obligations and it will therefore remain part of the training portfolio offered. A further course will be offered in 2012 to assist members who had undertaken their training in 2009 and who are now required to attend refresher training to keep their qualification up to date.

2011 unfortunately saw the postponement of two training courses: the three day Managing Environment, Health and Safety, and the two day Marine Sales Professional Development. These courses could not be held on the scheduled dates due to low registrations. Although disappointing, this allows for a thorough review and revision of these offerings to ensure they continue to meet the needs of the members, with serious consideration being given to the content and methods of delivery.

As with Marine Card, further development of the Managing Environment, Health



and Safety course has been planned with consideration to the WHS Act 2011, and to reduce the course duration to a more manageable and cost effective two days. A full review and revision will ensure continued effective delivery of the course and one that will continue to be useful and relevant to the industry.

Consideration must be given to whether the format and the content of the Marine Sales Professional Development course are meeting the needs of the industry, if the program is to continue. Course duration, costs including course fees, travel and time spent out of the business, versus the immediate and long term benefits of attending the course, all impact on a business's decision to invest. A full review of this program, its desired outcomes and how these can continue to be successfully achieved given the above factors is planned for 2012, with thought being given to combination education and networking events and a separate Customer Care Workshop.

On a more positive note, three exciting new courses were successfully piloted in 2011, with the result being that they will be added to the training portfolio in 2012.

The two hour Fire Training course provided general awareness of fire safety, good housekeeping and safe work practices, first response skills and knowledge, and practical application of fire extinguishing skills in a controlled environment. For those already trained in fire extinguisher

use, this course provided an effective skills refresher. This short course was piloted in September at RMYC Broken Bay in Newport with a full complement of 15 people attending, and feedback following the training has been extremely positive. Further courses will be scheduled in 2012.

The Marina Fire Safety Management Program was piloted in September and October of 2011. This program has been in development since 2009, and has received considerable input from the Marinas Association NSW, Fire and Rescue NSW, emergency response specialists and WorkCover NSW. The program is aimed at marina owners, managers and key personnel, with the aim of assisting in site and personnel preparedness, and developing enhanced administrative and emergency response capacity. The success of this pilot means that the program will be rolled out into 2012.

In response to the concerns of members regarding legal exposures attached to inspection and repair of boat trailers, the BIA engaged with the Office of Fair Trading to establish a pathway for qualified Marine Mechanical Repairers to meet legal requirements for the repair of boat trailers under the Motor Vehicle Repairers Act. As a result, the Service and Repair Trailers (AURT237271A) course was piloted in October, with 12 MIMRA members attending. Further training and assessment sessions are scheduled for

2012, with plans to refine a Recognition of Prior Learning (RPL) model.

A further introduction to the training portfolio has been a suite of computer training courses, offered at a discounted rate for BIA members. The practical courses are based in Sydney, with plans to introduce them on-line in 2012.

In March 2011, BIA NSW successfully secured funding from WorkCover NSW, through the WorkCover Assist Program, to run a series of free information sessions on the new Work Health and Safety Act (WHS) 2011. The BIA, in collaboration with the National Safety Council of Australia (NSCA), delivered the first of these sessions in November 2011 in preparation for the implementation of the new WHS Act in January 2012. Further sessions regarding the new Regulations are scheduled for March and April of 2012.

Better Business Seminars continued for their seventh successive year with support and generous sponsorship provided by IC Frith & Associates. The theme for 2011 was "Managing Your Business Cash Flow", with Commonwealth Bank providing an expert presentation. Traditionally a breakfast format, the seminars were conducted in the evening and were generally well attended. In 2012, however, the Better Business Seminars will take a well earned hiatus, and replaced with a series of informal "Boaties BBQ's."



## Promoting the boating industry as a career choice

In July 2011 at the Sydney International Boat Show, the BIA held its most successful careers event to date. A total of 318 students, teachers and careers advisers attended a seminar which promoted the wide range of careers and career pathways within the industry.

Speakers who gave their time to share their experience and knowledge came from a wide range of backgrounds and roles: Jeni Bone (Editor, Marine Business News), Sarah Hardy (Business Consultant, TAFE NSW), Cathrine Van Venrooy (Education Officer, Marina Industries Association of Australia), Stephen Milne (Brand Manager and Communications, Riviera), Dave Jeffrey (Captain Cook Cruises), Chris Brown (Director and Principal, Superyacht Crew Academy), and Ken Evans (Director, Ken Evans Consulting).

In addition to noted speakers, representatives from YC Industry Link, Australian Business Ltd Apprenticeship Centre, NSW Maritime, Prodrive Sydney, State Training Services, Australian Maritime College, and Directors and staff from BIA NSW were in attendance to provide guidance to students and teachers alike. A similar event will be planned for 2012, again in conjunction with the Boat Show.

BIA also attended several careers expos and markets throughout the year to further promote the industry to year 11 and 12 students.

In 2010, the BIA Cadetship Program was launched. This program was piloted in 2011 with Group Training Organisation 'YC Industry Link' providing the administrative framework. The aim of the 12 month program was to provide a pathway from school into the workplace: enabling school leavers to experience a wide range of roles and skills through a variety of host employers, achieve a relevant qualification, learn what it's like

to be part of the industry, and progress into a defined career pathway of their choice based on their experience.

A mixed result has been achieved during this pilot. There is strong support from host employers and the BIA Board of Directors, and an enthusiastic initial response from interested students. The commitment of the host employers has remained extremely positive, although the cadets on the pilot have experienced challenges with geography, the transition from school into the work place, and commitment. These challenges have been addressed through the pilot and solutions identified and put into place.

The rollout into 2012 will be closely monitored and managed to ensure its success. YC Industry Link strongly supports and believes in the Cadetship Program, and provides a dedicated, 'hands-on' resource through Project Manager, Katrinna Madden.

## Creating awareness and promoting BIA Education, Training and Development activities

BIA Education, Training and Development currently promotes its activities through [www.bia.org.au](http://www.bia.org.au), Logbook, e-news, online industry publications, targeted email and direct mail campaigns, attendance at industry events, and Member Support liaison.

The Education, Training and development web pages have been extensively reviewed and updated, and this will be an ongoing process throughout 2012.

Further investigation into the use of social media to promote and support training and education will also be conducted in 2012.

## Further developments for Education, Training and Development in 2012

The BIA is aware of the development and training needs of the industry

and is constantly looking for ways to address those needs, and to increase the range of affordable training options available. To successfully achieve this, a comprehensive Training Needs Analysis is planned for 2012. Results will be available towards the end of the year.

More research will be conducted into the practicalities and benefits of on-line training and blended learning to help meet the needs of the industry, taking into consideration the everyday demands on businesses and the individual's time, commitments and resources. The provision of flexible learning is a key factor in continuing the success of delivering industry specific training and education, and will be a major consideration in its future.

To support the BIA's strategy of creating an interest and understanding of boating in children, further development is in progress to replicate the Menai High School's Boat Smart program with more hubs being identified to bring the 'on-water' element into Marine Studies programs being run in schools throughout NSW.

Increased exposure to the industry and clearly defined pathways also play an important part in this strategy, and plans to build a 'work experience' database of employers who are willing to provide this experience are under way. The aim is connect schools with employers in an easy to use and accessible format, and to provide this exposure to interested students who are at the stage of making important decisions about their future.

BIA Education, Training and Development receives the continued support and shared experience of the Education and Training Committee, comprised of Bill Breakspear, Michael Jarvin and Paul Burgess.

**Corrina McMillan**  
Education and Training Coordinator





The Boating Industry Association of NSW Ltd conducted marketing programs, promotions and events throughout 2011 for the purpose of fulfilling the BIA's objectives on behalf of its members.

## Marketing, Promotions and Events

2011 again proved to be a challenging year for the recreational boating industry with low consumer confidence and challenging economic conditions. Strategically, the BIA conducted numerous activities in order to maintain its support for members and help stimulate demand for products and services. The Association continued its promotion of the boating lifestyle through various activities. Messages about safe recreational boating and the importance of dealing with a BIA member (or its member divisions) also occurred. These messages were delivered through paid advertising, contractual advertising, social media, public relations, promotions, experiential marketing activities, joint initiatives with other parties and the BIA's two annual boat shows being the Rosehill Trailer Boat Show and the Sydney International Boat Show.

### Activity

Marketing elements that have previously proved successful were fine-tuned and some new initiatives developed.

The objectives of the marketing activities were:

- To expose the boating lifestyle to our target audience and motivate them to want to participate
- To revive interest in the lifestyle with past boaties where it had lapsed
- To run boat shows strategically timed to suit the industry, market and the

business objectives of the association

- To run experiential activities to expose the target audience to various recreational boating types
- To increase consumer awareness of the BIA brand as well as the benefits in dealing with an association member or one of its subgroup members
- To inform and educate the boating public about "safe boating" practices
- To execute a communications plan to convey the BIA's key messages

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 a higher share for our industry. Economic conditions and sentiment made the year even more challenging than usual, and the Board of Directors chose to maintain and in many instances increase its marketing expenditure to ensure the recreational boating industry receives its fair share of the limited consumer expenditure.



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 recreational marine industry. The BIA concerns itself with products and services across the whole recreational and light commercial marine industry.

### 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
- The Sydney Morning Herald
- The Sydney Morning Herald Boat Show Lift Out
- Afloat Magazine
- Sponsorship of Channel 7 Sydney Weekender program
- An online campaign using several prominent marine websites utilising a portfolio of banners about all of the BIA's products and services
- Strategically placed ads in selected marine titles
- Increased use of social media include Facebook and Twitter

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 are available through the Member 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.

### Channel 7 Sydney Weekender Partnership

The BIA remained a co-sponsor of Channel 7's Sydney Weekender program in 2011. The sponsorship allows the BIA to use the program as a means of promoting the boating lifestyle. In 2011 recreational boating featured in 18 episodes that aired strategically during the year. Stories were written and produced utilising members where possible, showing the target audience various forms of recreational boating and the lifestyle associated with it.

The effectiveness of this sponsorship was highlighted by the good response we received to our events promoted through this channel, namely Try Sailing Day, Try Crewing Day and the feature on the Sydney International Boat Show.

To end the 2011 season, the BIA with the support of Savage, Evinrude and Blakes Marine, conducted a promotion over the last 5 weeks of the year. The objective of the promotion was to demonstrate how easy and cheap it could be for a family to start boating. Each episode had an average viewing audience of over 110,000 people and 14,418 entries were received.

The BIA's relationship with the show has continued to grow over the years and the BIA logo appears weekly within the shows credits.

### Marketing Services Division

The Marketing Services Division continued to operate during 2011. Projects by this group were limited, with the team concentrating on its core BIA activities.

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

### Weekly Ad - Fairfax Newspapers

The BIA, under arrangement with the Fairfax Newspapers, on a weekly basis runs a consumer announcement style advertisement in the Sydney Morning Herald with some exposure in the Sun Herald.

The messages are primarily related to boating safety, tips for better boating and activity notices. This advertising allows the BIA to deliver positive messages whilst exposing the BIA identity and what it stands for.

This activity is an extension to the existing relationship with Fairfax Media who have a boating page published each weekend.

### Boating Safety Partners

The BIA and NSW Maritime are boating safety partners and this relationship includes and extends beyond the Sydney International Boat Show.

The two organisations work together on various campaigns throughout the year to ensure our safety messages are aligned in order to improve penetration to the target audience. A range of co-branded promotional material is available to the public through events. The BIA supports various promotional activities NSW Maritime hold throughout the year to promote boating safety, amongst them messages such as the "Tuk It Easy" jet ski campaign, the "Wear It" campaign and the "You're the Skipper – You're responsible" campaign.

### New Registrations

2011	Jan11	Feb11	Mar11	April 11	May 11	June 11	July 11	Aug 11	Sept 11	Oct 11	Nov 11	Dec 11	
Initial Rego <6m	1047	876	847	757	512	412	384	663	839	731	993	1317	9387
Initial Rego 6 - 12m	196	165	202	150	124	114	93	124	205	168	212	289	2042
Initial Rego 12 - 20m	27	24	24	19	22	27	28	30	28	22	26	38	315
Initial Rego 20m+	0	2	2	1	2	1	0	5	4	7	0	4	28
Total	1270	1067	1075	927	660	563	505	822	1076	928	1231	1648	11772
Change on previous year	-9.4%	-4.0%	-3.9%	-5.0%	-16.6%	-11.8%	23.6%	-0.4%	-0.2%	-12.4%	1.3%	-12.2%	-7.7%

New vessel registrations were down 7.7% in 2011 to 11,772.

## Association and membership exposure through the Internet, E-marketing and social media

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 managed its core web sites that were complemented with others that highlight specific activities and groups. These were deemed appropriate to assist in highlighting specific messages or to assist the marketing of products.

The BIA's web sites 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)
- 50 Point Safety Check - [www.50pointcheck.com.au](http://www.50pointcheck.com.au)
- Shipwrights - [www.shipwrights.com.au](http://www.shipwrights.com.au)
- Boats on Sale - [www.boatsonsale.com.au](http://www.boatsonsale.com.au) (in cooperation with other state BIA's)
- Boating Safety - [www.boatforlife.com.au](http://www.boatforlife.com.au) (in cooperation with NSW Maritime)

The BIA continued its use of email communication throughout 2011. The fortnightly E-News keeps members and other stakeholders abreast of current and timely information. The same system is also used to communicate and market to both members and consumers

on events, education and promotional activities. This system allows for improved communication and response monitoring.

2011 saw the BIA increase their presence via social media channels. The BIA has an active BIA and Sydney Boat Show twitter account that are both used to disperse immediate information to the community including promotion of events and safety messages.

A Sydney International Boat Show Facebook account is used to network with the boating community and includes images of events.

In 2011 the Board of Directors approved expenditure for a brand new boating lifestyle website to be developed. This consumer site will be targeted at new and existing boaters and will contain a range of useful information and resources. The website will be launched in 2012 and an aggressive marketing campaign will accompany the launch. The introduction of this new consumer based website will allow the current BIA website ([www.bia.org.au](http://www.bia.org.au)) to focus on BIA member needs.

## Rosehill Trailer Boat Show – March 2011

The Rosehill show was once again run to help members clear excess summer stock. A total of 52 companies exhibited and displays were spread among the exhibition hall, grandstand, betting ring and forecourt.

Visitation was slightly down on 2010 numbers however comparable to 2009 with 10,292 people attending over the two days of the show. Free entry and free parking was offered again and although this requires a large financial investment by the BIA, the exhibitors along with the

Board of Directors feel this formula is needed to keep attendance high.

The event is marketed primarily through radio and local and metropolitan newspapers. An email campaign to the BIA consumer database complements this advertising.

## Sydney International Boat Show – 28 July to 1 August 2011

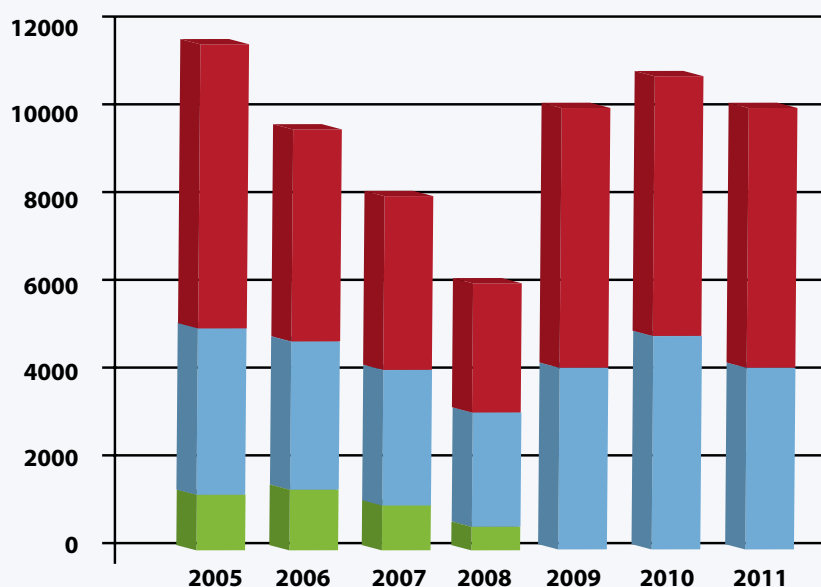
The Sydney International Boat show remains the flagship of all of the annual promotional activities. It is critical as it also allows cross subsidisation of other annual events, promotions and administration.

The Show is a product of the BIA of NSW. Its aim is to fulfil some of its corporate objectives.

- To promote the 'Boating Lifestyle'
- To showcase the marine industry
- To promote boating related sports
- To support / help members (exhibitors) sell products
- To decrease the impact of 'seasonality'
- To sell the concept that boating can be a lifelong leisure pursuit

Industry support of the event was very strong with exhibitor sales exceeding expectations. The show occupied all 6 exhibition halls of the Exhibition Centre plus the Promenade. Presence on the marina was strong also with over 200 boats on display.

Total visitation over the 5 days was 68,724, 6% down on 2010. However the Sydney International Boat Show still remains, unquestionably the largest show in Australia and the Pacific Region.



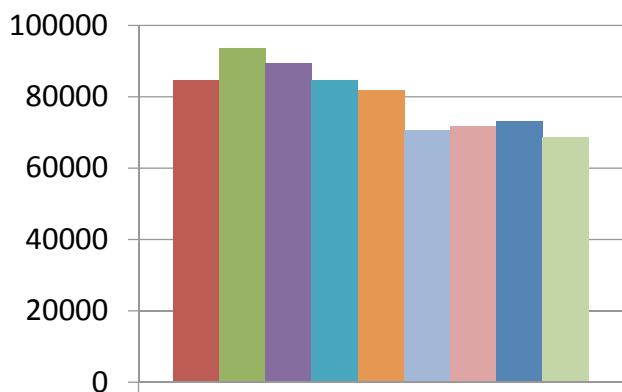
## Rosehill Trailer Boat Show Attendance



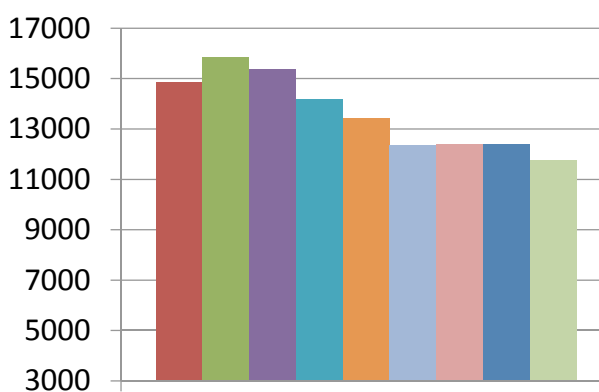
- Friday
- Saturday
- Sunday







Attendance



New vessel Rego NSW

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011
Attendance	84,766	93,501	89,451	84,662	81,957	70,767	71,810	73,158	68,724
New Rego NSW	14,844	15,837	15,382	14,191	13,429	12,347	12,392	12,406	11,772

Ratio	17.5%	16.9%	17.2%	16.8%	16.4%	17.4%	17.3%	17.0%	17.1%
-------	-------	-------	-------	-------	-------	-------	-------	-------	-------

The show includes an array of activities to entertain and educate the public on the recreational boating lifestyle. These activities are designed to stimulate interest in products and services which in turn will increase demand and sales for members. In 2011 the BIA ran the following activities at the show:

- Nautilus Marine Fishing Clinic
- Better Boating Lounge
- Musto Fashion Extravaganza
- Walk of Fame
- Historic and Classic Boat Display
- Boat building Competition
- The Discover Boating Tours
- The Marine Precinct
- Photography Competition and Display

Various charities and volunteer organisations are supported by the BIA through the Sydney International Boat Show. In 2011 some of these included Marine Rescue NSW, Westpac Lifesaver Helicopter, Surf Lifesaving and the

Sydney Heritage Fleet through the Marine Precinct. Other causes were supported such as 355 for Bear Cottage which was a promotion conducted by Windcraft who raffled off a brand new 35ft Hanse yacht and made over \$250,000 for Bear Cottage, a children's hospice in Manly. Another was the Over the Top Expedition which saw two brothers go over the top of Australia in an inflatable boat to promote and raise funds for prostate cancer.

The BIA is conscious of the environmental impact a show like this has and therefore has worked closely with the Sydney Convention and Exhibition Centre and suppliers over the last two years to introduce initiatives to reduce power consumption. These initiatives include introduction of eco lights in shell booths, timers, designated cleaning pits and monitoring the turn off of power pits and lights overnight. This has resulted in the power consumption being reduced in 2011 by 14% on 2010 and by 40% on 2009 consumption.

The BIA is appreciative of the support received from our sponsors and promotional partners. In 2011 these were:

**Principle Supporter:** NSW Maritime

**Promotional Partners:**

- YAFFA Publishing Group
- Musto Clothing
- Trader Classifieds
- Fairfax Media (The Sydney Morning Herald and Sunday Herald)
- Channel 7's Sydney Weekender Program
- Nautilus Marine Insurance
- Go Boating Publications
- Walcon
- Recreational Fishing Trusts
- NSW Government, Primary Industries

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





## Experiential Marketing Activities

### Try Crewing Day

11 September 2011

Try Crewing Day was launched in 2009 as a means of assisting clubs to address the need for regular crew. Feedback from industry was that some sailing clubs were finding it difficult to source and retain crew, be it recreational or competitive.

A record eight clubs participated in this Sailing Industry Association initiated event – Botany Bay Yacht Club, Gosford Sailing Club, Manly Yacht Club, Middle Harbour Yacht Club, Port of Yamba Yacht Club, Royal Australian Naval Sailing Association (RANSA), Royal Motor Yacht Club (RMYC) Port Hacking and Wollongong Yacht Club.

The day commenced with a briefing to give the participants an understanding of the key elements of sailing, main features of boat and a safety instruction. The participants were then taken out for a sail with a qualified skipper where they were given the opportunity to try their hand at crewing. The day finished with a casual BBQ giving people the chance to socialise with members of the club. Of the 187 people who participated in the day, 92% were either satisfied or very satisfied with the event.

Try Crewing Day has proven itself to be a successful event to introduce people to the joys of crewing. The BIA hopes that in future more clubs, boat owners and commercial companies such as charter operators support the day by providing vessels to allow more people to experience crewing.

### Try Boating Day

16 October 2011

The inaugural Try Boating Day was held on 16 October as an initiative of the BIA's Trailer Boat Retailers Association (TBRA).

Try Boating Day followed on from the Try Sailing Day and Try Crewing Day programs which had successfully met their objective of increasing public participation in their respective areas.

The objective for Try Boating Day was to introduce non boaties to the lifestyle of boating. It was about increasing participation and giving the general public an opportunity to experience boating.

This event was primarily targeted at families with a family boating message. It was marketed via print advertising in local and metropolitan newspapers as well as an email marketing campaign.

The event was held in 5 locations around Sydney being Putney, Bayview, Windsor, St George and Penrith. 13 trailer boat retailers supported the day by providing boats, skippers and onsite coordination. 108 groups/families participated in this pilot program and only 11% of these owned their own boat.

Overall, the day was a success for the TBRA and it is intended that it will be rolled out across a greater region in 2012.

### Try Sailing Day

6 November 2011

Try Sailing Day is the longest running and most successful of the BIA's experiential marketing activities. The marketing and events team work closely with Yachting NSW and members of the SIA committee to coordinate this free annual event.

Try Sailing Day is a consumer event to encourage and give people the opportunity to try sailing. The day is targeted at children however people of all ages participate.

In 2011, 36 clubs participated and over 1,200 people Tried Sailing. Of this number 63% of participants had not tried sailing before.

An online pre-registration system was trialled in 2011 and this proved successful with 276 people pre-registering. This allowed the clubs to prepare for the approximate number of participants that would attend their club on the day. Pre-registration will be offered again in 2012.

The mediums used to advertise Try Sailing Day were print advertising in local and metropolitan newspapers, email marketing, a story on Sydney Weekender and direct mail to local schools and libraries. Street banners were provided to participating clubs and once again these were successful in attracting locals to the clubs.

**Domenic Genua**

Marketing and Events Manager  
and

**Natalie Walker**

Marketing and Events Coordinator





## Boating Industry Association pays homage to two of its stalwarts.

Article by Bob Wonders

# Recognition of BIA Life Members

Since its formation 51-years ago, only seven men had been accorded the highest honour from the Boating Industry Association (BIA) of NSW, that of Life Membership.

That illustrious seven now comprises nine following the Association naming two of the industry's most respected identities as its newest Life Members - **Doug Olding and Richard Pym**.

They join the previous members so honoured, the late Robert Greaves, the late Malcolm Smith, Peter Hunt, Bill Alldritt, Hugh Shanks, Bob Basham and Ian McAndrew.

I've been privileged to know all nine men, and I can state without fear of contradiction that the newest additions will have the full support of all those in the boating industry, not only in NSW, but Australia-wide.

Presenting the honours at the recent Sydney International Boat Show, BIA President Darren Vaux called it "an honour" to present such prestigious awards to such deserving recipients.

He recalled a quote from 1991 made by Life Member Peter Hunt as he stepped down from his term as President.

Peter said; "An association such as the BIA is often a combination of a commercial enterprise, a social club and a political body in the widest sense of

the term. It requires political nous and business acumen as many associations control substantial related businesses. Above all, it needs people who can speak for their industry and be involved."

"When Peter Hunt said that, he really hit the point fair and square," Darren Vaux declared.

"The NSW boating industry has been very fortunate indeed in having people who, in addition to managing their businesses, find time to give something back to their fellow members and get involved.

"This terrific and vital industry has been incredibly fortunate in having individuals who do not hesitate to come forward and take whatever steps they deemed necessary to protect and enhance our industry.

"We have been fortunate to have attracted dedicated directors over a long period of time allowing the BIA to have a stable and professional board which, with its proactive membership has led to a respected representative association.

"Life Membership is the highest honour an association can bestow on a person.

"It recognises outstanding service to the association and to the industry.

"It recognises commitment, dedication, enthusiasm, leadership, involvement and a willingness to assist where needed in a broad range of challenges that an industry can face," he added.

Mr Vaux said it was a high honour for him to announce that Doug Olding becomes the association's eighth Life Member and Richard Pym the ninth.

"We honour two men who have made an extremely valuable contribution to the association and to the industry it serves over a very long period of time," he said.

"Both Doug and Richard have served as directors of the BIA for more than 20-years; they both have a long history and a love of all things boating.

"Doug and Richard have been long-standing members of the association and have served it well in their roles as dedicated directors.

"It is to their credit that over this period they have been involved in all of the association's major activities, establishing operating principles and procedures and taking on issues that have confronted the industry.

"They have generously given their time and energy to present the recreational boating industry to the community at large."

Doug Olding, his wife Chris and their two children have had a life-long love affair with boating.

A qualified chartered accountant, a Fellow of the Institute of Company Directors and a Fellow of the Australian Institute of Management, Doug Olding has been closely involved with the boating industry

since 1975. In that year he joined Teleflex Morse and six years later was named its managing director.

Doug was elected Treasurer of the association in 1991 and would go on to handle that vital role for the next 15 years.

In 2006 he was elected to the Presidency where he served for five years. He retired from the demanding role in May 2011, but still served on the board for the next 12 months as Immediate Past President.

He was also very much "hands-on" in assisting BIA personnel with accounting problems, many of which eventually led to the efficient systems used by the association today.

In his final annual report, Doug wrote, "I have been fortunate to have had selfless colleagues united and determined to protect and develop the recreational boating industry....."

However, Darren Vaux was quick to interject, "Doug, it is our members and our industry who have been the fortunate ones, fortunate to have had your guidance and involvement."

Richard Elsworthy Pym, to give him his full "handle", was born into the boating industry. Following a family tradition, the eldest son has been named after the father. This tradition dates back to 1809 and Richard Elsworthy Pym then serving in the Royal Navy.

It was Richard's dad, Richard (better known as Dick) Elsworthy Pym who established a company named Pathfinder Caravans some 60-plus years ago.

In 1958 Dick Pym teamed up with Peter Hunt and the pair talked their way into the Sydney Motor Show, exhibiting

caravans and boats.

Later the pair was instrumental in the establishment of stand-alone boat show and shortly after, Dick Pym established the company that would become Pathfinder Boatland which, at one stage, boasted five branches.

When Dick retired, Richard became manager of the company and later re-named it Pathfinder Marine when he moved from trailer boats into larger craft, taking on a number of prestigious Australian and US franchises.

Richard has been a respected member of the BIA for more than 38 years, serving as a director and office bearer for many of them.

Like Doug Olding, he was blessed with a supportive wife in Gillian Pym and, with their three children, the family enjoyed the boating lifestyle and involvement in the Pathfinder operations.

Away from the industry, two of Richard Pym's other passions are cricket and baseball.

He has the honour also of being Captain of the BIA's President's XI, but we promised we would not reveal his win-loss record at this stage.

Life Membership is certainly the highest honour the BIA can bestow, and in these two cases it is very well deserved.

If I may, I'd like to give each a further, well, honour is not quite the right word, let me simply say that both are 'Top Blokes'.

***Heartiest congratulations to you both.***

**Bob Wonders**



Darren Vaux and Doug Olding



Darren Vaux and Richard Pym





# Treasurer's Report

Presented to the Annual General Meeting of the  
Boating Industry Association of NSW Limited  
(BIA), Tuesday 8 May 2012.

On behalf of the Board of Directors, I present the Financial Statements for the year ended 31 December 2011.

The audited financial statements show that members funds declined by \$43,731 in the past year, the result of a surplus from our annual trading activities of \$94,562 and a fall in value on our invested funds of \$138,293. The overall trading result was \$29,633 better than budget, and this is a good result for the Association in light of difficult trading conditions.

Total income was \$5,576,103, an increase of \$94,871 over 2010 and this increase was primarily attributable to: Sydney International Boat Show (SIBS) \$37,788; Interest income \$31,366; and Income distribution \$31,268. Gross contribution (income less direct expenses) from SIBS was \$9,119 down on budget, but \$126,602 down from 2010. Income grew by 0.8% but direct expenses were 5.0% higher.

Your Board of Directors has decided to hold exhibitor rates for 2012, the third year in five, and this is expected to result in a further fall in the gross contribution from SIBS of \$207,804 from that achieved in 2011. This reduction in contribution will flow directly through to the bottom line, and we are expecting a budget deficit of \$244,379. The Board is cognisant that our members have faced very difficult trading conditions for the last four years and are endeavouring to provide opportunities for our members to exhibit their product at the lowest rates possible.

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

- Promoting boating lifestyle through sponsorship of television series and other marketing promotions, \$133,090.
- Direct advertising and promotion of BIA shows and events, \$703,620.
- Promoting the benefits of BIA membership through strategically placed advertisements.
- Continuing development of education and training as an important product for members.
- Promotion of BIA of NSW Ltd through NSW Maritime Authority publications and NSW Recreational Fishing Guides, \$5,040.
- Affiliation with Australian Business Limited to provide Members Advice Line to all financial members of the Association.
- Experiential events including Try Sailing Day, Try Crewing Day, and Try Boating Day, total expense \$56,580.
- Better Boating Lounge at Sydney International Boat Show, \$32,970.
- 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 and E-news, \$47,100.
- Projects and administrative expenses for BIA Divisions (Boat Manufacturers Association, Marine Brokers Association, Marina Association of NSW, Marine Industry Mechanical Repairers Association, Sailing Industry Association, Shipwrights and Boatbuilders Association, and

Trailer Boat Retailers Association), \$159,970.

The Financial Statements contained in this Annual Report have been prepared and presented in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Act 2001. We are required to report related party transactions between directors and the businesses they are related to. This disclosure is reported as note number 18 in Notes to the Financial Statements. These transactions with director related companies were on an arm's length basis and are all business to business transactions. Income and expenses derived from the related parties would have been the same had they not been related.

The related party transactions predominantly relate to the hire of exhibition space at BIA shows and events, membership subscription fees, BIA purchase of insurance products and licence fees to BIA. Your directors offer their time and support to improve and develop the industry, and no remuneration is received.

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 2011 for your adoption.

**Alan Blake**  
Treasurer

# Financial Statements for the year ended 31 December 2011

---

## Contents

	Page
<b>Financial Statements</b>	
Directors' Report	32
Auditors Independence Declaration under Section 307C of the Corporations Act 2001	34
Independent Audit Report	35
Directors' Declaration	36
Statement of Comprehensive Income	37
Statement of Financial Position	38
Statement of Changes in Accumulated Funds	39
Statement of Cash Flows	40
Notes to the Financial Statements	41



# Directors' Report

The directors present their report together with the financial report of Boating Industry Association of New South Wales Limited ("the company") for the year ended 31 December 2011 and the auditors' report thereon.

## General Information

### 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
<b>Blake, Alan</b> (Treasurer) – Director, Blakes Marine Pty Ltd	18 May 2004 to present
<b>Breakspear, Bill</b> – Owner, Breakspear Marina Services	13 February 2007 to present
<b>Bullen, Ken</b> – Director, K&P Bullen Pty Ltd	August 2011 to present
<b>Burgess, Paul</b> – Owner, Bluewater Marine Surveyors	08 May 2007 to present
<b>Cook, Simon</b> (Vice President) – CEO, ICF (Australia) Pty Ltd	08 May 2001 to present
<b>Hundleby, Mathew</b> – Certified Marina Manager, Gladesville Bridge Marina	11 May 2010 to present
<b>Hunt, Jonathan</b> – Director, Hunts Marine Pty Ltd	30 June 2009 to present
<b>Jarvin, Michael</b> – Director, Advanced Marina Management Pty Ltd	06 February 2008 to present
<b>Olding, Doug</b> – Director, YHI Pty Ltd	10 December 1991 to present
<b>Pym, Richard</b> – Director, Pathfinder Marine Pty Ltd	05 December 1990 to 02 August 2011
<b>Steber, Alan</b> – Director, Stebercraft Pty Ltd	16 October 2007 to present
<b>Vaux, Darren</b> (President) – Director, Empire Marina Bobbin Head Pty Ltd	05 June 2006 to present
<b>Wise, Terrence</b> – Director, Pacific Sailing School Pty Ltd	12 May 2010 to present

### 2. Short and long-term objectives

- Promotion of the boating industry to its members and the public.
- Promote safe recreational boating to the public as the preferred lifestyle choice.
- Management and maintenance of committees: boat shows; legislation; facilities; safety; promotion; training; and special subgroups.
- Work closely with government, marine organisations and other interest groups to increase the industries effectiveness.
- Conduct and promote boat shows reflecting the size and importance of the industry and its membership.
- Maintain an active industry association for the benefit of businesses with the recreational boating industry.

### 3. Strategy for achieving objectives

- Regular scheduled Board and Committee meetings to deal with industry issues.
- Conduct on-going and varied consumer targeted promotional and communication campaigns that deliver the messages concerning the boating lifestyle.
- Structure the committee and staff structure into need fulfilling groups and tasks.
- Create and maintain open lines of communication with government representatives and other stakeholders for the benefit of the industry.
- Conduct objective fulfilling boat shows and experiential marketing campaigns that allow both the member and visitor to fulfil their business or personal needs.

### 4. Key performance indicators used to assess achievement of objectives

- Timely review of actual results to budget, forecast and previous years. This ensures the short and long term objectives are achieved within planned financial constraints.
- All meetings are minuted and presented at each board meeting for review. Each board and committee will meet for a minimum number of meetings as outlined in the constitution or charter of each.
- Evaluation of the communication campaign annually to determine reach and frequency of the message.
- General Manager monitors staff performance and consolidates all committee reports to highlight progress, action points and progress.
- General Manager and staff actively interact and participate in consultation and communication process with government representatives, government committees and keep stakeholders.
- Boat show performance is measured by consumer research, exhibitor research, exhibitor's achievement of objectives, visitation levels, origin of visitors and financial results.

### 5. 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 is no significant change in the nature of this activity.

### 6. Operating Results

The company continued to engage in its principal activity during the financial year, leading to a surplus of \$94,562 (2010 surplus:\$270,664).

# Directors' Report

## 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.

## 10. Environmental Regulations

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

## 11. Auditor's Independence Declaration

The lead auditor's independence declaration for the year ended 31 December 2011 is set out on page 34 and forms part of the directors' report.

## 12. Likely Developments

The company will continue to pursue its principal activities.

Further disclosure of information regarding likely developments in the operation 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.

## 13. Indemnification and Insurance of Officers

### Insurance Premiums

During the financial year the group has paid premiums in respect of directors' and officers' liability insurance contracts for the year ended 31 December 2011 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 2012. Such insurance contracts insure against certain liability (subject to specific exclusions) persons who are or have been directors or executive officers of the companies comprising the company.

### Indemnification

Since the end of the previous financial year, the company has not indemnified or made a relevant agreement for indemnifying against a liability any person who is or has been an officer of the company.

## 14. Meetings of Directors

During the financial year 8 meetings were held. Attendances by each director during the year were as follows:

	Directors Meetings	
	Eligible to attend	Number attended
Vaux, Darren	8	8
Cook, Simon	8	5
Pym, Richard	3	3
Breakspear, Bill	8	7
Blake, Alan	8	7
Bullen, Ken	6	6
Burgess, Paul	8	6
Hunt, Jonathan	8	8
Jarvin, Michael	8	8
Steber, Alan	8	6
Hundleby, Matthew	8	8
Wise, Terrence	8	6

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

**D Vaux**  
President

**A Blake**  
Treasurer



## Lead Auditor's Independence Declaration under Section 307C of the Corporations Act 2001

---

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

I declare that, to the best of my knowledge and belief, in relation to the audit of the financial year ended 31 December 2011 there have been:

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

**KS Black & Co**

Chartered Accountants



**Faizal Ajmat**

Partner

Dated 27th March 2012

# Independent Auditors' Report to the members of the Boating Industry Association of New South Wales Limited

---

## Report on the Financial Report

We have audited the accompanying financial report of Boating Industry Association of New South Wales Limited ("the company") which comprises the statement of financial position as at 31 December 2011, the statement of comprehensive income, statement of changes in equity, and statement of cash flows for the year ended on that date, a summary of significant accounting policies and other explanatory notes, and the directors' declaration of the company.

## Directors' Responsibility for the Financial Report

The directors of the company are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Act 2001. This responsibility includes establishing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error, selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances. In note 2(a), the directors also state, in accordance with Australian Accounting Standards AASB 101 Presentation of Financial Statements, that the financial report of the company, comprising the financial statements and notes, complies with International Financial Reporting Standards.

## Auditors' Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditors' judgement, including the assessment of risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the company's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

We believe the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

## Independence

In conducting our audit, we have complied with the independence requirements of the Corporations Act 2001. We confirm that the independence declaration required by the Corporations Act 2001, provided to the directors of Boating Industry Association of New South Wales Limited, would be in the same terms if provided to the directors as at the date of this auditor's report.

## Auditor's Opinion

In our opinion:

- a) the financial report of 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 2011 and of its performance for the financial year ended on that date; and
  - ii complying with Australian Accounting Standards (including the Australian Accounting Interpretations) and the Corporations Regulations 2001.
- b) the financial report of the company also complies with International Financial Reporting Standards as disclosed in note 2(a).

**KS Black & Co**

Chartered Accountants



**Faizal Ajmat**

Partner

**Sydney**

**Dated 27th March 2012**



## Directors' Declaration

In the opinion of the directors of Boating Industry Association of New South Wales Limited:

- a) the financial statements and notes, set out on pages 37 to 51, are in accordance with the Corporations Act 2001, including:
  - i giving a true and fair view of the financial position of the company as at 31 December 2011 and of its performance, as represented by the results of its operations and its cash flows for the financial year ended on that date; and
  - ii complying with Accounting Standards and the Corporations Regulations 2001; and
- b) the financial report also complies with International Financial Reporting Standards as disclosed in note 2(a); and
- c) there are reasonable grounds to believe that the company will be able to pay its debts as and when they become payable.

Signed in accordance with a resolution of the directors:



President (D Vaux)



Treasurer (A Blake)

Dated: 27 March 2012

## Statement of Comprehensive Income for the year ended 31 December 2011

	Note	2011 \$	2010 \$
Revenue	4	5,120,308	5,100,860
Other income	4	274,406	230,346
<b>Total income</b>		<b>5,394,714</b>	<b>5,331,206</b>
Cost of sales, operations, shows and promotions		(3,880,785)	(3,839,625)
Depreciation expense	5	(55,353)	(55,125)
Employee benefits expense	5	(794,459)	(731,465)
Advertising – consumer marketing		(133,088)	(125,816)
Insurance		(47,712)	(60,327)
Subscription fees		(63,500)	(36,621)
Educational training		(37,278)	(38,140)
Other expenses		(448,361)	(306,202)
Profit/(Loss) on sale of assets		-	2,130
<b>Total Expense</b>		<b>(5,460,536)</b>	<b>(5,191,191)</b>
<b>Finance income</b>			
Interest received		181,389	150,023
<b>Surplus before income tax</b>		<b>115,567</b>	<b>290,038</b>
Income tax expense	6	(21,005)	(19,374)
<b>Surplus for the year</b>		<b>94,562</b>	<b>270,664</b>
<b>Other Comprehensive Income for the year</b>			
Net fair value gain / (loss) on available-for-sale financial assets		(138,293)	40,376
Other comprehensive income		-	-
<b>Total Comprehensive Income for the year</b>		<b>(43,731)</b>	<b>311,040</b>

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



# Statement of Financial Position as at 31 December 2011

	Note	2011 \$	2010 \$
<b>ASSETS</b>			
<b>Current assets</b>			
Cash and cash equivalents	7	2,622,150	2,830,402
Trade and other receivables	8	347,079	165,539
Inventories		-	72
Current tax asset		42,924	26,575
Other assets	9	233,698	66,592
<b>Total current assets</b>		<b>3,245,851</b>	<b>3,089,180</b>
<b>Non-current assets</b>			
Other financial assets	11	971,975	1,110,270
Property, plant and equipment	10	1,805,468	1,847,070
<b>Total non-current assets</b>		<b>2,777,443</b>	<b>2,957,340</b>
<b>Total Assets</b>		<b>6,023,294</b>	<b>6,046,520</b>
<b>LIABILITIES</b>			
<b>Current liabilities</b>			
Trade and other payables	12	320,776	222,848
Deferred income	14	21,089	90,665
Financial liabilities	15	-	18,292
Employee entitlements provision	13	184,646	174,201
<b>Total current liabilities</b>		<b>526,511</b>	<b>506,006</b>
<b>Non-current liabilities</b>			
Employee entitlements provision	13	-	-
<b>Total non-current liabilities</b>		<b>-</b>	<b>-</b>
<b>Total Liabilities</b>		<b>526,511</b>	<b>506,006</b>
<b>Net Assets</b>		<b>5,496,783</b>	<b>5,540,514</b>
<b>Accumulated Funds</b>			
Reserves	16	(298,743)	(160,450)
Accumulated Surplus	17	5,795,526	5,700,964
<b>Total Accumulated Funds</b>		<b>5,496,783</b>	<b>5,540,514</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 2011

2010	Note	Accumulated Surplus \$	Reserves \$	Total \$
Balance at 1 January 2010	17	5,430,300	(200,826)	5,229,474
<b>Total Comprehensive Income for the year</b>				
Surplus for the year	17	270,664	270,664	
Net fair gain on available-for-sale financial assets		-	40,376	40,376
Other comprehensive income		-	-	-
<b>Total Comprehensive Income for the year</b>		<b>270,664</b>	<b>40,376</b>	<b>311,04</b>
<b>Total transactions with owners</b>		<b>-</b>	<b>-</b>	<b>-</b>
<b>Balance at 31 December 2010</b>		<b>5,700,964</b>	<b>(160,450)</b>	<b>5,540,514</b>

2011	Note	Accumulated Surplus \$	Reserves \$	Total \$
Balance at 1 January 2011	17	5,700,964	(160,450)	5,540,514
<b>Total Comprehensive Income for the year</b>				
Surplus for the year	17	94,562	-	94,562
Net fair gain on available-for-sale financial assets		-	(138,293)	(138,293)
Other comprehensive income		-	-	-
<b>Total Comprehensive Income for the year</b>		<b>94,562</b>	<b>(138,293)</b>	<b>(43,731)</b>
<b>Balance at 31 December 2011</b>		<b>5,795,526</b>	<b>(298,743)</b>	<b>5,496,783</b>

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

# Statement of Cash Flows

## for the year ended 31 December 2011

	Note	2011 \$	2010 \$
<b>Cash from operating activities</b>			
Receipts from customers		5,934,185	6,028,274
Payments to suppliers and employees		(6,289,070)	(5,540,183)
Interest received		181,389	188,902
Income taxes paid		(21,005)	(28,391)
<b>Net cash (used in)/provided by operating activities</b>	<b>21(b)</b>	<b>(194,501)</b>	<b>648,602</b>
<b>Cash flows from investing activities</b>			
Payments for plant and equipment		(13,751)	(58,509)
<b>Net cash used in investing activities</b>		<b>(13,751)</b>	<b>(58,509)</b>
<b>Net (decrease)/increase in cash and cash equivalents held</b>		<b>(208,252)</b>	<b>590,093</b>
Cash and cash equivalents at the beginning of the financial year		2,830,402	2,240,309
Cash and cash equivalents at the end of the financial year	21(a)	2,622,150	2,830,402

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



# Notes to the Financial Statements for the year ended 31 December 2011

---

## 1. Reporting Entity

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 is 53 Hume Street, Crows Nest NSW 2065.

The principal activity of the company is the promotion of the boating industry in New South Wales.

## 2. Significant accounting policies

The financial report is a general purpose financial report which has been prepared in accordance with Australian Accounting Standards ("AASBs") (including Australian Interpretations) adopted by the Australian Accounting Standards Board ("AASB") and the Corporations Act 2001. The financial report of the company complies with International Financial Reporting Standards ("IFRSs") and interpretations adopted by the International Accounting Standards Board ("IASB").

### (a) Basis of Measurement

The financial report is a general purpose financial report that has been prepared in accordance with Australian Accounting Standards (including Australian Accounting Interpretations) of the Australian Accounting Standards Board and the Corporations Act 2001.

Australian Accounting Standards set out accounting policies that the AASB has concluded would result in a financial report containing relevant and reliable information about transactions, events and conditions. Compliance with Australian Accounting Standards ensures that the financial statements and notes also comply with International Financial Reporting Standards. Material accounting policies adopted in the preparation of this financial report are presented below and have been consistently applied unless otherwise stated.

The financial report has been prepared on an accruals basis and is based on historical costs, modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities.

### (b) Cash and cash equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within short-term borrowings in current liabilities on the statement of financial position.

### (c) Property, plant and equipment

#### Property – cost basis

Freehold land and buildings are measured on a cost basis.

#### Plant and equipment

Plant and equipment are measured on the cost basis less depreciation and impairment losses.

#### Depreciation

The depreciable amount of all fixed assets including buildings and capitalised leased assets, but excluding freehold land, is depreciated on a straight-line basis over their useful lives to the company commencing from the time the asset is held ready for use.

The depreciation rates used for each class of depreciable assets are:

Buildings	2.0% - 2.5%
Plant and Equipment	10% - 30%
Furniture, Fixtures and Fittings	10% - 30%

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at each balance date.

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains and losses are included in the statement of comprehensive income. When revalued assets are sold, any amounts included in the revaluation reserve relating to that asset are transferred to retained earnings.

# Notes to the Financial Statements for the year ended 31 December 2011

---

## (d) Inventories

Inventories are measured at the lower of cost and net realisable value. Costs are assigned using the specific identification basis.

## (e) Financial Instruments

### Initial recognition and measurement

Financial assets and financial liabilities are recognised when the company becomes a party to the contractual provision to the instrument. For financial assets, this is the equivalent to the date that the company commits itself to either the purchase or the sale of the asset (i.e. trade date accounting is adopted).

Financial instruments are initially measured at fair value plus transaction costs, except where the instrument is classified 'at fair value through profit or loss', in which case transaction costs are expensed to profit or loss immediately.

### Classification and subsequent measurement

Financial instruments are subsequently measured at either of fair value, amortised cost using the effective interest rate method, or cost. Fair value represents the amount for which an asset could be exchanged or a liability settled, between knowledgeable, willing parties. Where available, quoted prices in an active market are used to determine fair value. In other circumstances, valuation techniques are adopted.

Amortised cost is calculated as:

- a. the amount at which the financial asset or financial liability is measured at initial recognition;
- b. less principal repayments;
- c. plus or minus the cumulative amortisation of the difference, if any, between the amount initially recognised and the maturity amount calculated using the effective interest method; and
- d. less any reduction for impairment.

The effective interest method is used to allocate interest income or interest expense over the relevant period and is equivalent to the rate that exactly discounts estimated future cash payments or receipts (including fees, transaction costs and other premiums or discounts) through the expected life (or when this cannot be reliably predicted, the contractual term) of the financial instrument to the net carrying amount of the financial asset or financial liability. Revisions to expected future net cash flows will necessitate an adjustment to the carrying value with a consequential recognition of an income or expense in profit or loss.

The company does not designate any interest as being subject to the requirements of accounting standards specifically applicable to financial instruments.

#### (i) Financial assets at fair value through profit or loss

Financial assets are classified at 'fair value through profit and loss' when they are either held for trading for the purpose of short-term profit taking, derivatives not held for hedging purposes, or when they are designated as such to avoid an accounting mismatch or to enable performance evaluation where a group of financial assets is managed by key management personnel on a fair value basis in accordance with a documented risk management or investment strategy. Such assets are subsequently measured at fair value with changes in carrying value being included in profit or loss.

#### (ii) Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are quoted in an active market and are subsequently measured at amortised cost.

Loans and receivables are included in current assets, except for those which are not expected to mature within 12 months after the end of the reporting period. (All other loans and receivables are classified as non-current assets.)

#### (iii) Held-to-maturity investments

Held-to-maturity investments are non-derivative financial assets that have fixed maturities and fixed or determinable payments, and it is the company's intention to hold these investments to maturity. They are subsequently measured at amortised cost.

Held-to-maturity investments are included in non-current assets, except for those which are expected to mature within 12 months after the end of the reporting period. (All other investments are classified as current assets.)

If during the period the company sold or reclassified more than an insignificant amount of the held-to-maturity investments before maturity, the entire held-to-maturity investments category would be tainted and reclassified as available-for-sale.

# Notes to the Financial Statements for the year ended 31 December 2011

---

## (iv) Available-for-sale financial assets

Available-for-sale financial assets are non-derivative financial assets that are either not suitable to be classified into other categories of financial assets due to their nature, or they are designated to such by management. They comprise investments in the equity of other entities where there is neither a fixed or determinable payments.

Available-for-sale financial assets are included in non-current assets, except for those which are expected to mature within 12 months after the end of the reporting period. (all other financial assets are classified as current assets)

## (v) Financial liabilities

Non-derivative financial liabilities (excluding financial guarantees) are subsequently measured at amortised cost.

### **Available-for-sale financial assets**

Available-for-sale financial assets include any financial assets not included in the above categories. Available-for-sale financial assets are reflected at fair value. Unrealised gains and losses arising from changes in fair value are taken directly into equity.

### **Fair value**

Fair value is determined based on current bid prices for all quoted investments or the 'exit value' of units in managed funds.

### **Impairment**

At each reporting date, the company assesses whether there is objective evidence that a financial instrument has been impaired. In the case of available-for-sale financial instruments, a prolonged decline in the value of the instrument is considered to determine whether an impairment has arisen. Impairment losses are recognised in the statement of comprehensive income.

## (f) Employee benefits

Provision is made for the company's liability for employee benefits arising from services rendered by employees to balance date. Employee benefits that are expected to be settled within one year have been measured at the amounts expected to be paid when the liability is settled, plus related on-costs. Employee benefits payable later than one year have been measured at present value of the estimated future cashflows to be made of those benefits.

## (g) Provisions

Provisions are recognised when the company has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured.

## (h) Income taxes

Under the provisions of the Income Tax Assessment Act, income and expenses wholly applicable to members of the company are not brought to account for the purposes of calculating the income or loss for tax purposes. The income, for tax purposes, has been calculated based on the company's net income and expenses not attributable to members.

Deferred tax is accounted for using the balance sheet liability method in respect of temporary differences arising between the tax bases of assets and liability and their carrying amounts in the financial statements. No deferred income tax will be recognised from the initial recognition of an asset or liability, excluding a business combination, where there is no effect on accounting or taxable profit or loss.

Deferred tax is calculated at the tax rates that are expected to apply to the period when the asset is realised or liability is settled. Deferred tax is credited in the statement of comprehensive income except where it relates to items that may be credited directly to equity, in which case the deferred tax is adjusted directly against equity.

Deferred income tax assets are recognised to the extent that it is probable that future tax profits will be available against which deductible temporary differences can be utilised.

## (i) Revenue

### **Subscriptions**

Subscriptions are brought to account when receivable from existing or new members of the company.

### **Interest Income**

Interest income is recognised as it accrues.

### **Rent income**

Rent income is recognised when the fee in respect of rental services provided is receivable.

### **Other income**

Income from other sources is recognised when the fee in respect of other products or services provided is receivable.



# Notes to the Financial Statements for the year ended 31 December 2011

---

## **(j) Goods and Services Tax (GST)**

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the statement of financial position are shown inclusive of GST.

Cash flows are presented in the statement of cashflows on a gross basis, except for the GST component of investing and financing activities, which are disclosed as operating cash flows.

## **(k) Trade and other receivables**

The company provides an allowance for losses on trade receivables based on a review of the current status of existing receivables and management's evaluation of periodic aging of accounts.

## **(l) Trade and other payables**

These amounts represent liabilities for goods and services provided to the company prior to the end of the financial year which are unpaid. The amounts are unsecured and are usually paid within 30 days of recognition.

## **(m) Impairment of assets**

At each reporting date, the company reviews the carrying values of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, is compared to the asset's carrying value. Any excess of the asset's carrying value over its recoverable amount is expensed to the statement of comprehensive income.

## **(n) Use of estimates and judgements**

The preparation of financial statements requires management to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates. Estimates and underlying assumptions are reviewed on an ongoing basis. Revision to accounting estimates are recognised in the period in which the estimate is revised and in any future periods affected.

## **(o) New standards and interpretations not yet adopted**

There are no standards, amendments to standards and interpretations that have been identified which would have a material impact on the financial statements.

## **3. Determination of fair values**

A number of the company's accounting policies and disclosures require the determination of fair value, for both financial and non-financial assets and liabilities. Fair values have been determined for measurement and / or disclosure purposes based on the following methods. Where applicable, further information about the assumptions made in determining fair values is disclosed in the notes specific to that asset or liability.

### **Investments in equity and debt securities**

The fair value of financial assets at fair value for the company being available-for-sale financial assets is determined by reference to their quoted bid price at the reporting date or the 'exit value' of units in managed funds.

### **Trade and other receivables**

The fair value of trade and other receivables is estimated as the present value of future cash flows, being the invoiced amount less a provision for inability to collect.

# Notes to the Financial Statements for the year ended 31 December 2011

## 4. Revenue and other income

	2011 \$	2010 \$
Marine Industry Mechanical Repairers Association	4,219	6,907
Marketing Services Division	60,000	50,000
Members Subscriptions	201,510	204,416
Regional Boat Shows	153,096	154,158
Shipwrights and Boat Builders Association	5,231	26,915
Sydney Boat Show	4,696,252	4,658,464
<b>Revenue from operations</b>	<b>5,120,308</b>	<b>5,100,860</b>
Fund distributions received	58,560	27,292
License fees	51,141	48,439
Other income	164,705	154,615
<b>Other income</b>	<b>274,406</b>	<b>230,346</b>
<b>Total income</b>	<b>5,394,714</b>	<b>5,331,206</b>

## 5. Expenses

Depreciation	55,353	55,125
<b>Employee benefits expense:</b>		
Other employee expenses	28,227	8,655
Employee entitlements	10,445	17,123
Superannuation	73,248	64,629
Salaries and wages	682,539	641,058
<b>Total employee benefits expense</b>	<b>794,459</b>	<b>731,465</b>

## 6. Income tax expense

Surplus from continuing operations before income tax expense	253,860	290,038
Tax at the Australian tax rate of 30% (2009:30%)	76,159	87,011
Net non-assessable income / non-deductable expenses	(58,288)	(65,834)
Changes in unrecognised temporary differences	3,134	5,449
Under provision in prior year	-	(7,252)
<b>Income tax benefit/(expense)</b>	<b>21,005</b>	<b>19,374</b>

# Notes to the Financial Statements for the year ended 31 December 2011

## 7. Cash and cash equivalents

	2011 \$	2010 \$
CURRENT		
Cash on hand	300	300
Bank balances	601,678	962,555
Short-term deposits	2,020,172	1,867,547
	<b>2,622,150</b>	<b>2,830,402</b>

## 8. Trade and other receivables

CURRENT		
Trade receivables	63,832	35,847
Provisions for impairment of receivables	-	(2,943)
	<b>63,832</b>	<b>32,904</b>
GST receivable	-	30,489
Advance – BoatsOnSale	7,500	9,500
Other receivables	275,747	92,646
	<b>347,079</b>	<b>165,539</b>

## 9. Other assets

CURRENT		
Prepayments	233,698	48,300
Tenant Bond	-	18,292
	<b>233,698</b>	<b>66,592</b>

## 10. Property, plant and equipment

### NON-CURRENT

Freehold land – at cost	1,000,000	1,000,000
Building		
53 Hume St, Crows Nest – at cost	933,667	933,667
Less: accumulated depreciation	(188,348)	(168,099)
	<b>745,319</b>	<b>765,568</b>
Plant and equipment – at cost	316,429	302,678
Less: accumulated depreciation	(256,280)	(221,176)
	60,149	81,502
<b>Property, plant and equipment</b>	<b>1,805,468</b>	<b>1,847,070</b>



# Notes to the Financial Statements for the year ended 31 December 2011

## (a) Movements in Carrying Amounts

	Land \$	Buildings \$	Plant & Equipment \$	Total \$
<b>Prior Year</b>				
Balance at the beginning of year	1,000,000	785,360	56,196	1,841,556
Additions	-	2,079	60,429	62,508
Disposals	-	-	(39,899)	(39,899)
Depreciation expense	-	(21,871)	(33,254)	(55,125)
Write backs	-	-	38,030	30,030
<b>Carrying amount at end of year</b>	<b>1,000,000</b>	<b>765,568</b>	<b>81,502</b>	<b>1,847,070</b>
<b>Current Year</b>				
Balance at the beginning of year	1,000,000	765,568	81,502	1,847,070
Additions	-	-	13,751	13,751
Depreciation expense	-	(20,249)	(35,104)	55,353
<b>Carrying amount at end of year</b>	<b>1,000,000</b>	<b>745,319</b>	<b>60,149</b>	<b>1,805,468</b>

All items of property, plant and equipment are free from encumbrances such as mortgages. No items have been used as security for borrowings

## 11. Other financial assets

Available-for-sale Financial Assets Comprise:

	2011 \$	2010 \$
<b>NON-CURRENT</b>		
Asgard eWrap Investments	971,975	1,110,270
<b>Reconciliation</b>		
Cost	1,382,289	1,382,289
Available-for-sale investments revaluation reserve	(410,314)	(272,019)
	<b>971,975</b>	<b>1,110,270</b>

## 12. Trade and other payables

<b>CURRENT</b>		
Trade payables and accruals	308,929	207,289
GST payable	11,847	15,559
	<b>320,776</b>	<b>222,848</b>

# Notes to the Financial Statements for the year ended 31 December 2011

## 13. Employee benefits

	2011 \$	2010 \$
CURRENT		
Annual and long service leave	184,646	174,201
NON-CURRENT		
Long service leave	-	-

### Movements in carrying amounts

	Annual Leave \$	Long Service Leave \$	Total \$
Opening balance at 1 January 2011	81,403	92,798	174,201
Additional provisions	2,653	7,792	10,445
<b>Balance at 31 December 2011</b>	<b>84,056</b>	<b>100,590</b>	<b>184,646</b>

## 14. Deferred income

	2011 \$	2010 \$
CURRENT		
Unearned income	21,089	90,665

## 15. Other liabilities

	2011 \$	2010 \$
CURRENT		
Unearned – security deposit	-	18,292

## 16. Reserves

	2011 \$	2010 \$
Capital profits reserve	111,571	111,571
Available-for-sale investments revaluation reserve	(410,314)	(272,021)
	<b>(298,743)</b>	<b>(160,450)</b>

Nature and purpose of reserve:

Capital profits reserve

Upon disposal of revaluated assets, any related revaluation increment standing to the credit of the asset revaluation reserve is transferred to the capital reserve.

Available-for-sale investments revaluation reserve

Changes in the fair value and exchange differences arising on translation of investments, such as equities, classified as available-for-sale financial assets, are taken to the available-for-sale investments revaluation reserve. Amounts are recognised in profit and loss when the associated assets are sold or impaired.

# Notes to the Financial Statements for the year ended 31 December 2011

## 17. Accumulated surplus

	2011 \$	2010 \$
Balance at 1 January	5,700,964	5,430,300
Surplus / (deficit) for the year	94,562	270,664
<b>Balance at 31 December</b>	<b>5,795,526</b>	<b>5,700,964</b>

## 18. Related Party disclosures (Continued)

### (a) Directors

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

Blake, Alan (Treasurer)	Hundleby, Matthew	Steber, Alan
Breakspear, Bill	Hunt, Jonathon	Vaux, Darren (President)
Bullen, Ken	Jarvin, Michael	Wise, Terrence
Burgess, Paul	Olding, Doug	
Cook, Simon (Vice President)	Pym, Richard	

### (b) Directors remuneration

\$5,000 has been accrued for the year ended 31 December 2011 (2010: \$5,000) in respect of the President's annual allowance. As at 31 December 2011 a total of \$22,519 has been accrued.

### (c) Transactions with related parties

The following table provides the total amount of transactions that were entered into with related parties for the relevant financial year.

	Sales to related parties \$	Purchases from related parties \$
<b>Related Party:</b>		
<i>Director related companies:</i>		
Blakes Marine Pty Ltd	81,822	-
Breakspear Marine Services	373	-
K & P Bullen Pty Ltd	1,424	-
Bluewater Marine Surveyors	373	-
ICF (Australia) Pty Ltd	62,669	26,894
Motor Yacht Marine Holdings Pty Ltd	14,578	-
Hunts Marine Pty Ltd	85,405	-
Advanced Marina Management Pty Ltd	887	-
Ausail Pathfinder Marine Group	25,038	-
Stebercraft Pty Ltd	15,313	-
Empire Marina Bobbin Head Pty Ltd	723	-
Pacific Sailing School Pty Ltd	4,202	-

### (d) Normal course of business

The transactions with the director related companies were on an arms length basis. All income and expenses derived from the related parties would have been the same had they not been related.



# Notes to the Financial Statements for the year ended 31 December 2011

## 19. Key Management personnel compensation

The compensation paid, payable or otherwise provided to the key management personnel of the company is composed of:

	Short-term benefits \$	Post Employment benefits \$	Other long-term benefits \$	Total \$
<b>2010</b>				
Total compensation	178,000	25,000	9,052	212,052
<b>2011</b>				
Total compensation	197,495	25,000	6,246	228,741

## 20. Auditors' remuneration

	2011 \$	2010 \$
Remuneration of the auditor of the company for:		
- Audit of financial report	9,800	16,000
- Other services	2,200	2,500
	<b>12,000</b>	<b>18,500</b>

## 21. Cash flow information

### (a) Reconciliation of cash

Cash and cash equivalents at the end of the financial year as shown in the statement of cash flows is reconciled to items in the statement of financial position as follows:

Cash on hand	300	300
Bank balances	601,678	962,555
Short-term deposits	2,020,172	1,867,547
	<b>2,622,150</b>	<b>2,830,402</b>

# Notes to the Financial Statements for the year ended 31 December 2011

	2011 \$	2010 \$
(b) Reconciliation of net cash from operating activities with surplus/(deficit) for the year		
<b>Surplus for the year</b>	<b>94,562</b>	<b>270,664</b>
<b>Non-cash flows in surplus/(deficit)</b>		
Depreciation	55,353	55,125
Loss on sale of plant and equipment	-	(2,130)
<b>Changes in Assets and Liabilities</b>		
Change in trade and other receivables	(181,540)	452,305
Change in prepayments	(167,106)	197,742
Change in inventories	72	180
Change in trade and other payables	82,318	(173,161)
Change in unearned income	(69,576)	(160,229)
Change in current tax liabilities	(19,029)	(9,017)
Change in provision for employee benefits	10,445	17,123
<b>Net cash (used in)/provided by operating activities</b>	<b>(194,501)</b>	<b>648,602</b>

## 22. Members' liability

Every member of the company undertakes to contribute to the assets of the company, in the event of the same being wound up while he is a member, or within one year after he ceases to be a member, for payment of the debts and liabilities of the company contracted before he ceases to be a member, and of the costs, changes and expenses of winding up and for the adjustment of the rights of the contributories among themselves, such amount as may be required, not exceeding twenty dollars (\$20.00). At 31 December 2011 there were 563 Corporate members (31 December 2010: 583 Corporate members).

## 23. Expenditure commitments

The company has two expenditure commitments in relation to venue hire during 2012.

Australian Turf Club	\$63,050
Sydney Convention and Exhibition Centre	\$814,600

All amounts are recorded excluding GST.



**BOATING INDUSTRY ASSOCIATION OF NEW SOUTH WALES LTD**

ABN 61 000 618 468

53 Hume Street CROWS NEST NSW 2065 Australia  
PO Box 1204 CROWS NEST NSW 1585 Australia  
Phone (02) 9438 2077 • Fax (02) 9439 3983  
Int'l Phone +61 2 9438 2077 • Int'l Fax +61 2 9439 3983  
Email [info@bia.org.au](mailto:info@bia.org.au)

**[www.bia.org.au](http://www.bia.org.au)**

