



BOATING INDUSTRY ASSOCIATION OF NSW LTD

ANNUAL REPORT 2012



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Boating Industry Association of NSW Ltd is a company limited by guarantee, incorporated and domiciled in Australia. Its registered office and principle place of business is: 53 Hume Street CROWS NEST NSW 2065 Australia

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

BIA at a glance

PRESIDENT

Darren Vaux

Empire Marina Bobbin Head Pty Ltd

VICE-PRESIDENT

Simon Cook

IC Frith & Associates

TREASURER

Alan Blake

Blakes Marine Pty Ltd

BOARD OF DIRECTORS

Bill Breakspear

Breakspear's Marine Services

Ken Bullen

K & P Bullen Pty Ltd

Paul Burgess

Bluewater Marine Surveyors

Matthew Hundleby

Gladesville Bridge Marina

Jon Hunt

Hunts Marine Pty Ltd

Michael Jarvin

Advanced Marina Management Pty Ltd

James Tscalos

A & J Outboard & Boating Services

Alan Steber

Stebercraft Pty Ltd

Terry Wise

Pacific Sailing School Pty Ltd

BIA Divisions

Marina Association of NSW

Matthew Hundleby
Chair

Marcus Anketell
Bruce Davis
Andrew Fenwick
Tony Griffin
Michael Jarvin
Ned O'Neil
David Randall
Rod Williams
Gary Charlwood
Les Binkin
Jocelyn Buskens

Shipwrights and Boatbuilders Association of NSW

Paul Burgess
President

Michael Bartley
Ross Brown
David Reimer
Mark Schmidt
Ray Simpson
Warwick Thomson
Marcel Vaarzon-Morel
Keith Lambert
Kane Banister

Marine Industry Mechanical Repairers Association of NSW

Jim Tscalos
President

Bill Breakspear
Vice-President
Ian Coops
Stephen Callaghan
Tyler de Jager
Hamish Hooke
Christopher McMillan
Robert Oomen
Matthew Robinson
Reg Sorensen
Shannon Stocks

Sailing Industry Association of NSW

Terry Wise
Chair

Andrew Cribb
Duncan Curnow
David Kellett
Ian Lindsay
Andrew Parkes
Peter Rendle
John Sturrock
Phil Yeomans

Marine Brokers Association of NSW

Michael Jarvin
Chair

Andrew Coffey
Andy Howden
Michael Joyce
Paul Milletta
Adam Waters

Trailer Boat Retailers Association

Ken Bullen
Chair

Alan Blake
Alex Dunlop
David Hazlett
Jon Hunt
Todd Kay
Jim Tscalos

Boat Manufacturers Association of NSW

Alan Steber
Chair

Robert Flack
Steve Howe
Mike Rees
Les Webster

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

Marketing & Events Support

Megan Robson

Allied Associations

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

Consultants

Solicitors

Bull, Son & Schmidt

Auditors

K S Black & Co.

Partners

I.C. Frith & Associates promoting BIA Marine Insurance

Owners and Organisers of the Sydney International Boat Show and Rosehill Trailer Boat Show.

Owners and Promoters of 50 Point Safety Check, Marine Directory, Marine Card Training and Web Site and BIA Education and Training Services. Promoters of Try Sailing Days, Try Crewing Days and Try Boating Days.

Publishers of Logbook and E-News



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.

Our Association

Since it started in 1960, the Boating Industry Association of NSW Ltd (BIA) has grown and developed with clear objectives aimed at benefiting its members. 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

Activity within the industry is diverse with key issues that the Association attends to 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.

- To support the development of policy and advocacy at a national level.

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 at local and state levels and federally through the BIAA, as well as the media and the public.

The BIA embodies over 90% 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, insurers, financiers, educators as well as a number of other service providers – 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.

President's Report

Darren Vaux

Fellow Industry Colleagues and Boating Industry Participants

It is with much pleasure, on behalf of our Board of Directors and all of our Divisional Committee members; I present to you the Annual Report of the Boating Industry Association of NSW Ltd for the year ended 31st December, 2012. 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 2012.



After serving seven years on the Board of Directors and two years as BIANSW President I will not be seeking re-election for another term as President. It has been a privilege to have been in a leadership role and worked alongside so many dedicated directors, divisional committees and members in developing policy and achieving industry objectives to protect and develop the recreational boating industry and the boating lifestyle it promotes. It has been challenging and rewarding representing a diverse and professional Association that has become the strongest Association in our industry with the most capable and stable management and staff team and Board of Directors.

I will remain on the Board ex-officio as Immediate **Past - President** for twelve months and continue my involvement and advocacy on key issues at a state and federal government level into the future. My continuing involvement will include my role as Chairman of our national body, the Boating Industries Alliance of Australia, Chairman of the Maritime Advisory Council in NSW and Vice - President of the Marina Industries Association. All of these roles are conducted in close association with the BIANSW and my involvement in which continue to be in the best interests of BIANSW. With this level of involvement together with Marine13 Conference you can appreciate the time involved to undertake all of these roles and hence my decision to not re-stand as President. I'm confident my BIANSW Board colleagues will continue to progress and succeed with a clear and consistent vision for the welfare and future development of the Association and the Industry.

Business activity for 2012 has repeated the trends of the last five years delivering patchy and difficult trading conditions. The industry has contracted following declining boat and component sales since 2008. Australians have been busy paying off mortgages, paying down debt and saving more. Discretionary/leisure spending upon which our industry relies has been put on hold. However as the economy warms with interest rates at a historic low, stronger jobs data, improvements in equity markets and superannuation balances together with consumer confidence on the rise our Industry looks to 2013 with greater optimism. The other key element will be overcoming the effects of a long Federal election campaign and the expectation that a stable, majority driven government will deliver a sound policy platform to stimulate consumer confidence.

What we as an Association and as an industry need to do is to ensure our businesses continue to deliver professional customer service, quality products and ensure the boating lifestyle remains exposed to the public as a preferred recreational and sporting choice. In delivering these outcomes we will retain and deliver new customers.

Your Association has continued to operate within its financial targets and maintains a strong financial position despite a budgeted deficit for 2012. Our deficit budgeting has delivered support to members by holding membership subscriptions



President's Report Cont.

and show exhibition rates, and investing in the development of MyBoatingLife .com.au national web site on behalf of the industry around Australia. Whilst absorbing cost increases we have been able to maintain and improve services, events, marketing messages and industry advocacy. **Our Treasurer, Alan Blake, will provide full details in his Treasurer's Report on our financial performance and reinvestment back into the industry.**

Despite changing demographics, fluctuating consumer confidence and competition from all manner of leisure activities **boat shows and our experiential boating promotions** continue to play a critical part in developing the boating market place. Our shows are crucial to creating a great place to purchase, present innovation, educate, and entertain, and to reconfirm the boating lifestyle. 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. The Marketing Programs, Promotions and Events section of the Annual Report prepared by Domenic Genua will give you further detail on the events successfully delivered throughout 2012.

For the **Sydney International Boat Show 2013 our 25th year at Darling Harbour** will be a defining year with our last show in its current format and preparing for temporary land based facilities at Glebe Island and marina display in Cockle Bay during the reconstruction period 2014-2016 for the Convention, Exhibition and Entertainment Precinct. BIA has been engaged throughout 2012 in a consultation process and 2013 will see the finer detail in developing a split venue show for 3 years. We are fully confident and with total determination to deliver our principle showcase and economic driver with minimum disruption to support the recreational boating industry.

Since 2009 there has been ongoing dialogue for a major restructure of our state BIAs to unite into a **Single National Entity**. In the past these discussions have stalled, however during 2011-12, BIA NSW and BIA SA have considered two alternatives being (1) to reactivate a process for an all-in-one merger of BIAs, a more efficient outcome but difficult to execute or (2) a state by state approach. In adopting a two state approach between NSW & SA, whilst slower it involves a more measured approach and designed to develop a model to allow other state BIAs to join if considered appropriate. We have developed a new platform of collaboration and commenced a process that may lead to a **bilateral merger of the two State BIAs**. In 2013 a Consultant will be engaged to facilitate and assist with the management of this bilateral merger. This involves an essential transparent process and engagement with members who must ultimately

give their support and approval for this merger initiative to proceed. As this process evolves our national advocacy continues on behalf of all state BIAs and Marine Queensland led by the **Boating Industries Alliance of Australia** of which I am currently Chairman. In addition to national issues a major focus for BIAA has been the **development and delivery of a successful national Marine 13 Conference** in partnership with the Marina Industries Association.

It was indeed an honour to see the establishment of the **BIA of NSW Hall of Fame** which now incorporates the Robert Greaves Award winners. It was a pleasurable task at the Annual BIA Industry Breakfast at SIBS to welcome to the stage and honour two industry stalwarts as the inaugural inductees to the Hall of Fame. Bill Barry-Cotter of Maritimo and Stephen Vincent of Austral Propellers were fully deserving of their unanimous election to the Hall of Fame.

In my last Presidents Report I proposed a series of short and long term strategies for our industry under three broad pillars, firstly **Grow Participation in Recreational Boating**, secondly **Government Advocacy and Member Support**, and thirdly **Career Pathways and Professional Development**. All BIA members are stakeholders in this process and collective effort will ensure success in addressing challenges and building a stronger industry.

The following overview of activities and advocacy issues demonstrate progress in developing and implementing key strategies to support our principle objectives and other issues addressed during the past year:-

- **Boating Promotions Launch of MyBoatingLife.com.au**
— the online home of Australian Boating. Driven and managed by BIANSW on behalf of the Boating Industries Alliance of Australia. This long awaited national web site delivers a flexible online publishing platform that has become a hub of information for current boaties and those who want to discover all things recreational boating.
- **Launch of the Boat Smart Program**
— funded by the NSW Government under the Water Safety Black Watch Fund, managed by BIA and the Marine Teachers Association. Boating safety courses are being rolled out in High Schools along the east coast of NSW. Education hubs for schools are being created at Ballina, Port Macquarie, Central Coast, Menai High and the Illawarra with boat packages, motors, dinghies, safety gear and teacher support funding to deliver the program.



President's Report Cont.

- **Boating Safety Education Centre of Excellence**

– BIA and Roads and Maritime Services are working together to fulfil our mutual objective to promote boating safety to develop the Watsons Bay Pilot Station into an educational centre. This exciting project requires internal redevelopment of the site and a community consultation process. This project is on target for early 2014.

- **Education and Training**

– Roads and Maritime Services and BIA have enjoyed a special relationship with RMS participation as our Partner in Safety and the presentation of the **Marine Precinct** at the Sydney International Boat Show as a centre of education and training. BIA regularly participates at Careers Days, promoted seminars on Australian Consumer Law and new OH&S Regulations, offered a range of networking sessions sponsored by I C Frith & Associates. BIA joined with NSW Coastal Catchment Management Authorities and Government Agencies to produce flyers and a video on **Healthy Waterways = Better Boating and Fishing**.

Our **Training and Education Coordinator Corrina McMillan** in her report will give further details of services and activities throughout 2012.

- The success of **NSW Marine Card for Contractors** continues. This valuable training program is being revised to address new regulations and arising issues. This project was further advanced by MarineCard.org.au – an online profile of marine card holders with their detailed documentation. This system makes businesses, contractors and services easier to locate, helps meet their legal obligations and cuts down on administration. It is intended to offer the course and website to interstate businesses.

- **Advocacy**

– the protection and advancement of our industry is a major undertaking requiring constant attention. A challenging agenda has been set by NSW Minister for Roads and Ports the Honourable Duncan Gay in his launch at our annual industry breakfast of a Maritime Policy Agenda to guide the work of Transport for NSW over the next three years. The policy agenda has three main themes:

- > Boating Safety.
- > Boat Storage and Safe Waterways Access Strategy.
- > Reducing Red Tape.

The Ministers statement was most welcome that “the

NSW Government will review processes and work to deliver improvements in efficiency and responsiveness, especially in the maritime property area”. RMS property administration planning processes have been a major industry issue and the biggest inhibitor of modernisation and development for boat storage and community services over the past two decades.

- **Other Advocacy and activities** in brief have included:- **Boater Survey** – support and funding for a national project on the economic value of boating;

Marine13 Conference – management committee involvement, support and promotion; participation on a Dept. Fisheries committee to consider creating a **Pittwater Recreational Fishing Haven**; representations to Roads and Maritime Services on members concerns on **service delivery to industry and boating customers**; **AMSA** surveyor qualifications, accreditation system and boat share; representation on proposed Fisheries Department **anchoring restrictions in Sydney's North Harbour**; **Crown Lands Management Review**; Premiers Department briefing on a **one-stop-shop for government services**; **Planning Issues** pertaining to marina development, foreshore access and lack of consistency in waterways zoning at a Local Government level, and fleshing out industry issues for the forthcoming Planning White Paper.

Marine Parks – have required considerable attention and effort with advocacy on bio-regional zones in Commonwealth Waters which has left the east coast relatively untouched. Since 2005 many fishing groups, BIA, AFTA and the Shooters and Fishing Party have vigorously lobbied for science based decision making and a transparent consultation process. We have welcomed the many changes introduced by the NSW Government for state waters including” its new science based approach to management of the marine estate and in the long term interests of the community, marine ecosystems and industry”, moratorium on new marine parks to remain and establishment of a new Marine Estate Management authority and Expert Panel following the abolishment of the Marine Parks Authority. This is indeed a tremendously progressive approach and will greatly benefit recreational boating and fishing.

Many other issues are also dealt with on a daily basis by BIA staff and at the RMS Ministerial Advisory Council of which I am current Chairman and BIA Director Michael Jarvin is our representative on the RMS Recreational Vessel Advisory Group.

President's Report Cont.

BIA Divisions.

BIA throughout 2012 has 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 report by Alan Barrett Divisions Manager.

Membership Services and Benefits. This important member focus continued to deliver services and benefits. Aaron McKenna Member Support and Development will report separately on these activities.

Directors, Members and Staff.

I would like to place on record my appreciation and personal thanks to the BIA Board of Directors, Division Committee members who have all contributed to the conduct of the Association's activities and success throughout a challenging year. One of the great attributes of the BIA has been the professionalism, cohesiveness and comradeship of Directors and Committees.

Our BIA staff have worked hard and remained focused on delivering outcomes on projects and initiatives determined by 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 and views is invaluable in helping the BIA remain a strong and effective Association assisting in developing a robust and progressive industry.

Thank you for the great honour of being President of our Association. It continues to be a great pleasure to serve the Association and the recreational boating industry.



DARREN VAUX

President 2011-2012

BOATING INDUSTRY ASSOCIATION
OF NEW SOUTH WALES LTD.



Marketing, Promotions and Events

The Boating Industry Association of NSW Ltd conducted marketing programs, promotions and events throughout 2012 for the purpose of fulfilling its objectives on behalf of its members.

2012 continued to be a challenging year for the recreational boating industry with low consumer confidence and poor economic conditions. Strategically, the BIA determined that it needed to maintain its level of expenditure on programs despite the decreasing revenue streams. Its decision to do so was done on the premise that it wanted to ensure that boating continued to receive its share of the consumer recreational dollar.

Activities were conducted 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.

New Registrations

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.

NEW REGISTRATIONS

2012	Jan12	Feb12	Mar12	April 12	May 12	June 12	July 12	Aug 12	Sept 12	Oct 12	Nov 12	Dec 12		
Initial Rego <6m	966	636	682	577	492	394	410	605	732	801	889	1300	8484	79.9%
Initial Rego 6 - 12m	177	158	165	121	125	78	86	131	158	186	199	280	1864	17.6%
Initial Rego 12 - 20m	25	20	20	28	17	17	13	19	23	20	26	23	251	2.4%
Initial Rego 20m+	0	0	0	0	2	0	2	1	3	4	1	1	14	0.1%
Total	1168	814	867	726	636	489	511	756	916	1011	1115	1604	10613	100.0%
Change on previous year	-8.0%	-23.7%	-19.3%	-21.7%	-3.6%	-13.1%	1.2%	-8.0%	-14.9%	8.9%	-9.4%	-2.7%	-9.8%	

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:

- RMS Boat 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 places 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 2012. The sponsorship allows the BIA to use the program as a means of promoting the boating lifestyle. In 2012 recreational boating featured in 16 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.



Marketing Services Division

The Marketing Services Division continued to operate during 2012. Projects by this group were limited, with the team concentrating on its core BIA activities.

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.

Partners in Safety

The BIA and Transport for NSW, through the Office of Boating Safety and Maritime Affairs and RMS, are safety partners and this relationship includes and extends beyond the Sydney International Boat Show.

The organisations work together on various education campaigns throughout the year to ensure our safety messages are aligned. This improves the delivery and reinforcement of the messages to the target audience. A range of co-branded promotional material is available to the public through events.

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
- **Sydney International Boat Show** www.sydneymboatshow.com.au
- **National Boat Shows** - www.boatshows.com.au
- **50 Point Safety Check** – www.50pointcheck.com.au
- **Shipwrights** – www.shipwrights.com.au
- **Boats on Sale** – www.boatsonsale.com.au (in cooperation with Marine Queensland and other state BIA's)
- **Boating Safety** – www.boatforlife.com.au (in cooperation with NSW Maritime)
- **MyBoatingLife.com.au** was launched in 2012. See separate report for details.

The BIA continued its use of email communication throughout 2012. 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.

Social Media is used to complement its mainstream messages and in 2012 the BIA maintained numerous Twitter and Facebook accounts.



Rosehill Trailer Boat Show – March 2012

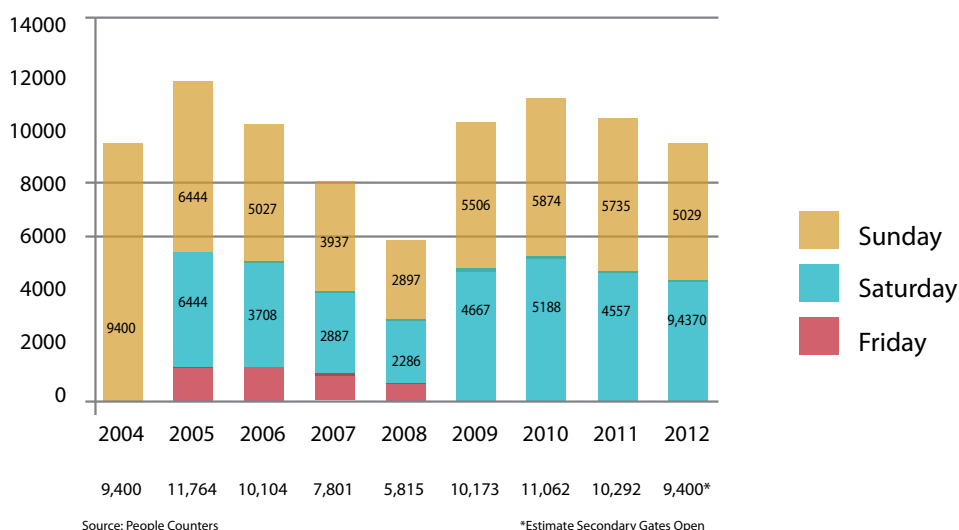
The Rosehill Trailer Boat Show ran at the end of summer with the objective to help members clear excess summer stock. A total of 64 companies exhibited and displays were spread throughout the exhibition hall, grandstand, betting ring and forecourt.

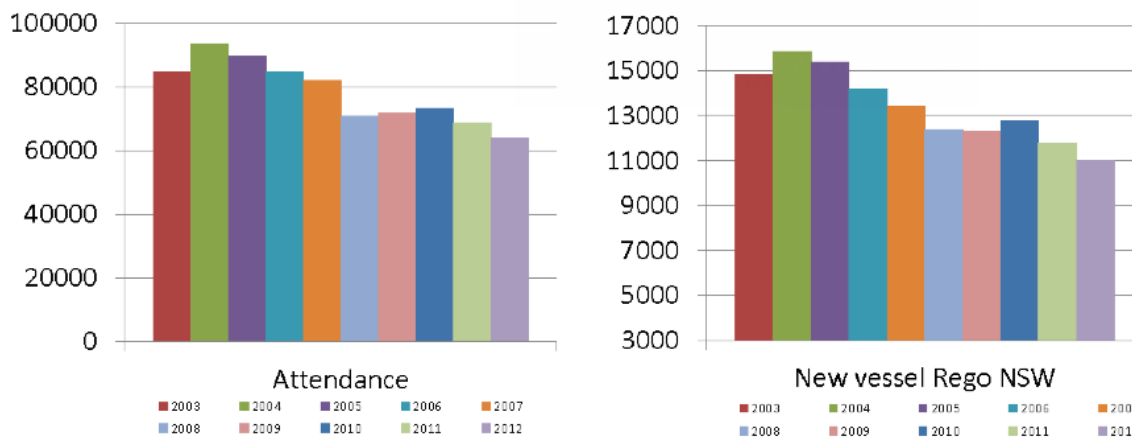
Visitation was down on 2011 numbers however comparable to 2009 with 10,292 people attending over the two days of the show. Free entry and free parking was offered again and although this requires a large financial investment by the BIA, the exhibitors along with the Board of Directors feel this formula 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.



Rosehill Trailer Boat Show Attendance





Year	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Attendance	84,766	93,501	89,451	84,662	81,957	70,767	71,810	73,158	68,724	63,888
New Rego NSW	14,844	15,837	15,382	14,191	13,429	12,347	12,392	12,406	11,772	10,613
Ratio	17.5%	16.9%	17.2%	16.8%	16.4%	17.4%	17.3%	17.0%	17.1%	16.6%

Sydney International Boat Show August 2 to 6, 2012

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 some expectations. Whilst it was intended to only occupy 5 halls, demand meant that the 6th hall was required. The Promenade was also occupied. Presence on the

marina was strong also with 200 boats on display.

Total visitation over the 5 days was 63,888, 6.6% down on 2011. However the Sydney International Boat Show still remains, unquestionably the largest show in Australia and the region.

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 2012 the BIA communicated with its audience through two visitor's areas being the Marine Precinct and the MyBoatingLife.com.au Entertainment Precinct. These areas were complemented with the Musto Fashion Extravaganza, the Walk of Fame and the Boat Building Competition.

Various charities and volunteer organisations are supported by the BIA through the Sydney International Boat Show. In 2012





some of these included Marine Rescue NSW, Westpac Lifesaver Helicopter, Surf Lifesaving and the Sydney Heritage Fleet through the Marine Precinct.

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 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. The show also has a no plastic bags policy.

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

Principle Supporter and Partner in Safety: Transport for NSW

Promotional Partners:

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

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

Try Boating Day – 15 September 2012

The second Try Boating Day was held on 15 September as an initiative of the BIA's Trailer Boat Retailers Association (TBRA).

Try Boating Day was launched the previous year and a number of minor changes were made including to the Month it was held, as well as changing it from a Sunday activity to a Saturday.

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 7 locations with the Sydney locations reduced to four and 3 new country locations included.

Try Sailing Day – 4 November 2012

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.

The annual Try Sailing Day was held on 4 November 2012, with 39 clubs opening their doors to people interested in sailing. The clubs were spread state wide with a good representation and variety of vessels.

Pre-registration was offered 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.

Future of the Sydney International Boat Show

In 2011 the NSW Government announced that the Darling Harbour precinct would be developed to include a new and modern exhibition, convention and entertainment facility. In doing so, it also advised that the Sydney Convention and Exhibition Centre would close its doors at the end of 2013 for three years.

The BIA team immediately immersed themselves in discussions and the forward planning to ensure that its flagship event, the Sydney International Boat Show would not be compromised.

In doing so, the BIA has ensured that it has input and open dialog regarding the new facility that will open in 2017. More importantly, it was instrumental in assisting the acceptance of Glebe Island as a temporary, purpose built and functional facility to ensure that the show operates from 2014 to 2016 without compromise.

Domenic Genua

Marketing & Events Manager

Division Reports



Boat Manufacturers Association of New South Wales



The Boat Manufacturers Association (BMA) is focused on the interests of BIA members manufacturing marine goods in NSW, and the supply chain which supports them.

Two well supported BMA events were held in 2012 - the first in the south coast towns of Huskisson and Nowra, the second in cooperation with Marine QLD on the Gold Coast. Both featured a General Meeting of members, a group dinner and social, and site/ factory visits.

From the smaller scale but none-the-less dynamic manufacturer in Huskisson/ Nowra to the high volume, high intensity operations of the Gold Coast marine precinct, each of the ten manufacturers who opened their doors represented a learning opportunity in some way, and provided fodder for discussion and analysis amongst the group.

Problem solvers by nature, the operators of these facilities demonstrated talent & innovation in production techniques, quality controls, materials management, Workplace Health & Safety, environmental management, marketing and promotion, and not least - gritty determination & capacity to respond to change.

These gatherings provided a sound platform for dialogue amongst the sector, but whilst no doubt valued by all in attendance, there were few rays of sunshine amongst the general gloom that has dogged the sector in the few years past.

On the back of a rough run attributable mainly to the post-GFC state of consumer confidence and the sustained position of the AUD, this year brought little relief to the manufacturing sector.

In the main, manufacturers saw further contraction in order volumes. Though some did reap the benefits of vigorous business development activity over the preceding 12 to 24 months and their positioning within niche markets, overall 2012 would be acknowledged as the toughest yet since the full impact of the GFC was felt in 2009.

The supply chain tightened stock levels and terms of supply, resulting in longer lead times, constraint on credit, higher costs, and a great deal of additional effort on either side of the "B to B" transaction for the same or reduced returns.

Implementation of national Workplace Health & Safety laws & commencement of a major restructure of WorkCover NSW drove uncertainty as to the treatment of this sector, and saw the demise of a reference group on which the marine manufacturing sector was represented. Codes of Practice under the Workplace Health & Safety Act continue to evolve & the marine manufacturer must be attuned to the implications of these for his business activity.

As was the case across the wider economy, financiers reviewed

new-lending criteria, and scrutinized their exposure on existing credit. The expansiveness that was a feature of the pre-GFC business landscape continues to hamper some manufacturing and supply-chain members in their efforts to restructure, refinance, and refocus their energies to meet what is hoped to be a turn for the better in 2013.

The import/ export playing field further tilted against the Australian manufacturer, a deepening problem which saw the departure of some proud & substantial Australian company's in search of conditions which will enable them to remain competitive.

The global market also influenced concerns over Intellectual Property (IP), members reporting increased levels of predatory behavior and IP infringement. Whilst a risk and challenge in many ways, a range of new means were tested by perpetrators aimed to disenfranchise designers and manufacturers of their valuable ideas or techniques, and right to commercial benefit arising from these.

The state of the administrative and regulatory regime concerning hull identification, design and build standards, and the Australian Builders Plate came under scrutiny, and it is expected that a national push toward addressing these concerns will gather impetus in the year ahead.

The national overhaul and harmonization of the commercial vessel regulation has piqued the interest of the manufacturing sector over the last few years. It is expected that significant benefits in relation to efficiency, consistency, and transparency can be realised as the new National System takes root in 2013.

The manufacturing sector was distressed by the closure of key trade training facilities & the general unrest in Vocational Education & Training (VET) market. This sector, clearly at a low point in its cycle, is acutely aware of the threat to its skills delivery pipeline. It remains to be seen whether the proposed "modernization" of the VET delivery model will meet the skills needs of the marine manufacturer moving forward.

Whilst new boat orders remained flat, some were able to build on relative health in the refit/ re-power marker, and many adapted their capacity to meet demand in other industry sectors. Similarly, the supply chain has looked to other markets in order to keep the wheels turning, the successes of some in this enterprise having spelt the difference between survival and the alternative.

Boat Manufacturing Association Chairman Alan Steber and standing committee members Mike Rees and Steve Howe were this year joined by new committeemen Les Webster and Rob Flack.

Alan Barrett
Manager, BIA Divisions



Marine Industry Mechanical Repairers Association of New South Wales.

The Marine Industry Mechanical Repairers Association (MIMRA) is the BIA Division focused on the business and trade/ technical interests of marine industry mechanical repairers.

Fluctuation in both weather conditions and consumer confidence had a significant impact on the work volumes experienced by the marine mechanical sector this year, a roller-coaster ride that many operators found a real challenge.

A shortage of trained technicians & good quality apprentices continued to plague the sector, a now established trend which has seen a number of businesses resort to advertising positions overseas, & then battling through the process of sponsored immigration. The softening demand for technicians in the mining sector is yet to turn this trend around, those with a marine background apparently highly sought after by employers in other industries.

To make matters worse, the Sydney Institute of TAFE (the primary provider of trade-training for the marine mechanical sector) commenced a major renovation of facilities at the Ultimo campus which caused great disruption for apprentices and employers alike. The outcome of this body of work – part of an \$18 Million upgrade of transport-related facilities at Ultimo – is thankfully first class, meaning that marine technicians will henceforth be trained in a state-of-the-art facility with all the bells and whistles.

However, disruption of service delivery at TAFE was part of a wider problem for the industry resulting from budgetary cuts announced mid-year. In a major shake-up of the vocational training funding model in NSW, TAFE was something of a casualty.

The announced cuts saw a number of courses removed from the roster at institutes and colleges across NSW, and wholesale changes to the management structure of TAFE which effectively concluded a Memorandum of Understanding established between the BIA & TAFE just 12 months earlier.

It was not all doom and gloom on the Vocational Education & Training (VET) front in 2012 however. Pursuant to initial engagement with Automotive Skills Australia (ASA – the skills council with responsibility for the marine mechanical training package) over the past year, three MIMRA committee members were appointed to a newly established advisory group and attended the inaugural meeting in Melbourne participating

in pivotal discussion on review of the training package, and development of post-trade options for marine mechanics.

The 50 Point Safety Check Program, a key initiative of MIMRA over the past few years, continued to evolve. Industry-specialist insurers Club Marine renewed their support through a premium rebate scheme and acceptance of the Check as a condition report where required for policy renewal. Further, a video induction tool was released which we hope to see make the process of getting involved as an Authorised Service Provider, simpler and more appealing to MIMRA members.

During the year the BIA made a detailed submission to a government call for expressions of interest in which we proposed that the 50 Point Safety Check be adopted as a measure to promote the wear of lifejackets, improve compliance with safety equipment regulations, and boost the servicing rates of increasingly popular inflatable PFD's. If successful, this would significantly enhance the Program and provide great benefit to the boating public, as well as the marine mechanical sector which would deliver the service under the proposed scheme.

This year's promotional program for the 50 Point Safety Check broke new ground with a competition wherein one lucky customer won a Hobie kayak valued at over \$1000. Whilst the response to this promotion wasn't overwhelming, the concept was innovative & gave authorised service providers a new tool to assist in selling the Safety Check service.

Further to what has become a sustained advocacy effort toward the best interest of boaters, the BIA also made submissions to a review of the Bio-fuels Act in NSW, an exercise which contributed to the removal of the mandated volumetric targets for ethanol-fuels in NSW. This remains a live issue, though repairers advise that fewer boaters are being caught out by ethanol-fuel which is totally unsuitable for use in marine engines.

Jim Tscalos was elected as Chairman of MIMRA at the AGM in May, whilst MIMRA founder and stalwart Bill Breakspear assumed the office of Vice-Chairman.

The balance of the MIMRA committee features Bob Oomen, Shannon Stocks, Matt Robinson, Reggie Sorensen, Tyler de Jager, Ian Coops, Hamish Hooke, Steve Callaghan, and Chris McMillan.

Alan Barrett
Manager, BIA Divisions



Marine Brokers Association of New South Wales.

The Marine Brokers Association (MBA) is a Division of the BIA dedicated to the interests of marine brokerage business operators, and the individual brokers working in this sector.

Continued focus throughout Australia on reducing household debt may have impacted the volume of brokerage business done in 2012, given that this sector is generally engaged in the higher value transaction at bigger end of town. It was by no means a record-breaker in terms of sales, though the cost of doing business remains high.

It is reported that the vendor side of the market has in most cases adjusted price expectations to meet the market, but demand is generally considered to be poor and subject to other influences which include the availability of sharply priced new product in both domestic and overseas markets.

Like real estate, boat brokerage is increasingly national in scope. The local and personalised service which once characterised this space remains a key aspect of the broker's value proposition, but buyers and sellers now have access to effective online portals and extensive information resources – a factor that is both positive and negative, depending on if, how, and where the sale or purchase plays out.

Few would debate however that brokerage yields were down in 2012, whilst the view of many in brokerage is that sales and listings were tougher to come by, and required more effort and focus to service than in years past.

Whilst the buyer side continued to show interest in the off-shore market, the weight of evidence concerning risk factors & comparable domestic purchasing power appears to have balanced the attraction of this option. Brokers were able to provide a valuable service in the management of these often complex transactions, though the volume of those going ahead is reputedly lower than years past.

A public relations initiative commenced in 2011 drew to a close, resulting in a number of positive articles on members activity in a wide range of publications.

The MBA committee conceived of and instigated planning for a successful member event in September. "The Roast" drew a solid show of support from across the BIA's brokerage, sales, and import/ export membership, the afternoon information sessions culminating in a worthwhile networking event.

Chairman Michael Jarvin continues to lead the long serving committee of Adam Waters, Michael Joyce, Andrew Howden, Paul Miletta, and Andrew Coffey.

Alan Barrett
Manager, BIA Divisions

Shipwrights and Boatbuilders Association of New South Wales.

The Shipwrights and Boatbuilders Association of NSW (SBA) is a Division of the BIA representing the interests of Shipwrights and Boatbuilders - both tradesmen and apprentices – as well as Marine Surveyors.



Business volumes in this sector remained soft but stable in 2012. SBA members experienced a patchy market which saw them either run off their feet, or twiddling their thumbs – never a positive situation.

The committee once again guided a positive showing of members and the trade at the Sydney International Boat Show. The SBA stand continued to evolve with the interactive video presentation reaching new heights of sophistication, and traditional skills on display to ensure that this remains an engaging feature of SIBS.

The boatbuilding competition enjoyed perfect weather conditions, though corporate sponsorship of this event by suppliers to the trade & wider industry was harder to come by than in years past. Definitely a sign of the times, but the cloth was cut to suit the means and the spectacle suffered not at all.

On the water, local teams paddled to victory & a great show was presented to the crowds at Cockle Bay. As is customary, there was recognition of all competitors & their supporters at the annual social bash – this year held at the iconic Pumphouse, an enjoyable and well attended affair.

As is customary, the pool of talent was distilled to produce a razor-sharp green & gold team to compete at the Marine Trades Challenge run by the BIA's sister organisation in Auckland. Again as is customary, the rule-makers shook it up a bit & the dream-team of Clarke, Rory, Tim Fenwick, and Michael were faced with building a catamaran then racing it around the Westhaven course. They built a fine boat, but the kiwi's had obviously been practicing in the multihulls and dream-team were unable to "podium" on the water.

A long running effort to re-establish tertiary training options for Marine Surveyors was dealt a blow when the NSW Government moved to change significantly the funding model of the NSW TAFE System. This immediately brought development of delivery resources for the Diploma in Marine Surveying course to a halt, and sadly the closure of the Ship & Boatbuilding section at Hunter Institute was soon to follow.

Over the past two years the SBA committee has been monitoring the development of a suite of qualifications for marine surveyors by the Australian Maritime Safety Authority (AMSA). Aligned with the soon to be introduced National System for Commercial Vessels, the SBA has formed a working group which will participate in the further development of these qualifications, and a national accreditation scheme which will operate in support of the National System.

By no means immune to the tenderness in consumer spending, the market for shipwright services was flat this year. The tendency for boat owners to repair and refit existing craft rather than purchase new has been a positive for some in this sector, however the volume of such activity is thought to have dwindled.

Paul Burgess was returned to Chair the SBA committee in 2012, and is supported by Ray Simpson, Warwick Thomson, Ross Brown, Mark Schmidt, Dave Reimer, Marcel Vaarzon-Morel, Michael Bartley, Keith Lambert, and Kane Banister.

Alan Barrett
Manager, BIA Divisions



Marina Association of New South Wales



The Marina Association of NSW (MANSW) represents the interests of BIA Members operating marinas and waterfront servicing facilities such as slipways and boatyards, and is focussed on operational best practice, policy affecting the sector, and the business environment within which these businesses operate.

In 2012 significant progress was made toward long standing objectives, and a range of MANSW projects and initiatives have reached major milestones, or come to conclusion. As ever, MANSW also identified new challenges facing members.

The NSW planning system remains a monumental barrier to modernisation & growth of the boat storage & servicing capacity in the state. As actual and projected demand for berths and services continues to trend upward, it is still painfully difficult for marina and boatyard operators to secure approval for even the most minor maintenance tasks, let alone the larger capacity and quality-building projects aimed to satisfy the contemporary demands of customers and the regulatory framework alike.

The BIA has undertaken to make professionally-supported submissions to the review of the NSW Planning System, and is directly engaged on key issues with the Department of Planning & Infrastructure.

Alarming, progress in this area is measured in microscopic increments, and the almost geological time-frames continually test the stamina of those seeking planning approvals, or indeed reform of the system.

In response to changes in consumer law & the treatment of security over personal property, the BIA reviewed its standard documentation and sought to provide guidance to marina and yard operators on the Personal Property Security Register. These developments have particular implications for this sector in respect of mooring and berthing agreements, and the capacity of the operator to proactively manage bad debts.

Having endured a sustained and progressive increase in costs associated with statutory valuations – land tax, council rates, and potentially the rent also payable to government - a working group was formed to consider ways in which the sector and individual operators can best manage their situation.

Whilst some members have opted to tackle this issue head on,

the BIA has monitored their experience and directly engaged in a Parliamentary Inquiry into the mechanisms and practices which affect these cost centres. We will continue to explore this area & seek improvement in the year ahead.

Our long running advocacy in favour of an equitable, transparent, and consistent sea-bed rental system was maintained for yet another long year. Addressed at all levels of government and with both major lessors (Roads & Maritime Services and the Crown Lands Division of the Department of Primary Industries), regrettably no significant progress was achieved this year.

It is with some confidence however that we look to 2013 as the year that this intensive enterprise begins to pay dividends.

The on-water provision of fuel to the boating customer was considered by the MANSW committee, this being increasingly affected by regulation of underground fuel tanks, and “creativity” by boaters and fuel facilities alike as the costs and other impacts of regulatory compliance mount.

Again, these issues are being closely monitored and we maintain a solid dialogue with WorkCover & EPA – the regulators of this space.

The BIA's Marina Fire Safety Management Program (FSM) - the product of past focus by the MANSW Committee – ran again in 2012 and the proof-in-the pudding of the 2011 iteration could be seen on Pittwater in April.

FSM 2011 participants Royal Motor Yacht Club Broken Bay (RMYC) excelled in a key outcome, that being engagement with local authorities on their newly-minted procedures. The RMYC organised the mother of all marina fire drills involving Fire and Rescue, Rural Fire Service, Roads & Maritime Services, Water Police, Marine Rescue, as well as a numerous cohort of industry observers, all of whom helped to create a great learning opportunity.

The development of our fire-related training options, and further attention to managing emergency situations and related risk, has been the platform for growth of a positive relationship with Fire and Rescue NSW which has continued to provide advice, guidance, and support for our emergency management initiatives.

Another training product developed in consultation with the MANSW – BIA's Managing Environment Health & Safety course – also received a boost to its' 2012 edition with WorkCover providing sponsorship supporting two attendees. The BIA provided a further sponsored place on this course which was hailed as a great success in its new two-day format.

Marina Association of New South Wales (MANSW) cont.

Thanks to our partners at WorkCover, and congratulations to sponsorship-winners Richard Howard (Newcastle Cruising Yacht Club), Dustin Kent (Burraneer Bay Marina), and Luke Dwyer (Fenwicks Marina).

The Marine Card Program also passed major milestones this year clocking over 1500 participants, and five years in operation.

The program further evolved with the development of a dedicated web-tool aimed to streamline compliance for all on the working waterfront, and with features aimed to bolster the connectedness of contractors, service providers, tradespeople, and of course marinas and boat-yards.

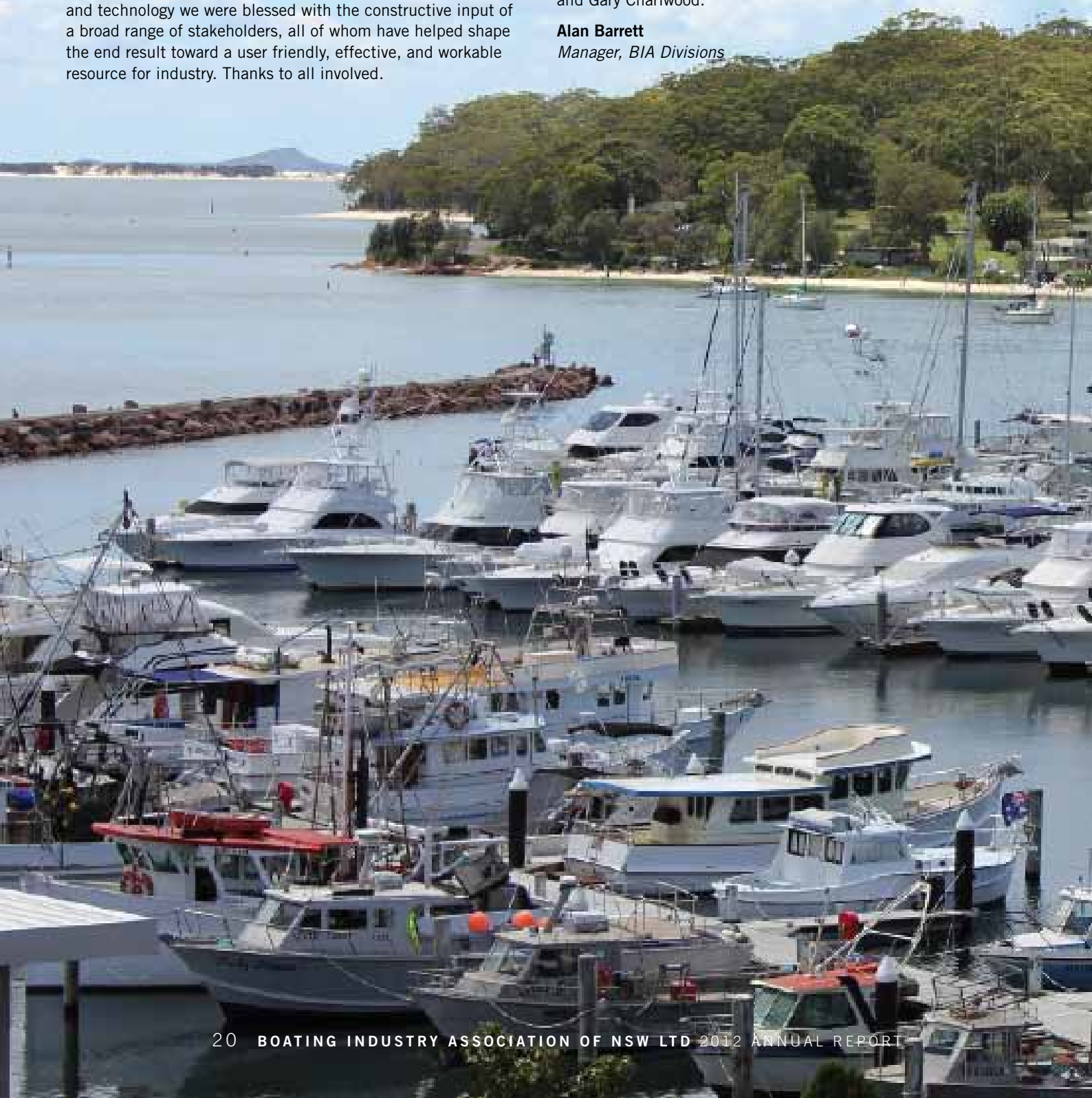
Marinecard.org.au represents a major innovation and a worthy addition to this successful program. In developing the concept and technology we were blessed with the constructive input of a broad range of stakeholders, all of whom have helped shape the end result toward a user friendly, effective, and workable resource for industry. Thanks to all involved.

In contrast to the hopes and aspirations of our industry & the wider community, 2012 did not see confidence return to the economy, nor stability to the domestic government situation.

The marina & boatyard sector has been proactive, creative, and dynamic in addressing the business challenges thrown up by these stubborn factors. Credit must be given to those whom have weathered another difficult year, but in the wash-up of 2012 it was plainly evident that this sector is keenly awaiting a change in the winds of fortune.

Chairman Matthew Hundleby is supported by the MANSW committee comprised of Bruce Davis, Andrew Fenwick, Michael Jarvin, Tony Griffin, Marcus Anketell, Ned O'Neil, David Randall, as well as observers Jocelyn Buskens, Les Binkin, Rod Williams, and Gary Charlwood.

Alan Barrett
Manager, BIA Divisions





Trailerboat Retailers Association of New South Wales.

The Trailerboat Retailers Association (TBRA) is the BIA Division focused on the needs of business operators amongst the BIA membership who sell the smaller vessels which comprise over 80% of registered craft in NSW.

Ranging across inflatables, tinnies, runabouts, PWC's, and the many variations of the specialized fishing, waterskiing, and wakeboarding boats in today's market, these members service the bulk of new boat transactions in the state.

"Patchy at best" would summarise 2012 for this sector. There was demand, but with buyers at an advantage, dealers working harder and smarter were able to steal a jump on their competitors. New revenue streams and service options were explored, and costs were sharply monitored in order to maintain yields from traditional profit-centres.

In partnership with BIA Insurance providers IC Frith, the TBRA collaborated toward the release of an extended warranty product for the trailerboat buyer – the first commercial offering of an extended warranty product specifically for the trailerboat buyer.

The TBRA membership also provided significant planning support to, and participation in Try Boating Day, a new addition to the BIA's "Try" days – 2012 being its second year. Try Boating Day expanded beyond its test-bed of Greater Sydney, this year seeing the try boating experience available in Grafton, Newcastle, and the Illawarra in addition to four sites across the Sydney metro, and attracted around 160 participating groups.

Local Councils in NSW raised the battle flag mid-year, a small group of Sydney councils lobbying the state government for changes to the Roads Act which would inhibit the storage of trailerboats (amongst other registered vehicles such as caravans, box trailers, and understandably the mobile bill-board which is now a feature of arterial streetscapes) on public streets.

BIA's investigation of this proposal

indicated that these Councils sought specifically to address the long-term parking of trailers within the Local Government Area by non-ratepayers. A vexatious issue which we are given to understand is beyond the scope of the Roads Act to manage, but which may have ongoing ramifications for the industry nevertheless.

This matter did however flag the need to increase and diversify boat storage options for the increasingly dense urban population of Sydney. New vessel registration statistics articulate a growth trend spanning 20 years, whilst projections indicate even sharper growth in the years ahead, particularly in Sydney and regional metropolitan centres. A dynamic not lost on the operators of self-storage facilities which seem to be bristling with boats, and one which will hopefully see plans to develop the first dry-stack boat storage facility on Sydney



Harbour move forward in the year ahead.

Ever mindful of regulatory change which affects this significant sector, the introduction of the Australian Consumer Law (ACL) in place of various Fair Trading & Consumer Protection laws was watched with interest. The TBRA committee provided guidance in the preparation of information made available to members, and a healthy participation from this sector was recorded at ACL information seminars organized by BIA in collaboration with the Motor Traders Association.

The proliferation of grey & parallel imports – both by the private individual for personal use, and the committed backyard importer/ retailer – continued to impact boat sales, though it appears that the risks associated with these bargain boats are becoming better understood by the informed and judicious consumer.

By far the largest influence on sales

volumes in the sector however, was the general state of uncertainty. By no means robust at any time in the last few years, consumer sentiment was hypersensitive throughout the year in response to weather, global economic data, and the domestic political situation. The sheer changeability of today's economic and political environment has created and sustained a state of tension – hardly conducive to discretionary spending on recreational goods.

Often incorporating repair and servicing facilities (as well as chandlery & spare parts outlets), trailerboat dealerships were again and more deeply impacted this year by the shortage of skilled marine technicians.

This factor, critical to the viability of revenue streams which sustain the business through their seasonal cycle, is of considerable concern and as such the TBRA will be closely monitoring changes

afloat at TAFE, and the broader Vocational Educational Training reforms underway.

Dealers were caught on the hop toward the end of 2012 by the major restructure of Roads & Maritime Services, particularly in relation to consolidation of service centres handling boat licenses, registrations, renewals, and transfers. As the state government grapples with a range of service delivery reforms, the first impressions of the dealers and traders in the marketplace were less than complimentary.

Chairman Ken Bullen led the committee of Alex Dunlop, Jon Hunt, David Hazlett, Alan Blake, Todd Kay, and Jim Tscalos. Peter Padmos & Mark Wilson sit as occasional observers, participating in the committee process via tele and web-conference facility.

Alan Barrett
Manager, BIA Divisions

Sailing Industry Association of New South Wales

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

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. With this as the core target audience, the SIA also recognises that people of all ages can enjoy this recreational pastime and as such, don't exclude or discount the opportunities to communicate with people of all ages.

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 Ian Lindsay, Peter Rendle, Phil Yeomans, Andrew Parkes, David Kellett, Andrew Cribb and John Sturrock. David Edwards, CEO of Yachting NSW, participated in the meetings as an observer.

Objectives of the SIA 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

Try Sailing Day

The annual Try Sailing Day was held on 4 November 2012, with 39 clubs opening their doors to people interested in sailing. The clubs were spread state wide with a good representation and variety of vessels.

Pre-registration was offered 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.

Sydney International Boat Show

In 2012, the BIA introduced the MyBoatingLife.com.au Entertainment Precinct at the show. This precinct was a combination of the old Fishing Clinic and the Better Boating Lounge. The new precinct provided the sailing fraternity to share their vision and lifestyle to a much greater audience.



Speakers on the subject of sailing shared information and their passion for the lifestyle. Local sailors were joined by international speakers and the opportunity was taken to cross live to London for expert commentary and updates on our sailing team during the Olympic Games.

The lounge precinct was complemented with a Discover Sailing information desk manned by Yachting NSW. Yachting NSW provided an information point to assist our guests with further information regarding sailing.

Optimist for Kids Program

The Optimist for Kids program continued throughout 2012 with more vessels being delivered to needing clubs. This program allows for individuals or companies to sponsor vessels that are in turn allocated to sailing clubs with kids sailing programs.

This program assists break down any barriers that may arise through the lack of suitable sailing equipment for education.

The BIA still has clubs on the waiting list for vessels and members of the BIA as well as other organisations are encouraged to support the program to increase resources available to teach children to sail.

Domenic Genua
Marketing & Events Manager



Member Services

As with all BIA's across the country and, trade associations generally, the membership of NSW has seen a decline of active membership of the past several years. This is a result of many factors, however, can mostly be attributed to the difficult economic and trading conditions with rising business exits and the need for spending constraint at all-time highs

Consistent with member businesses the Association exercised budgetary restraint over 2012 reining in expenditure however, BIA continued negotiations with all service providers to ensure the Association could continue to deliver high levels of value to its members within the budgetary parameters set down by the BIA Board of Directors.

As a result the focus of BIA service negotiation throughout the year was about maintaining the same quality service levels whilst delivering savings to both the Association and its members wherever possible.

With these objectives in mind BIANSW began discussions with other state BIA's and meeting their respective general managers and staff at Sydney International Boat Show. The meeting discussed strategies to align member services across the country to leverage off a combined effort to support marine industry business.

It was decided that BIANSW would lead this project in the short term having a more extensive value proposition and existing service relationships with third party service providers and was the best placed to get the process started. Also in attendance at this meeting was the Boating Industry Alliance Australia's (BIAA) general manager.

At the close of 2012 this process was well underway with several services being made available in more than one state. The first of our service partners to assist with this project was the Commonwealth Bank (CBA).

CBA have worked with BIANSW for 2 years under the CBA Alliance Partner Program delivering financial advice to the boating industry and offering BIANSW member's savings on CBA products. CBA are aware of the need for business to be able to effectively manage cash flow and have contributed to numerous BIANSW publications and speaking at BIA events to advise members of strategies to best take advantage of banking products to achieve this outcome. CBA offer everyday settlement and have negotiated a flat merchant rate across all types of credit cards for BIA members, eliminating the unknown factor of credit card and eftpos transaction charges. BIA Western Australia has also joined this partnership with our South Australian friends to come online in early 2013.

One of BIANSW's longest standing service providers is NSW Business Chamber. The Chamber provides our Association's members with Workplace Advice. Via a 13 number BIA members can access industrial relations specialists to gain advice specific to their business operations and circumstances. This advice is readily available relieving business operator's resource pressures, particularly with the time necessary to research and understand compliance requirements. Members can utilise this service as an effective method of IR risk management ensuring the correct award identification and interpretation, pay rates, national employment standards, employee entitlements and termination.

BIA's of both Western Australia and South Australia joined the program driving the cost of the service down and as a result making the service available to boating business in other states that would not ordinarily be available whilst reducing this cost of access to our own Associations members.





Travel insurance has been a popular benefit for many years and is another example of how members can save. Many members travel for business and pleasure throughout the year and travel insurance can be expensive if making multiple trips and outlaying for premiums of numerous people. BIA maintained this travel insurance policy throughout 2012 continuing extensive and automatic cover for all members, their staff and dependants on business and leisure travel. BIA negotiated terms for car hire is also available to members and complements BIA travel insurance with reduced excess and preferred rates included with every rental.

IC Frith and Associates are BIA Insurance specialists providing insurance products for industry and delivering business insurance advice to members. During the year IC Frith developed an exclusive Ship Repairers Liability package tailored to marine business and was made available through BIA Marine Insurance.

Compliance was a major hurdle for businesses throughout the 2012 year with businesses forced to grapple with, and manage the recent changes to multiple nationally harmonised legislation with State Governments handing over regulatory management of Work Health Safety (WHS), Industrial Relations and Fair Work, Australian Consumer Law (ACL) and the Personal Property Securities legislation to the Federal Government.

Now 5 years old the BIA's MarineCard program was the corner stone for WHS compliance providing a means for the boating industry to manage the new requirements, increasing awareness & removing the burden on the business of delivering their own WHS General Induction in order to meet obligations under the law. 2012 saw this program integrate with a newly developed website to further streamline site access providing a simple and accessible method of exchanging the key documentation and information required between Marine Industry Contractors and Marine Sites.

Australian Consumer Law (ACL) replacing the previous state Trade Practices Act was recently introduced along with a national Personal Properties Securities Act and the new single Personal Properties Securities Register (PPSR). These pieces of legislation changed the way business is done significantly and required business operators to adjust to new methods of consumer transactions and administrative processes required for compliance.

BIA teamed up with the Motor Traders Association (MTA) and took a team of experts on the road to inform industry of the

relevant changes and provide guidance to members on how to comply with these new laws. 9 seminars' covering the ACL and the PPSR were delivered to boating business across the state throughout 2012.

Another significant change to the legal environment was changes to regulation of Standard Form Contracts. A large part of the industry utilise standard form contracts for sales and services transactions which created further exposure to legal business risk. This led the BIA to undertake a full review of stationary forms the Association makes available to its members. These forms include brokerage and sales, service and marina mooring berthing and storage agreements. A legal firm were engaged to review, update and / or re-write these documents as necessary to ensure compliance with any new or existing state and federal legislation and offer a robust and functional document solution and allowing for maximum protection for BIA members use. These documents will be progressively roled out and made available to members during the first half of 2013.

To assist members further with the ACL, PPSR and other legal matters the BIA negotiated a new service with Sydney based legal firm Consolidated Lawyers. Due for launch with renewal of the 2013 membership members will have access to some free advice from specialist lawyers along with other legal benefits and services.

The Marine Industry Mechanical Repairers Association (MIMRA) underwent a process of membership restructure streamlining the group's categories and entry requirements to position the division for better engagement of marine technician's and support membership growth. The MIMRA by-laws were re-written and ratified by the BIA Board of Director's mid-year.

The BIA also supported members with a schedule of social and networking events which will be detailed in a separate report.

As mentioned at the beginning of this report membership is declining and stood at 490 active members at the close of 2012, however the BIANSW has strengthened the service offering and is confident these measures have placed the Association in a solid position for future growth as the market and the industry inevitably builds over the coming years.

Aaron McKenna

Member Support and Development



educationtrainingdevelopment

Education, Training & Development

BIA Education, Training & 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 & Development activities.

Training and Education Activity in 2012

Throughout 2012 BIA continued to deliver high quality, relevant training to the industry with 427 individuals attending a total of 38 courses, information sessions and educational events around NSW. This was an increase of 45% on 2011.

With the new WHS legislation being implemented on 1 January 2012, an extensive review of both 'Marine Card WHS General Induction' and 'Managing Environment, Health & Safety' (Managing EHS) courses was conducted to ensure accurate and relevant content. Managing EHS was further enhanced to streamline the course to a more cost effective two day event.

Both courses were well attended in 2012, with the number of Marine Card holders now standing at 1465 as at the end of the year. Those who attended the first Marine Card courses in 2008 will be coming towards their card expiry in 2013 - an online Refresher is being developed incorporating changes to legislation, industry-led research, and improvements in safe work practices, and will be available mid 2013.

Further development of the Marine Card Program came with MarineCard.org.au website going live in November of 2012. MarineCard.org.au has been designed to make exchange of information between contractors and marine sites easier and less time consuming, with all Marine Card Holders and participating marine sites being listed in one easy-to-use



website. With the facility to upload relevant documentation and information, and the ability to produce a Contractor's Package with the push of a button, the website is an innovative step forward in the development of the program as a whole.

Managing Environment, Health & Safety made a welcome return following a pause in 2011. Originally three days, this course was extensively reviewed and streamlined to a more practical and cost-effective two days. The new-look course was put through its paces at Middle Harbour Yacht Club and received extremely positive feedback.

As in previous years, WorkCover NSW was in attendance with an informative presentation on industry relevant WHS and WorkCover services, plus all attendees were given the opportunity to apply for the Small Business Safety Rebate of up to \$500 to assist with the implementation of safety initiatives in their workplace. In addition, WorkCover kindly provided fee-sponsorship for two places on the course. The response received proved extremely positive, and these benefits will continue to be part of the program in 2013.

Apply First Aid returned to the calendar this year following its absence in 2011. A number of those attending were refreshing their certification as required by legislation. Providing first aid is an important part of the responsibilities of a business to its workers and visitors, and this training course will continue as an 'on-demand and on-site' offering, being held as and when required.

The Fire Extinguisher Training course first piloted in 2011 has continued to prove popular with on-site courses being requested throughout the year. This short course provides not only general fire safety awareness and good house-keeping fire prevention practices, but also hands-on practical training in the use of all type of fire extinguishers. This course will continue to be a useful addition to the training portfolio, with both scheduled and on-demand courses being available throughout 2013.

The Marine Fire Safety Management Program was again well attended in 2012, making a total of 12 marinas that have taken part in the program since its pilot in 2011. This is a three part modular program assisting in the emergency planning and preparedness of marine businesses, with the flexibility to provide the level of training suitable to individual sites circumstances.

In development since 2009, the program has received extensive input from the Marina Association NSW, Fire & Rescue NSW, emergency response specialists and WorkCover NSW. The program continues to develop with Fire & Rescue NSW continuously improving its industry based training material, through ongoing discussion and interaction with marinas.

Continuing the theme of Fire Safety, Emergency Planning and Training, Fire Warden Training was piloted this year in response to Member demand. This short, on-site course covers the roles and responsibilities of the Fire Warden, and includes a detailed look at emergency procedures and evacuation plans, a thorough site walk-through and equipment inspection, and emergency planning advice. The main benefit of the course is it takes place on-site, placing it in context and making it highly relevant to the attendees. As such, the course will feature in the training offering for 2013 as 'on-demand and on-site'.

Service & Repair Trailers (AURT237271A) continued in 2012 with a mixed response. As with most classroom based sessions, geography and timing have proved a challenge. A blended delivery option of workbook and on-site assessment is currently being investigated, to overcome these challenges.

Disappointingly, two courses dropped off the radar in 2012 – Electrical Test & Tag, and Marine Sales Professional Development. This has been through a general lack of interest and very low registrations. I believe there is still scope for the development of a Brokers and Retailers training course, and therefore different options need to be researched in 2013.

On a more positive note, and considering the desires of Brokers and Retailers to remain in contact and further build relationships with their peers, a networking and education event was held in October at the Deckhouse at Woolwich Dock. The event was structured in a similar way to past 'Further Accreditation Training' and 'Marine Sales Professional Development Seminars', with a selection of topical speakers, a debate about Grey Imports, and a networking evening session. Our thanks to speakers Craig James (CommSecc), Graham Fullick and Mark Yumm (Consolidated Lawyers), Steve Brown and Kim Miller (Roads & Maritime Services), Richard Pym as MC for the event, Darren Vaux for the warm welcome to all delegates and guests, and the Deckhouse, for supporting the well-attended event and making it a memorable evening.

The success of events such as these indicates there is room in the training calendar for them, and is something that will be considered ongoing in 2013.

In addition to the scheduled training calendar BIA responded to changing legislation and the need for raising awareness in matters that are important to the industry, by running information sessions about Australian Consumer Law and changes to the WHS Regulations, across NSW.

BIA worked in conjunction with Motor Traders Association NSW to provide detailed, free-to-attend information sessions on component pricing, unfair contract terms, the Personal Properties Security Register, consumer guarantees, and warranties. 108 individuals from 73 businesses attended the sessions about important changes that had been implemented. On hand to impress the importance of these changes and what they meant to businesses and to answer legal and regulatory questions, were Consolidated Lawyers and the Office of Fair Trading.

In 2011, BIA successfully secured funding from WorkCover NSW through the WorkCover Assist Program to run a series of free information sessions on the new WHS Act 2011. With sessions on changes to the Act already delivered late 2011 in collaboration with the National Safety Council of Australia (NSCA), follow up sessions regarding changes to Regulations were ran throughout March and April. More than 40 businesses attended over 9 sessions, with presentation slides and further information made freely available on the BIA website, to all who work in the industry.

BIA will continue to support the industry in managing business-changing legislation and regulation, through providing free sessions such as these.

Promoting the boating industry as a career choice

In August 2012, at the Sydney International Boat Show, BIA once more held its Boating Industry Careers event. The event proved even more popular than 2011, with 460 students and teachers attending from schools across NSW (an increase of 45%). The format was adapted for 2012 to allow more information stands and more time for students to browse, preceded by a short overview of the industry.

Those who gave their time to show what the industry has to offer came from a variety of backgrounds: commercial and recreational diving, tourism, super-yacht crewing, plus various Group Training Organisations, industry associations, apprenticeship centres, TAFE institutes and colleges.

Feedback from teachers and students was incredibly positive, with many appreciating having plenty of time to talk one-to-one with the many exhibitors and gather information about the different career paths in the industry. Many found the event very useful and informative in planning their next move from school.

A similar event will be planned for 2013, with a view to increasing the size of the event to provide even more choice and information.

BIA also maintained a presence in several careers expos throughout the year to further promote the industry to students from years 10, 11 and 12.

The Cadetship Program enjoyed a successful 2012 with its cadets finding their place in the industry. Both cadets participating in the program were offered full-time permanent roles in their chosen fields as a Marine Electrician and a Marine



Mechanic, and will now commence their apprenticeships. The recruitment process for both cadets and hosts in 2013 has been ongoing throughout the latter half of the year, in preparation for the commencement date in January of 2013.

The program still faces challenges in attracting suitable hosts, with geography proving the biggest challenge of all. As the program focuses on school leavers, there are obvious limitations with their reliance on public transport – this is exacerbated by the only TAFE institution that currently offers the Certificate II in Boating Services being based in Sydney.

This presents difficulties in servicing regional areas and for those school leavers and businesses that are off the beaten track. There is no easy solution to this problem, and the BIA will continue to work closely with the Group Training Organisation in providing assistance and support to those cadets and businesses who partake in the program.

Promoting BIA Education, Training & Development activities

BIA Education, Training & Development continues to promote its activities through dedicated pages on www.bia.org.au, Logbook, e-news, online industry publications, targeted email and direct mail campaigns, attendance at industry events, and liaison with Member Support & Development.

In addition, BIA training and education programs were once again promoted through the presence of a Marine Education Stand in the Marine Precinct at the Sydney International Boat Show. BIA, along with TAFE NSW and the Marine Teachers' Association, attended the stand throughout the show and provided assistance with enquiries about courses and qualifications to both members of the public and workers in the industry. Although traffic for BIA organised training was light, the stand provided a worthwhile platform for raising awareness of the educational function of the BIA.

The Education, Training & Development web pages were

again extensively reviewed and updated, with the new training homepage providing a central point for anyone looking for training, jobs, career information, apprentices and WHS information. The new format aims to provide quality content whilst being easy to navigate for both workers looking for courses or useful documents, and for those searching for jobs or career information. Review and updates of the training web pages will continue to be an ongoing process throughout 2013.

Further developments for Education, Training & Development in 2013

BIA Education, Training & Development will continue to look further into increasing its training offerings and services, with a focus on:

- The provision of business related courses and qualifications, such as small business management, marketing, sales and frontline management, and other relevant qualifications, to aid the professional development of existing workers in the industry,
- The compilation of a database of businesses willing to provide work experience for school students – this database would be made available to schools careers advisers upon request and help promote the industry as a career choice,
- Research into the practicalities and benefits of on-line and blended learning, including identifying relevant on-line courses and their availability to the industry.

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

Corrina McMillan

Education and Training Coordinator



Boat Smart

Boating Safety in Schools

In May 2012, BIA NSW successfully secured funding of \$194,000 from the NSW Government through the Water Safety Black Spots Fund to resource four new school hubs in NSW, expanding the already successful “Boat Smart Program” started by the Marine Teachers’ Association at Menai High School in 2009.

Safe recreational boating is a core element of the BIA’s charter, and we believe that education of youth regarding safe recreational boating will have long term positive benefits with a decrease in boating incidents and death.

The History of the Boat Smart Program

The Marine Teachers’ Association of NSW set up the first ‘Boat Smart Program’ hub at Menai High School, with the aim to provide facilities and resources for school students at Menai High and surrounding schools, to teach practical safe boating education to those partaking in Marine Studies and Aquaculture.

The program provided the schools with the facilities to complete the practical component of the Marine Studies syllabus, and to instil safe boating habits in children. The program includes practical experience in: rowing a boat, using safety equipment, anchoring and knot tying, engine and boat care and maintenance, launching and recovering a trailer boat, boat handling, completing the practical requirement for the General Boat Licence, and safety talks from local Boating Safety Officers.

The program has been supported by the BIA NSW and Roads & Maritime Services since its inception, as it is seen that teaching school students practical boating safety, and to assist in achieving their General Boat Licence, delivers a culture of water safety which will become a lifelong habit into their adult boating life.



The “Boat Smart – Safe Boating Program for School Students” Project

The “Boat Smart – Safe Boating Program for School Students” project builds on the Menai High School hub model, and aims to provide the necessary equipment and support to the four new hubs.

The schools involved already have a history of successfully delivering the Marine Studies Syllabus, but have been hindered in extending the education through the lack of equipment and resources. By providing the equipment and support to the new hubs, the schools can teach the practical element of the syllabus to their students and those from surrounding schools.

The four new hub regions and core schools managing the resources are; Port Macquarie, with Newman Senior Technical College; Ballina, with Ballina High School; Illawarra, with Illawarra Senior College; and Central Coast, with Narara Valley High School.

Through the funding, each hub will be provided with the following in order to deliver the program:

- A 4.5m trailer boat: for boat handling, launching and retrieval, plus general boat care and maintenance exercises
- Rowing dinghies: to learn to row, and for capsize exercises
- Lifejackets
- 3.3hp engines: for engine maintenance and care exercises
- Sun protection tops and caps
- Signage: to promote the program, BIA support, and NSW Government as the funding provider
- Teacher relief assistance.

Each new hub will have the ability to service other non-equipped high schools with safe practical boating education, with the potential to reach 4,000 school students from schools across NSW.

The first of the new hubs was successfully launched in Ballina in December, and attended by local and regional government representatives and media. The official launch of this hub began with welcome speeches and television interviews, followed by a trip up the Richmond River on the Ballina

High School's LARC, a demonstration of the students' boat handling skills, and a tour of the superb boating education and Aquaculture teaching facilities at the school.

Our thanks to those who supported the program in attending the launch: the Hon Don Page MP, Minister for Local Government, Minister for the North Coast; Howard Glenn, General Manager, Office of Boating Safety, RMS; Darren Watson, local Boating Safety Officer; and local Councillors Robyn Horden, Sharon Cadwalladar, Sue Meehan, and Jeff Johnson.

Also in attendance were: representatives from the Marine Teachers' Association Greg McNeill, (President), Lynda Hourigan (Treasurer), and Mic O'Connor (Past-President); and representatives from BIA Roy Privett (GM) and Corrina McMillan (Education & Training Coordinator).

The new equipment and additional resource has provided a welcome boost to Ballina High School allowing them to provide the Boat Smart safety program to even more schools and students in the area.

Future Activities on the Project

The remaining three new hubs will be officially launched by May 2013, with the complete delivery of the project by June 2013. During this time, the BIA will also seek further funding for this worthwhile program, with the consideration of expanding into more regions and reaching more school students.

The importance of the Boat Smart safety program cannot be underestimated: young people are some of the most vulnerable on the water through lack of experience and skills to navigate, handle boats safely, and the knowledge of what to do in emergency situations. Increased access to this program through the establishment of new hubs will help instil good habits and skills into children at an early age, and will help in the prevention of boating incidents and deaths in recreational boating.

Corrina McMillan
Education and Training Coordinator



In 2012, the BIA launched a new web site intended to provide new and regular boaties with a portal of information to assist them. The site has two target audiences:

The new boater

To try and further break down the barriers to boating, MyBoatingLife.com.au includes numerous areas to demonstrate how much fun boating can be and how simple it is to get into it. People new to boating include information on the variety and types of boating, family boating, boating in retirement, reasons to go boating, information on boat licenses, boating education, a boat buyers guide and hire boating, a boating glossary and a variety of entertainment elements.

The existing boater

The existing boater will find a number of areas that will help improve their day to day boating. The key element of this area is the personalised Dashboard that gives the visitor live weather feeds from Weatherzone, formatted in an easy to read and functional way, either on a desktop or a mobile device.

Complementing this is information on boating safety, places to go boating, destination reviews, and boat ramp and marina locators. A number of instructional and entertaining videos can be viewed via the associated and linked YouTube Channel and a calendar and noticeboard keeps the boater up to date. The page also links to the market place with a direct flow through to each of the state BIAs membership databases.

Supporting the page and further to the YouTube Channel, are active Twitter and Facebook accounts.

MyBoatingLife.com.au recognises that recreational boating has no borders and it provides information for boaties in all states and territories.

MyBoatingLife.com.au is a fluid web site that will require ongoing updates and maintenance. The positive responses and support that have seen a large number of boaties join the community is encouraging and will see MyBoatingLife.com.au grow and develop over the years.

2012 laid the foundation to allow for the commencement of interaction from both industry and consumers to provide the site with updates and information regarding facilities, events and destination boating.

MyBoatingLife.com.au was developed by the BIA of NSW in support of the BIAA and for the benefits of the industry nationally and boaters Australia wide.





BIAA

2012 saw the Boating Industries Alliance Australia move forward a number of projects and advocacy issues, develop new industry support initiatives, facilitate ongoing association development and launch a major new boating promotion programme. Much of this is 'behind the scenes' work to protect and promote members and the wider industry, ensuring there is a balanced approach to regulation, active boating participation and ultimately industry growth. To overview a number of projects and issues therefore...

Marine Parks

The Federal Government moved ahead rapidly in 2012 to finalise plans for encircling the Australian continent with marine parks, concluding in November with the declaration of a network of marine reserves to take effect from July 2014. BIAA maintained a consistent position throughout the various consultation stages of the network development, with the principal arguments being for better, more transparent and effective community engagement, particularly to include feedback on the decision-making process, and for consistency of application of internationally-agreed standards for management of permitted activities within marine parks.

BIAA joined various associations in representing these arguments, including the Australian Recreational Fishing Foundation and the Australian Maritime Alliance, attending several parliamentary briefing sessions in Canberra and elsewhere including meeting Environment Minister Tony Burke and the Shadow Environment Minister Greg Hunt, to ensure the concerns of the boating industry were heard alongside those of groups representing recreational and commercial fishers. Submissions were made to each consultation, supported by an industry-wide petition campaign attracting over 650 signatures.

The work on development of management plans for the new marine parks continues into 2013 and BIAA will continue to be involved to seek to secure the best outcome for members.

Vessels standards

Vessel standards were the subject of two distinct areas of discussion in 2012, concerning the Federal Government's development of the new National Law for Commercial Vessels and the effectiveness of the Australian Builders Plate standard for recreational boats. In both instances, the BIAA message was to seek to engage the industry in developing new regulations and standards, to take account of new business models, new design ideas and the need to ensure boating remains an accessible and affordable lifestyle, alongside the need to support the industry by ensuring a level playing field with regard to standards compliance in light of the continuing grey import market.

BIAA was joined by BIANSW in representing the industry's concerns about the proposed treatment of multiple ownership vessels in the National Law, which had the potential to capture tens or hundreds of thousands of recreational boats as commercial based on the proposed ownership-based regulatory treatment. This was successfully defended in an extensive series of consultation submissions and meetings with senior representatives of the Australian Maritime Safety Authority, laying the groundwork for further excluding shared ownership boats under the management of a management company where this is controlled by the owners. As a growing model for boat ownership and for introducing new entrants to the boating lifestyle, it was important to ensure the distinction between such boats and those operating commercially.

While the National Law has now progressed, to become effective from April 2013, there was little appetite for the Federal Government to also take control of recreational boat regulation and the current system of state-by-state management and

enforcement therefore continues. This will be an ongoing debate with the various boating safety agencies and state and federal government departments concerned, and may see the industry promoting its own compliance system in future, to match models used successfully by the boating industry in other countries, including the USA.

Boating promotion

While working to secure pragmatic and workable regulation for boats and boating, BIAA also undertook to further its targets to grow boating participation. Strongly supported by BIANSW, in terms of development funding, concept, delivery and ongoing management, a new national boating promotion programme was launched ahead of the spring boating season, under the banner of myboatinglife.com.au. This consumer-facing portal provides a wealth of boating information, whether for the beginner or the seasoned boater, and as the community engaged with MBL expands, BIAA and the industry will secure a vital communications channel with boaters. Currently there is no national boater representation organisation or capability and in seeking to protect and grow the boating industry's market, being able to communicate industry messages and seek boater feedback on major issues is most important.

MBL and related participation initiatives, such as try-boating days, were the focus of discussion at the International Sailing Summit at the end of 2012, leading to the establishment of a strong partnership with Yachting Australia to coordinate activities related to boating promotion. As a key BIAA objective, growing participation to underpin the industry's future will remain high on the priority list into 2013 and beyond.



Boater survey

In line with promoting boating, BIAA has been working with partners including Marina Industry Association, WA Government, Qld Government, Michigan University and RMIT to finalise plans for the Australian Boater Survey. Again with excellent support, financially and knowledge/advice, from BIANSW, the ABS project has developed to be ready to roll-out nationally in spring 2013, with the objective of capturing data from a panel of boaters reporting monthly on their boating activities and associated economic spend. Considerable funding was secured from WA Government early in 2012, enabling a new set of registration data capture questions and modules to investigate boater attitudes toward safety, infrastructure requirements and environmental issues to be developed.

Launched at Marine13 in April 2013, the ABS will provide for the first time an accurate assessment of the overall economic value of boating, adding to the direct spend accounted for by industry turnover, spend encompassing fuel purchases, accommodation, provisions and all associated activity participation costs. Such data is vital in demonstrating the scale, value and impact of boating, particularly during discussions with government and other stakeholders.

Industry Development

A key part of ensuring the ongoing success of the industry is provision of resources, services and products to inform, educate and inspire the industry. For delivery in April 2013, a major part of the work of BIAA in the second half of 2012 has been to develop, alongside the Marina Industry Association, the first-ever industry-wide conference and trade exhibition: Marine13. The development of a programme of over 50 sessions covering a diverse range of topics – all focused on industry development and future success – has seen a panel of national and international industry and cross-sector experts brought together, to provide industry with a guide to Boating for the Future. BIANSW provided a key role in establishing the content of Marine13 and with its strong background of event management has been an invaluable supporter of the conference and exhibition.

Supporting this has been the roll out of new services and member benefits to industry members across the country, to complement such offerings available on a state-by-state basis and to exploit increased member numbers in sharpening the deals available. BIAA has coordinated the move toward a fully national portfolio of benefits and in early 2013 will also be seeking to expand these programmes into like-minded trade associations, to further increase the value to members.

Association development

Alongside all of this, BIAA has continued to facilitate development of the association structure to provide the most effective, efficient and suitable support organisation for the industry into the future. With issues affecting members increasingly being national issues, such as health and safety, regulatory compliance, representation, industry education and boating promotion, the move to integrate associations more closely has delivered good progress in two principal areas.

Externally, agreement was reached at the end of 2012 for the Australian Marine Export Group and the Marina Industry Association to align with BIAA in international representation of the industry, providing for a more consistent, coordinated and supportive approach to supporting the industry overseas, whether on trade issues or regulatory and standards matters, and should, with further evolution in 2013 and 2014, see the expansion of the Alliance to encompass all associations working to support the boating industry.

Internally, the coming together of the boards of BIANSW and BIASA to examine opportunities for a merger between the associations has provided the impetus to more closely review the synergies and efficiencies of a single national entity. BIAA has encouraged the process thus far and ensured the engagement of other state BIAs to observe and support the current project. As a key driver, the best use of resources to protect and promote the boating industry will ensure this project moves apace and delivers real benefits to members by the end of 2013.

Conclusion

The work of BIAA is very much reliant on the support and resources of state BIA offices, particularly BIANSW, and of course of the Board; the president and vice-president of each state BIA. BIAA also draws on many other connections with like-minded associations and business support agencies to deliver a broad range of support for the industry. But as with any association, the effectiveness of BIAA relies on the ongoing support of members, as members of their state BIA and the BIAA nationally.

Nik Parker

General Manager

Boating Industries Alliance of Australia





Social and Networking Events 2012

Social events are what bring industry together and working towards a common goal, strengthening business relationships and to share and learn from peers in an informal environment. It's about building better businesses for owners and operators and ensuring longevity and sustainability for the future.

Many events ran throughout the year starting with the total of 62 players turning out under perfect conditions for the Annual Members and friends Golf Tournament held at Mona Vale Golf Club 27th March 2012.

The BIA Golf Day has made a strong come back from a long 20 year break and again holds a firm place on the BIA social calendar with increasing participants over the past 3 years of its return. This event is offered to members as a means of networking with other industry members but also allows a platform for them to entertain their own key clients and guests.

The day started with a light breakfast and player briefing

from the Mona Vale Club Pro who outlined the 2 Ball Ambrose rules before players collected their carts for the 18 hole tournament.

After the game BIA President Darren Vaux hosted an evening dinner and presented prizes to the winning team Andrew Cribb and Brian Chalmers along with Runners Up Toby Martin and Mike Gaffakin who had a round of 51 and 53.5 respectively.

Some fun was had on the 3rd with each player required to produce their best 'Happy Gilmore Swing' and provided further entertainment and humour to the evening presentations with videos of the top Happy Gilmore Swings of the day on display. Matt Cummings of Sea Tow took out the honours for the best and funniest.

Prizes were awarded for the usual closest to the pin and longest drive thanks to the event sponsors Reach Local and Commonwealth Bank.

Next up was the annual Port Jackson Cup Cricket Day Challenge when the BIA President's XI comprising of staff and members faced up against the Roads and Maritime Services on 20th November 2012 and... brought home the Cup!



Having won and held the cup since the inaugural game in 2009, RMS lost it to a spirited and determined BIA team. Captained by Life Member and former Vice President Richard Pym, the President's XI chased down the desired total with 12 overs to spare and 9 wickets in hand.

The RMS team, Captained by Ed Kwanten showed amazing skill and agility on the field, but were no match for the BIA team. For the BIA, man of the match Steve Hennessy ran 19 and bowled 3 for 18. Other standouts were Andy Howden and Justin Hazelbrook both retiring on reaching 30, and Darren Vaux who hit a 6 that landed approximately 4 blocks away.

All other BIA team players including the Campbell boys (Snow & Black), Captain Richard Pym, Alan Barrett, Colin Bransgrove and Ben Gaze all performed admirably.

BIA General Manager Roy Privett said: "The President's XI squad contains an exciting blend of experience and youth. The core of the squad is made up of the side which played in the 2009 Port Jackson Cup and includes Darren Vaux who scored an unbeaten 35 and chalked up 3 wickets on debut."

The Port Jackson Cup is an exciting encounter, consistent with the long standing relationship between BIA and RMS (formally NSW Maritime).

BIA Boaties BBQ's were introduced to the schedule of events in 2012 with Sydney's Northern Beaches being the location for the first of these and held on Tuesday 21 February at Royal Motor Yacht Club, Broken Bay. It was followed soon after with a second member Barbeque at the Royal Motor Yacht Club in Port Hacking on the 28th February.

Guests enjoyed a casual evening of networking with other members and industry personnel within the pleasant surrounds of the club. They were hosted by BIA staff and representatives of the evening's sponsor, IC Frith & Associates. These BBQs are a new initiative of the BIAs to give members the opportunity to meet and network as well as to find out more about what is occurring in the industry locally.

At the Newport event, BIA General Manager, Roy Privett, welcomed guests and gave a brief summary on the range of activities the BIA is currently working on. These include various events such as the Rosehill Trailer Boat Show, Sydney International Boat Show, important Work Health & Safety Regulations Information Sessions; and Australian Consumer Law information sessions. Roy also talked about the current state of the marine industry and how it compares to new vessel registration statistics.

The next scheduled Barbeque was at the Rosehill Trailer Boat Show on Saturday 17 March where a record crowd enjoyed a drink and some time to relax after the shows Saturday crowds.

As always the event held for the Newcastle region at Belmont 16 Footers was popular with 35 member businesses and guests attending on Tuesday 13th November.

The BIA thanks IC Frith & Associates for its ongoing support of the BIA through sponsorship of events such as these.

Aaron McKenna
Member Support and Development

Treasurer's Report

Presented to the Annual General Meeting of the Boating Industry Association of NSW Limited (BIA), Tuesday 14 May 2013.

On behalf of the Board of Directors I present the Financial Statements for the year ended 31 December 2012.

The audited financial statements reveal that members' funds declined by \$196, 940 for the year ended 31 December 2012. This compares to a deficit of \$43,731 in 2011. The deficit from our annual trading activities was \$384,414 and this was offset by an increase in the value on our invested funds of \$187,474. The trading deficit was \$140,035 greater than budget and reflects the very difficult trading conditions facing the Association, and our industry.

Total income was \$5,060,772, a fall of \$515,331 over 2011. Most of this fall was attributable to the Sydney International Boat Show where demand for marina berths and corporate pontoons was significantly lower. The footprint of pontoons in Cockle Bay was 18% less in 2012 than 2011 and this significantly impacted our income leading to the deficit.

We do not expect conditions to improve in 2013 and have budgeted for a five hall show (plus promenade) and further deterioration in demand for marina berths and corporate pontoons. Our 2013 budget reflects the difficult trading conditions and we are expecting a deficit of \$96,000. Exhibitor rates were held for three years in five but we have been forced to increase them in light of spiralling costs for infrastructure and hire. This will generate \$208,000 in additional revenue and stringent cost cutting will result in expense savings in the vicinity of \$241,000. Had we not undertaken these steps the deficit could have been in excess of \$545,000.

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

- Promotion of www.myboatinglife.com.au boating lifestyle through sponsorship of channel 7 Sydney Weekender and other marketing promotions, \$265,400.
- Direct advertising and promotion of BIA shows and events, \$693,200.
- Promoting the benefits of BIA membership through strategically placed advertisements.
- Continuing development of education and training as an important product for members.
- Promotion of the BIA of NSW Ltd through Roads and Maritime Services 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 \$49,800.

- MyBoatingLife.com.au development, \$134,000 to be amortised over three years.
- 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 electronic methods, \$47,800.
- Projects and administrative expenses for BIA Divisions (Boat Manufacturers Association, Marine Brokers Association, Marina Association of NSW, MIMRA, Sailing Industry Association, SBA, and Trailer Boat Retailers Association), \$135,700.

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 Corporation 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 16 in Notes to the Financial Statements. These transactions with director related companies were on an arm's length basis as 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: 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 2012 for your adoption.

Alan Blake
Treasurer



**Boating Industry Association
of New South Wales Limited**
ABN 61 000 618 468
Financial Statements
For the Year Ended 31 December 2012

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Financial Statements



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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 2012 and the auditors' report thereon.

General Information

1. Directors

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

Name	Period as Director
Blake, Alan (Treasurer) – Director, Blakes Marine Pty Ltd	18 May 2004 to present
Breakspear, Bill – Owner, Breakspear Marine Services	13 February 2007 to present
Bullen, Ken – Director, K&P Bullen Pty Ltd	15 August 2011 to present
Burgess, Paul – Owner, Bluewater Marine Surveyors	08 May 2007 to present
Cook, Simon (Vice President) – CEO, ICF (Australia) Pty Ltd	08 May 2001 to present
Hundleby, Matthew – CMM, Gladesville Bridge Marina	11 May 2010 to present
Hunt, Jonathan – Director, Hunts Marine Pty Ltd	30 June 2009 to present
Jarvin, Michael – Director, Advanced Marina Management Pty Ltd	06 February 2008 to present
Olding, Doug – Director, YHI Pty Ltd	10 December 1991 to 8 May 2012
Steber, Alan – Director, Stebercraft Pty Ltd	16 October 2007 to present
Tsacalos, James – Partner, A&J Outboard & Boating Services	08 May 2012 to present
Vaux, Darren (President) – Director, Empire Marina Bobbin Head Pty Ltd	05 June 2006 to present
Wise, Terrence – 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 within 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.
- Arrange committees and staff 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.

Directors' Report

- 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.
- 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 key 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 deficit of \$384,414 (2011:surplus of \$94,562).

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 2012 is set out on page 43 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 Company has paid premiums in respect of directors' and officers' liability insurance contracts for the year ended 31 December 2012 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 2013. 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.

Directors' Report

14. Meetings of Directors

During the financial year eight 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	8
Tsacalos, James	5	1
Breakspear, Bill	8	6
Blake, Alan	8	6
Bullen, Ken	8	6
Burgess, Paul	8	7
Hunt, Jonathan	8	6
Jarvin, Michael	8	7
Steber, Alan	8	6
Hundleby, Matthew	8	7
Wise, Terrence	8	7
Olding, Doug	3	3

Signed in accordance with a resolution of the directors:



D Vaux

President



A Blake

Treasurer

Dated 26 March 2013

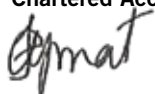
Lead Auditor's Independence Declaration Under Section 307C of the Corporations Act 2001

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 2012 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 26 March 2013

Independent Auditors' Report to the Members of 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, the Statement of Comprehensive Income, Statement of Changes in Equity, Statement of Cash Flows, 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 2012 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 26 March 2013

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 50-60, 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 2012 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:



D Vaux
President



A Blake
Treasurer

Dated 26 March 2013

Statement of Comprehensive Income For the Year Ended 31 December 2012

		2012	2011
	Note	\$	\$
Revenue	4	4,618,743	5,120,308
Other income	4	295,936	274,406
Total Income		4,914,679	5,394,714
Cost of sales, operations, shows and promotions		(3,788,547)	(3,880,785)
Depreciation expense	5	(97,109)	(55,353)
Employee benefits expense	5	(821,011)	(794,459)
Advertising – consumer marketing		(122,399)	(133,088)
Insurance		(48,511)	(47,712)
Subscription fees		(87,265)	(63,500)
Education and training		(41,304)	(37,278)
Other expenses		(419,014)	(448,361)
Total Expenses		(5,425,160)	(5,460,536)
Finance income			
Interest received		146,093	181,389
(Deficit)/Surplus before income tax		(364,388)	115,567
Income tax expense	6	(20,026)	(21,005)
(Deficit)/Surplus for the year		(384,414)	94,562
Other Comprehensive Income for the year			
Net fair value gain / (loss) on available-for-sale financial assets		187,474	(138,293)
Total Comprehensive Income for the year		(196,940)	(43,731)

Statement of Financial Position

As at 31 December 2012

		2012	2011
	Note	\$	\$
ASSETS			
Current assets			
Cash and cash equivalents	7	2,223,809	2,622,150
Trade and other receivables	8	429,997	347,079
Other assets	9	53,832	276,622
Total current assets		2,707,638	3,245,851
Non-current assets			
Other financial assets	11	1,295,649	971,975
Property, plant and equipment	10	1,870,406	1,805,468
Total non-current assets		3,166,055	2,777,443
Total Assets		5,873,693	6,023,294
LIABILITIES			
Current liabilities			
Trade and other payables	12	333,309	320,776
Deferred income	14	21,470	21,089
Employee entitlements provision	13	104,045	184,646
Total current liabilities		458,824	526,511
Non-current liabilities			
Employee entitlements provision	13	115,026	-
Total non-current liabilities		115,026	-
Total Liabilities		573,850	526,511
Net Assets		5,299,843	5,496,783
Accumulated Funds			
Reserves	15	(111,269)	(298,743)
Accumulated Surplus		5,411,112	5,795,526
Total Accumulated Funds		5,299,843	5,496,783

Statement of Changes in Accumulated Funds For the Year Ended 31 December 2012

2012	Note	Accumulated Surplus \$	Reserves \$	Total \$
Balance at 1 January 2012		5,795,526	(298,743)	5,496,783
Total Comprehensive Income for the year				
(Deficit)/Surplus for the year		(384,414)	-	(384,414)
Net fair gain adjustments on available-for-sale financial assets			187,474	187,474
Balance at 31 December 2012		5,411,112	(111,269)	5,299,843

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

Statement of Cash Flows

For the Year Ended 31 December 2012

		2012	2011
	Note	\$	\$
Cash from operating activities			
Receipts from customers		5,406,147	5,934,185
Payments to suppliers and employees		(5,804,758)	(6,310,075)
Interest received		146,093	181,389
Net cash (used in)/provided by operating activities	19(b)	(252,518)	(194,501)
Cash flows from investing activities			
Payments for plant and equipment		(145,823)	(13,751)
Net cash used in investing activities		(145,823)	(13,751)
Net (decrease)/increase in cash and cash equivalents held		(398,341)	(208,252)
Cash and cash equivalents at the beginning of the financial year		2,662,150	2,830,402
Cash and cash equivalents at the end of the financial year	19(a)	2,223,809	2,622,150

Notes to the Financial Statements

For the Year Ended 31 December 2012

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.

(d) Inventories

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

Notes to the Financial Statements For the Year Ended 31 December 2012

(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 investment

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 2012

(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

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 cash flows 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 2012

(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 cash flows 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 2012

4. Revenue and other income

	2012	2011
	\$	\$
Marine Industry Mechanical Repairers Association	3,308	4,219
Marketing Services Division	-	60,000
Members Subscriptions	193,037	201,510
Shows and Events	175,127	153,096
Shipwrights and Boat Builders Association	7,916	5,231
Sydney Boat Show	4,239,355	4,696,252
Revenue from operations	4,618,743	5,120,308
Fund distributions received	26,436	58,560
License fees	54,834	51,141
Other income	214,666	164,705
Other income	295,936	274,406
Total income	4,914,679	5,394,714

5. Expenses

Depreciation	97,109	55,353
Employee benefits expense:		
Other employee expenses	25,813	28,227
Employee entitlements	34,425	10,445
Superannuation	71,870	73,248
Salaries and wages	688,903	682,539
Total employee benefits expense	821,011	794,459

6. Income tax expense

(Deficit)/Surplus before income tax expense	(364,388)	253,860
Tax at the Australian tax rate of 30% (2009:30%)	(109,316)	76,159
Net non-assessable income / non-deductible expenses	129,342	(58,288)
Changes in unrecognised temporary differences	-	3,134
Income tax (expense)/benefit	(20,026)	(21,005)

Notes to the Financial Statements For the Year Ended 31 December 2012

7. Cash and cash equivalents

	2012	2011
	\$	\$
CURRENT		
Cash on hand	300	300
Bank balances	146,053	601,678
Short term deposits	2,077,456	2,020,172
	2,223,809	2,622,150

8. Trade and other receivables

CURRENT		
Trade receivables	76,123	63,832
Provision for impairment of receivables	-	-
	76,123	63,832
Loan – BIA of SA	200,000	-
Advance – BoatsOnSale	7,500	7,500
Other receivables	146,374	275,747
	429,997	347,079

9. Other assets

CURRENT		
Prepayments	53,832	233,698
Other	-	42,924
	53,832	276,622

10. NON-CURRENT

Freehold land – at cost	1,000,000	1,000,000
Building		
53 Hume St, Crows Nest – at cost	933,666	933,667
Less: accumulated depreciation	(206,965)	(188,348)
	1,726,701	1,745,319
Plant and equipment – at cost	462,252	316,429
Less: accumulated depreciation	(318,547)	(256,280)
	143,705	60,149
Total property, plant and equipment	1,870,406	1,805,468

Notes to the Financial Statements For the Year Ended 31 December 2012

(a) Movements in Carrying Amounts

	Land \$	Buildings \$	Plant and Equipment \$	Total \$
Current Year				
Balance at the beginning of year	1,000,000	745,319	60,149	1,805,468
Additions	-	-	145,823	145,823
Depreciation expense	-	(18,618)	(78,491)	(97,109)
Write backs	-	-	16,224	16,224
Carrying amount at end of year	1,000,000	726,701	143,705	1,870,406
Prior Year				
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
Carrying amount at end of year	1,000,000	745,319	60,149	1,805,468

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:

	2012 \$	2011 \$
NON-CURRENT		
Asgard eWrap Investments	1,295,649	971,975
Reconciliation		
Cost	1,382,289	1,382,289
Available-for-sale investments revaluation reserve	(86,640)	(410,314)
	1,295,649	971,975

12. Trade and other payables

CURRENT		
Trade payables and accruals	323,150	308,929
GST payable	10,159	11,847
	333,309	320,776

Notes to the Financial Statements For the Year Ended 31 December 2012

13. Employee benefits

	2012	2011	
	\$	\$	
CURRENT			
Annual and long service leave	104,045	184,646	
NON-CURRENT			
Long service leave	115,026	-	
Movements in carrying amounts			
	Annual Leave	Long service leave	Total
	\$	\$	\$
Opening balance at 1 January 2012	84,056	100,590	184,646
Additional provisions	19,989	14,436	34,425
Balance at 31 December 2012	104,045	115,026	219,071

14. Deferred income

	2012	2011
	\$	\$
CURRENT		
Unearned income	21,470	21,089

15. Reserves

Capital profits reserve	111,571	111,571
Available-for-sale investments revaluation reserve	(222,840)	(410,314)
	(111,269)	(298,743)

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 2012

16. Related Party disclosures

	2012	2011
	\$	\$

(a) Directors

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

Blake, Alan (Treasurer)

Breakspear, Bill

Bullen, Ken

Burgess, Paul

Cook, Simon (Vice President)

Hundleby, Matthew

Hunt, Jonathon

Jarvin, Michael

Olding, Doug

Steber, Alan

Tsacalos, James

Vaux, Darren (President)

Wise, Terrence

(b) Directors remuneration

\$5,000 was expended on the President's annual allowance for the year ended 31 December 2012. As at 31 December 2012 a cumulative balance of \$3,219 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 \$
Related Party:		
Director related companies:		
Blakes Marine Pty Ltd	77,191	6,000
Breakspear Marine Services	436	
K & P Bullen Pty Ltd	1,496	
Bluewater Marine Surveyors	647	
ICF (Australia) Pty Ltd	69,247	27,896
Motor Yacht Marine Holdings Pty Ltd	1,799	
Hunts Marine Pty Ltd	83,674	13,128
Advanced Marina Management Pty Ltd	704	
Stebercraft Pty Ltd	12,067	
Empire Marina Bobbin Head Pty Ltd	436	
Pacific Sailing School Pty Ltd	3,397	

(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 2012

17. 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 \$	employment benefits \$	Post Other term benefits \$	Total \$
2012				
Total compensation	198,199	25,000	4,914	228,113
2011				
Total compensation	197,495	25,000	6,246	228,741

18. Auditors' remuneration

	2012 \$	2011 \$
Remuneration of the auditor of the company for:		
- Audit of financial report	9,339	9,800
- Other services	-	2,200
	9,339	12,000

19. 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
Cash at bank	146,053	601,678
Short-term deposits	2,077,456	2,020,172
	2,223,809	2,622,150

(b) Reconciliation of net cash from operating activities with (deficit)/surplus for the year

(Deficit)/Surplus for the year	(384,414)	94,562
Non-cash flows in surplus/(deficit)		
Depreciation	97,109	55,353
Changes in Assets and Liabilities		
Change in trade and other receivables	(82,918)	(181,540)
Change in other assets	70,366	(167,106)
Change in inventories	-	72
Change in trade and other payables	12,533	82,318
Change in unearned income	381	(69,576)
Change in current tax liabilities	-	(19,029)
Change in provision for employee benefits	34,425	10,445
Net cash (used in)/provided by operating activities	(252,518)	(194,501)

Notes to the Financial Statements For the Year Ended 31 December 2012

20. 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 2012 there were 518 Corporate members (31 December 2011: 563 Corporate members).

21. Expenditure commitments

The company has two expenditure commitments in relation to venue hire during 2013.

Australian Turf Club	\$73,320
Sydney Convention and Exhibition Centre	\$747,100

All amounts are recorded excluding GST.



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