

MEMBER REPORT CARD

DECEMBER 2023



Boating Industry Association

Supporting members to build thriving marine businesses

The BIA connects more than 650 member companies and partners to grow the boating industry, forming a united voice representing boating in Australia.

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

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

This Report Card is a high-level summary of priority activities over the past 12 months.

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

Membership in Numbers

645

active members

58

new members

15

active divisions

6

industry partners

1500

eNews subscribers

Grow Participation in Boating

DISCOVER BOATING AD CAMPAIGN SUMMER 2022-23



2.5 million
video views



6.5 million
digital impressions



50,000+
website users



42,000
email subscribers



42%
eDM open rate



DISCOVER BOATING
.com.au

SYDNEY INTERNATIONAL BOAT SHOW



ATTENDEES **46K+**

EXHIBITORS **233**

BOATS ON WATER **220**

BOATS IN THE HALLS **424**

JOBS CREATED **980**

ECONOMIC IMPACT **\$345M**



EST. 1989
SYDNEY
INTERNATIONAL
BOAT SHOW

Deliver Government Advocacy

12 International external committees to represent industry

36 State or National external committees to represent industry

30 Submissions to heads of departments or Ministers

Regular direct engagement with maritime department heads and Ministers

Deliver Government Advocacy (continued)

NATIONAL GOV'T PARTNERSHIP

Lifejackets.org.au

A program delivery partnership with the national maritime regulators

25,000+ website users

859 stores listed across servicing and retail



STATE GOV'T PARTNERSHIP

Retail Partnership

A program delivery partnership with Transport for NSW to promote safe, responsible and enjoyable boating

100 participating retailers in NSW displaying boating safety materials

WEAR A LIFEJACKET
IT NEVER RUINED
A DAY ON THE WATER



STANDARDS AND TECHNICAL SUPPORT

7 Standards Australia committee representations

2 Committee chair positions

4 new Standard texts published

80+ Standards under review



Deliver Industry-Focused Programs, Products and Services

TECHNICAL STANDARDS IN DEVELOPMENT

3 boating safety

4 boat design and systems

2 marina infrastructure

12 ISO covering boat design, systems and operations

USE OF INDUSTRY STANDARD CONTRACTS

53 consignment agreement

48 berthing agreement

71 new vessel sale contract (since Aug)

183 brokerage central agency

253 used vessel contract

DIVISION MEETINGS

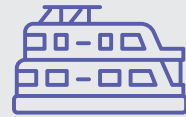
6 Marina across SA, NSW & Qld

2 Marine Brokers across NSW & Qld

2 Women in Boating

1 Access Management users

HOUSEBOAT BOOKINGS WEBSITE



52 houseboat listings in SA

1,221 enquiries

2,500+ houseboat experiences



MARINE CARD

1031 training completions

884 new Marine Card holders

4765 active Marine Card holders

45 Access Management Sites

BIA MARINE INSURANCE

103 members supported with marine business insurance

121 members covered for international travel



Promote Education, Skills and Jobs



MARINEJOBS.ORG.AU

2021 launch year

850 job posts

1800 job seekers on database

100,000 website visits

330,000 job views



WORKFORCE DEVELOPMENT

300+ high school children visited SIBS

30+ schools groups attended industry briefings

50+ new apprentices started

4 marine careers activations at key events

23 yr 10 & yr 11 students attending the Boating Industry Academy

12 new starters for Boating Industry Academy February 2024 in-take

Proudly supported by

CITY OF

GOLDCOAST.