

MEMBER REPORT CARD

NOVEMBER 2022



Boating Industry Association

Supporting members to build thriving marine businesses

The BIA connects more than 600 member companies 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

617

active members

38

new members

3

Member Services on the road

275

member visits

1300

eNews subscribers

Grow Participation in Boating

DISCOVER BOATING AD CAMPAIGN SUMMER 2021-22



29+ million
TV views



11 million
digital impressions



82,000+
website users



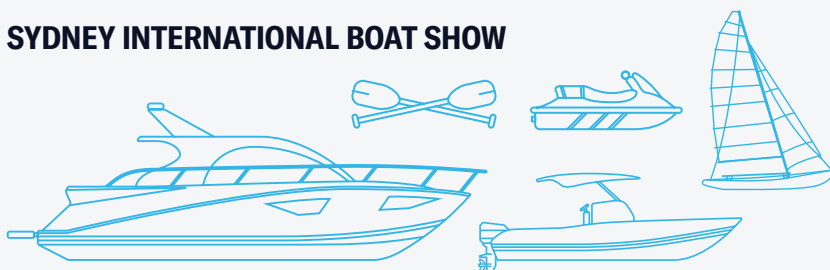
32,000
email subscribers



36%
eDM open rate



SYDNEY INTERNATIONAL BOAT SHOW



ATTENDEES 45k+

EXHIBITORS 190

BOATS ON WATER 173

BOATS IN THE HALLS 418



Deliver Government Advocacy

12 International external committees to represent industry

34 State or National external committees to represent industry

46 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

22,000+ 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

3 new Standard texts published

80+ Standards under review



Deliver Industry-Focused Programs, Products and Services

INDUSTRY STANDARD CONTRACTS



7 new boat sales documents published

4 brokerage agreements reviewed

MEMBER DOWNLOADS

61 consignment agreement (since Aug)

72 berthing agreement

76 new vessel sale contract (since Aug)

136 brokerage central agency

179 used vessel contract

DISCOVER BOAT SALES



Online marketplace

2021 launch year

2546 active listings as at Nov 22

60,000 page views

HOUSEBOAT BOOKINGS WEBSITE



65 houseboat listings in SA

1891 enquiries

5000+ houseboat experiences



MARINE CARD

1055 training completions

897 new Marine Card holders

3740 active Marine Card holders

43 Access Management Sites

BIA MARINE INSURANCE

118 members supported with marine business insurance

130 members covered for international travel



Promote Education, Skills and Jobs



MARINEJOBS.ORG.AU

2021 launch year

600 job posts

700 job seekers on database

50,000 website visits

165,000 job views



WORKFORCE DEVELOPMENT

300+ high school children visited SIBS

30+ schools groups attended industry briefings

50+ new apprentices started

4 marine careers stand at key events

3 open days for Boating Industry Academy launching in 2023