

The marine industry in Australia by the numbers

2026 Industry data

Turnover in 2025-2026

\$10.5bn



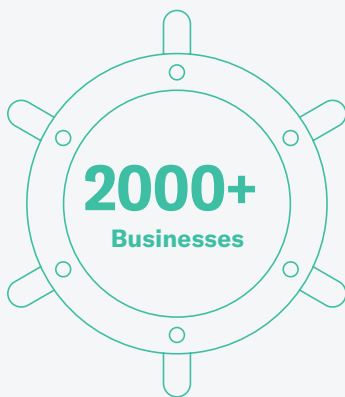
23,500

People employed directly by the industry
+ more than **11,500 contractors** engaged.



Industry profile by sector

The marine industry covers a broad range of sectors, with yard services, new boat sales, storage and charter operators leading the way.



Operating in the **recreational and leisure marine** sectors in Australia.

NEW BOAT SALES 14.5%

YARD SERVICES 14.5%

MOORING/MARINA 13.5%

USED BOAT SALES/BROKERAGE 12%

RETAIL / WHOLESALE 10.5%

BOATBUILDING 8%

TOURISM 7%

ENGINE SALES 7%

MANUFACTURING 7%

PROFESSIONAL 4%

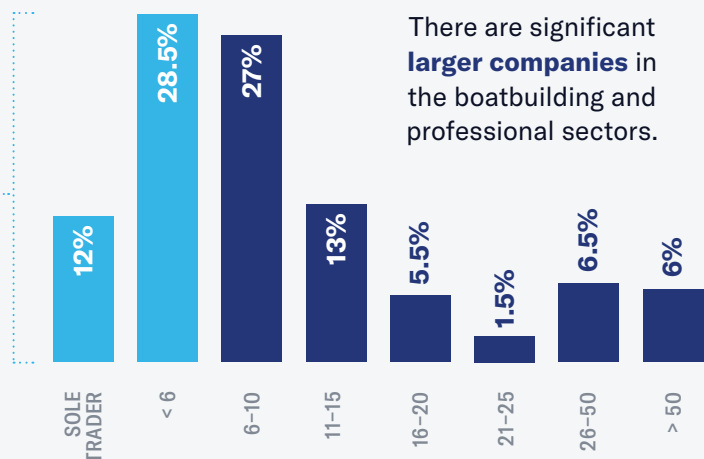
OTHER 2%



Industry profile by employment



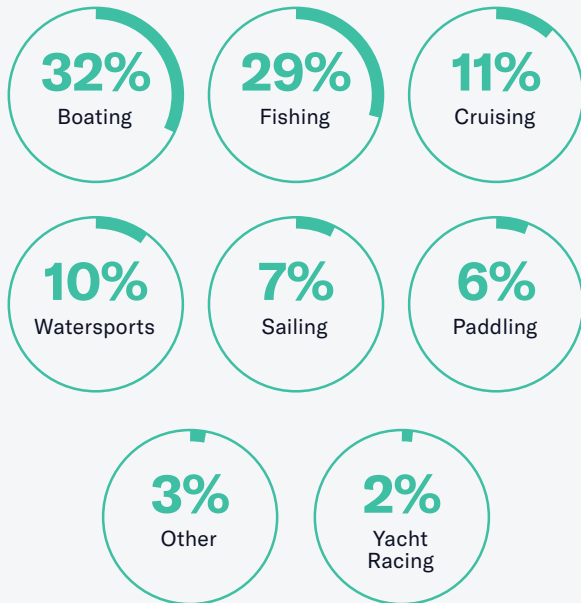
Companies in the marine industry are predominantly smaller businesses, typically employing **less than 10 people**. However, companies employing 25 or more people, account for 50% of the total workforce.



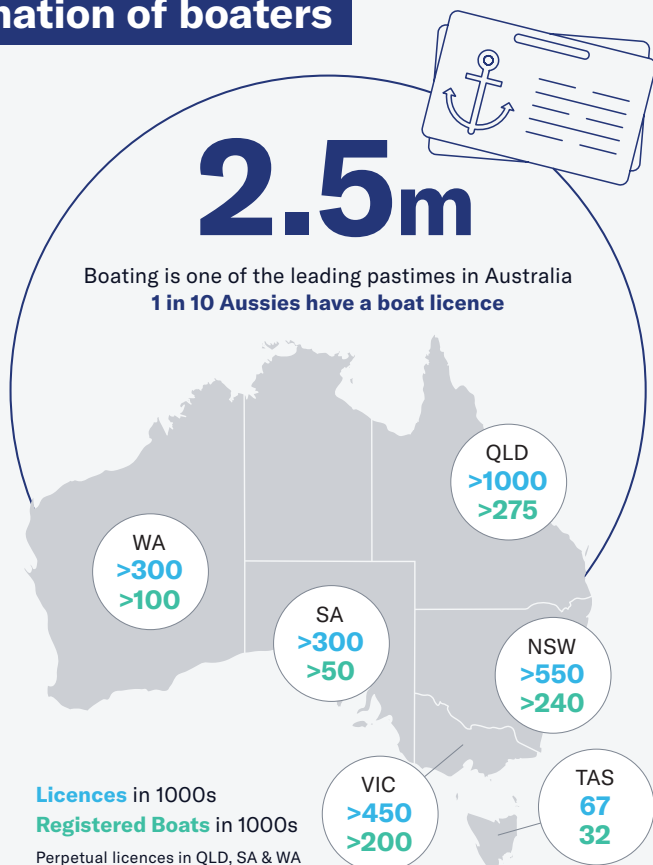
There are significant **larger companies** in the boatbuilding and professional sectors.

Boating activities

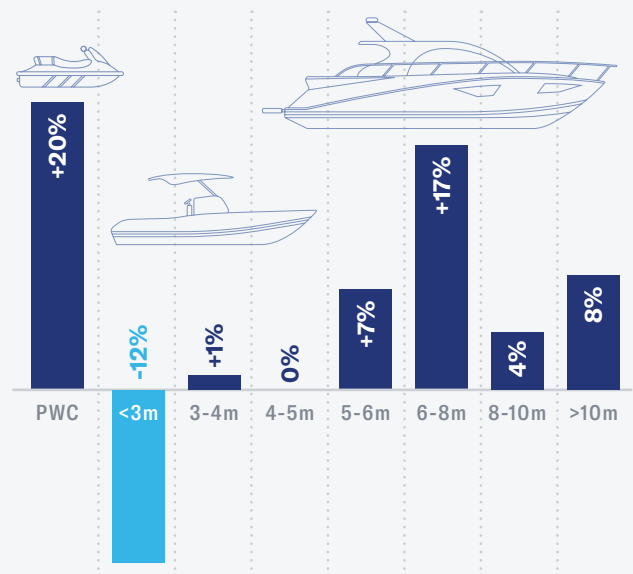
Preferred boating activities



A nation of boaters



Change in length over 5 years

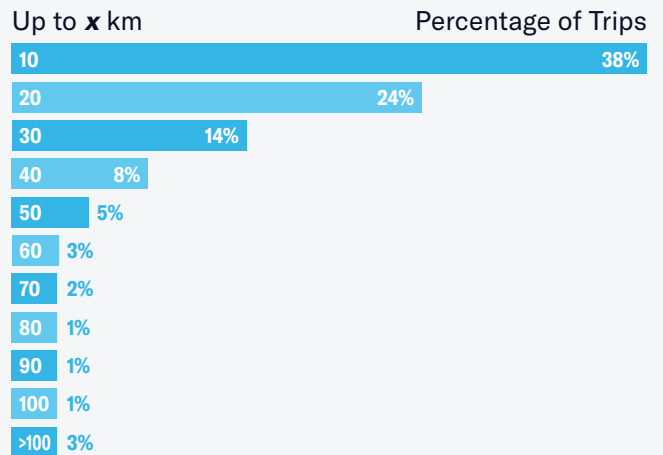


BIA Boating Data

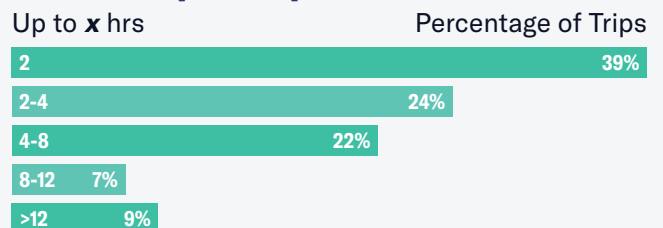
Make data-driven decisions for everyday waterway challenges.

BIA Boating Data powered by DECKEE provides insights about where, when, and how people move around the waterways. By analysing over 6 billion real-time and historical data points, unlock intelligence that can help you achieve economic, safety and environmental outcomes.

Distance per Trip (kms)



Duration per Trip (hrs)



biadata.org.au

Helping you make data-driven decisions for everyday waterway challenges



SOURCE: BIA STATE OF INDUSTRY SURVEY, JULY 2026. DATA HAS BEEN CROSS CHECKED AGAINST OTHER INDUSTRY DATA SOURCES

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