



NZmarine

Creating the world's premium marine industry.

Mission:

To encourage development of the New Zealand Marine Industry and help our members build successful businesses.



Creating and promoting the world's premium marine industry

New Zealand's marine industry is a recognised leader in the global marketplace, with an international reputation for innovative excellence and competitive manufacturing.

NZ Marine is the trade association (Export, Industry and Training) linking 480+ companies nationwide to represent and grow this successful New Zealand industry.





Introducing NZ Marine

NZ Marine was formed in 1965 by industry leaders who identified significant growth potential in New Zealand's highly capable and robust local boating businesses. Over the last three decades, the industry's individual companies have joined forces in a cooperative cluster to advance their interests locally and in international markets. New Zealand has become a leader in the international marketplace with a reputation for excellence and competitive manufacturing. Export earnings have risen from \$25 million in 1988 to \$700 million in 2018, with the superyacht, refit, equipment and commercial vessel sectors being responsible for the majority of exports.

NZ Marine is the organisation that is responsible for multiple roles within the industry and one that has changed significantly over the years to reflect the needs of its member companies in the modern marketplace. NZ Marine plays a key role in bringing scale and direction to the industry's strategy of becoming one of the powerhouses of NZ's export economy.

The three main sectors of NZ Marine - NZ Marine Export Group, NZ Marine Industry Association and NZ Marine & Composites Industry Training Organisation - complement each other to work to increase the capability and local and export sales for the New Zealand marine industry.

Membership of NZ Marine

Companies join NZ Marine to be formally part of this dynamic and high profile New Zealand industry. Membership provides access to information, services, guidance, training, networking opportunities, event participation and market statistics at a highly competitive cost.

NZ Marine liaises with local and central government, conducts surveys and collates statistics relating to local and international markets, communicates up-to-the-minute information about market conditions to members, manages the industry's skills training scheme including the development of qualifications, and offers standardised legal documentation for day to day business contracts.

One of NZ Marine's key responsibilities is to provide a wide range of initiatives designed to increase business opportunities for member companies – opportunities that will improve profitability and export receipts and result in more jobs for New Zealanders.

Full details of these membership benefits of the NZ Marine Industry Association, the NZ Marine Export Group and apprenticeship training through the NZMAC ITO are detailed separately.

NZ MARINE INDUSTRY

Events and Networking

NZ Marine arranges regular events, social functions and seminars to facilitate networking among members and keep them up-to-date with the latest market intelligence, statistics, business practices, techniques and technology.

Networking and encouraging the sharing of intellectual property is an important role for NZ Marine. As well as regular local events such as boat shows, NZ Marine organise and participate in forums, conferences and symposia that keep our members' products and services at the forefront of the international marketplace.

Boat Shows

NZ Marine manages the Auckland On Water Boat Show and offers members support packages and discount for exhibiting at this show, arranges upskilling and information seminars and encourages members to attend these during the shows.

Members also enjoy special discounts for exhibiting at the Hutchwilco New Zealand Boat Show and the Sydney International Boat Show.

The boat shows and events are popular and showcase members' companies and products to the public. Extensive marketing draws huge numbers to the shows and members' successes are widespread.



Industry Conference

This successful bi-ennial conference is a valuable opportunity for members to learn and upskill from key speakers. Presentations on market information and intelligence, business upskilling, statistics and networking with other industry people will assist members to make more informed decisions about their business strategies.

Member Communication

Communication and information sharing between members is encouraged through many face-to-face activities, including regular "Boating After 5" functions hosted at member companies. We also circulate regular "FastMail" news updates, and the *NZ Marine News* magazine, a high-quality publication which communicates important industry events and news to a wide audience.

Statistics

NZ Marine collects and collates up-to-date statistics about the major sectors of the New Zealand and international marine industries. This information, so vital in making informed business decisions, is freely available to members and is communicated through FastMail e-news, the NZ Marine magazine, at AGMs, and boat show seminars.

Government Liaison

On behalf of our members, NZ Marine maintains a close working relationship with a wide range of governmental and industry management organisations. These include Coastguard NZ, Water Safety NZ, Maritime NZ, Customs NZ, Biosecurity, NZ Police, IRD, International Council of Marine Industry Associations (ICOMIA), the International Federation of Boat Show Organisers (IFBSO), International Marine Certification Institute (IMCI), the Chamber of Commerce, Employers and Manufacturers' Association, New Zealand Trade and Enterprise, Tertiary Education Commission and Business NZ.

At a local level we work closely with regulatory authorities to protect and advance the interests of our members. Among the results we are proud to have achieved are greater water access rights and land zones for marine use, as well as better facilities for trailer boat launching ramps and marinas.

Liaison with central Government is a core activity, as the one voice for the industry includes communication, representation and joint funding of projects. NZ Marine maintains an overview of legal, governance and strategic issues that could affect its members and the industry as a whole.

In this role, NZ Marine has a key position advising on the significant marine-related developments that are shaping our industry, including the Viaduct Harbour at Wynyard Quarter, Site 18 Marine Precinct, and marine precinct growth in Opuia, Whangarei, Tauranga, New Plymouth, Wellington, Picton, Nelson, Christchurch and Invercargill.

Sector Groups

NZ Marine sets out its strategic goals annually and maximises its effectiveness through industry sector groups, governance boards and a skilled administrative support team.

Our sector groups identify the issues and strategies for each area of our industry and develop relevant action plans. The various groups are:

- NZ Marine Export Group
- NZ Marina Operators Association
- Royal Institution of Naval Architects (NZ Division)
- Boat Building and Refit Group
- Boat Dealers and Outboard Motor Group
- Brokers Group
- CPC Manufacturers' Group
- Commercial Vessel and Big Engine Group
- Discover Boating Committee
- Research and Development Committee
- Suppliers Group
- Boat Show Policy Committee
- Regions and Marine Precincts

NZ Marine Online

Over the past decade NZ Marine has developed a significant online presence designed to promote the interests of its members to the public and to the world at large. The NZ Marine website is a gateway to member companies, their products and services. It introduces New Zealand as a destination and simplifies contact with marine companies with a detailed local directory.

It also offers information about events and the activities of our NZ Marine Export Group, NZ Marine Industry Association and NZ Marine & Composites Industry Training Organisation apprenticeships and training.

For the local market, the Discover Boating website has been developed to encourage participation in marine activities as well as providing a single stop for all related information, from boat ramps to legal issues, boating safety and to how to choose your first boat.

NZ MARINE EXPORT GROUP

The membership of this group is drawn from our most successful and high profile marine companies. It has a track record of significant achievement through its management of internationally acclaimed events such as the prestigious, Millennium Cup for superyachts, and international events such as the world's first Yacht Vision symposia and Superyacht Captains Forum. The NZ Marine Export Group manages the presence of New Zealand companies at major international boat shows and special events and, in association with New Zealand Trade and Enterprise, Tourism NZ, ATEED and MFAT, organises trade missions and researches potential new export markets.

Through NZ Marine, the Export Group assists member companies with marketing and maintaining powerful, consistent branding of New Zealand for boats and marine equipment. In partnership with the Refit Group a major strategy is to increase the number of visiting yachts to NZ. The goal is to increase superyacht visitation from 37 in 2014 to 150 by the 2021 America's Cup. The goal is also to increase cruising yachts visiting by 20% more by 2019, from the approximately 600 visitors in the 2015 season. Promotion includes publications and on line material including the Destination & Cruising New Zealand Guide and a phone app 'Destination New Zealand'.

International Boat Shows

NZ Marine secures space in prime locations at the most influential international boat shows throughout the year: Monaco Yacht Show, METS Amsterdam (Marine Equipment Trade Show) the Fort Lauderdale International Boat Show and the Singapore Yacht Show.

By using group purchasing powers we secure space that would otherwise be prohibitively expensive for individual companies and developed a range of attendance packages to suit all budgets including facilitating companies new to exporting by providing incubator packages.



Friends of NZ Marine

Friends of NZ Marine is a project to inform kiwis working in the marine industry offshore of the latest news, innovation and what's going on in the New Zealand marine scene.

Sign up to Friends of NZ Marine to receive complimentary newsletters and keep in touch with New Zealand's marine industry activity.



SYMPOSIA

NZ Marine members can take advantage of our involvement in symposia, seminars and conferences, with one key example being the Superyacht Captains Forum.

By bringing international experts and media to New Zealand for the forum NZ Marine helps to ensure our knowledge base is robust and current, and that the key influencers of the international superyacht industry are familiar with our expertise and people.

INDUSTRY TRAINING

The NZ Marine & Composites Industry Training Organisation provides the industry with a highly skilled workforce of consistent quality.

It is responsible for managing New Zealand's apprentice training scheme, regarded as being a world leader. It currently has between 400-500 apprentices, who are beginning successful careers by gaining formal National Qualifications. More than 1,000 skilled workers have been trained and graduated over the past ten years.

The NZ Marine & Composites Industry Training Organisation annual graduation dinner, held at the Royal New Zealand Yacht Squadron, is a highlight of the year, celebrating the successes of our apprentices who will become the industry's future leaders.

The Marine Trades Challenge is another popular annual event which showcases the ingenuity and skills of apprentices in an entertaining way by building and racing a boat all in the same day.

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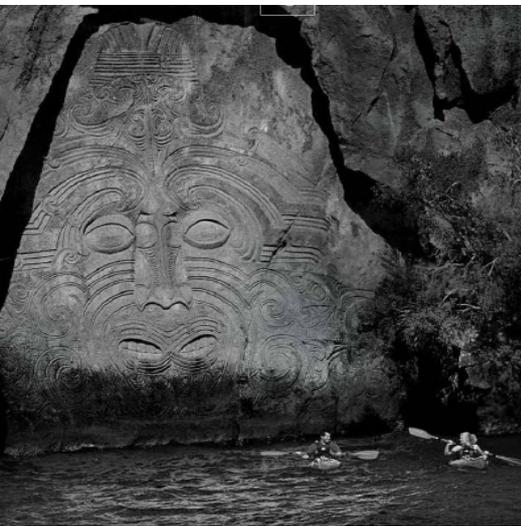
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“Having vision is not enough. Change comes through realising the vision and turning it into a reality. It is easy to espouse worthy goals, values and policies; the hard part is implementation”.

- Sir Peter Blake





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