

In executing the NZ Marine Export Group's board approved strategic plan for 2020 /2021 below is a summary of key achievements and work in progress:

NZ Marine Export Group Member Activity 2020-2021

NZ Marine Export Group - Maximising and building future digital commerce capability for export success

A member meeting was held on 22nd March where the below topic was discussed:

The NZ Marine Export Group Board have identified that with closed borders and the likelihood of international travel being disrupted for a further 1-2 years, communication with our existing and potential customers will pivot around all forms of digital communication.

As such, NZ Marine Export Group are putting a major focus on this and are pleased to bring you, with the assistance of NZTE, Propspeed and ENL, a targeted marketing session using current examples of efficient and effective tools for us all to learn from.

In this session for exporters, you will hear from Ben Glazeswki, Associate Director at Deloitte across Digital Customer and Tech Strategy Teams with a background in human centred design and digital. Over the last 12 months Ben has been spending most of his time working with numerous NZ businesses on the extent digital can play a part in the future proofing of their business in a post covid world.

This is followed by a panel session with Marcus Hamilton, Propspeed and Cameron Hirst, ENL where we can go through examples of where digital marketing has opened up new markets and increased their, even exceeding their own expectations.

This meeting was attended by a few board members and a few members attended online via zoom.

There was also a seminar held on "examples of good distribution methods"

NZ Millennium Cup

2020 regatta

Entries:

1. Tawera
2. Silvertip
3. Sassafras
4. Janice of Wyoming
5. Kawil
6. Adele

Sponsors:

Platinum: Orams Marine, Royal Huisman

Gold: Smuggler Marine, Bay of Islands Marina, Doyle Sails

Silver: Breed Media, COAST, Events Clothing, ENL/WASSP, Southern Spars/North Sails

Friends: ATTEST, Holton Marine, Power Equipment, Blue Marine Travel, Superyacht Galapagos, Nautica Shipping

Welcome Function Sponsor: Southern Spars

The 2020 regatta was successful with entries and sponsors very happy.

2021 regatta

Entries (we are aiming for a minimum of 5 entries)

Confirmed: Sassafras, Tawera, Miss Silver

In discussion with:

- G2 (They are coming to NZ in Christmas and will race if the owner is allowed in)
- Ningaloo (captain talking with management and are keen -unknown if they will only race with owner)

Sponsors

We have confirmed \$95,950 of our budgeted sponsorship income of \$135,380.

Confirmed

Platinum: Orams Marine

Gold: Bay of Islands Marina, Benetti, Smuggler Marine, North Sails/Southern Spars

Silver: COAST, Breed Media

Friends: Power Equipment, Elite Marine Design, ATTEST, Coppercoat

Welcome Function Sponsor: Southern Spars

Suppliers: Hancocks

Superyacht Welcome Function 2020

This was held at the end of November with over 150 people in attendance. This was a great networking event for superyacht owners, captains, crew and industry personnel.

METS

The METS 2020 show was cancelled due to covid restrictions, and we are looking forward to supporting companies attend and profile on their behalf at the 2021 show:

2021

NZ Marine Export Group gaining NZTE support /funding for NZ equipment suppliers' exhibition and functions at METS November 2021

Exhibitors: Propspeed, Fusion, C-Quip, ENL

We have a 8x3m stand which we have the support of NZTE to promote New Zealand on. To date we have the below companies contributing to have a profile/brochures/material on display:

1. Fastmount
2. Tru Design
3. C-Tech
4. Lloyd Stevenson Boat Builders
5. Hamilton Jet

We also have a further 3 NZTE customers who are contributing a higher price: Ecostore, Boxfish and Manta5.

Superyacht Cup Palma 2021

NZ Marine Export Group gaining NZTE support /funding for 'Destination NZ' sponsorship Palma Superyacht regatta 2021

Export Group member companies involved in this promotion include C-Quip, Doyle Sails, Hamilton Jet, Propspeed, Orams Marine and WASSP (ENL).

Superyacht New Zealand website

In time for the Superyacht Cup Palma, we created a website ([which you can view here](#)) as landing page to promote New Zealand, have the current rules and border entry requirements, promote our Export Group member (the back end database is being finalised with the web developer and will be implemented shortly) and promote our events – NZ Millennium Cup and NZ Superyacht Fishing Competition.

We will also add in the current border requirements for Australia, Tahiti and Fiji as we receive updated information. There is still a lot of finetuning work to this but we have a very good starting platform.

Lobbying/representation

Gaining NZ Customs approval to extend the TIE for all visiting yachts already in NZ to June 2021 and then again to June 2022.

Superyacht/cruising yacht border exemption

Gaining Government new law order in July 2020 that allows cruising yachts and superyachts to visit NZ for refits/repairs (subsequently approx. 30 superyachts and 80 cruising yachts have entered NZ under this exemption.

Gaining Government new law order in Dec 2020 that allowed superyachts owned by Americas Cup - ETNZ and Challenging Syndicates major sponsors to visit NZ for the Prada Series and ACup complete with the owner/family on board and isolating on board their own yacht on arrival in NZ (subsequently approx. 4 superyachts and their owner /families arrived in NZ including British Billionaire Sir Jim Ratcliff owner of INOES UK.

Engagement with NZTE, MFAT and MBIE profiling the NZ marine export industry and seeking government support to increasing export opportunities for NZ Marine Export Group member companies

In liaison with NZ Marine Industry Association:

Providing guidance and best practice for member companies implementing H+S operating procedures for running factories/offices under Covid level 3 restrictions (Thank you to NZ Marine Export Member companies -Doyle Sails, Stabicraft and Lloyd Stevenson Boats for assisting us with this major task). Gaining government health order change to allow inshore non-motorised boating in NZ at Level 3 and establishing with Maritime NZ and NZ Police that marine companies can operate under level 3 in regards to moving recreational boats for delivery to refit/service yards and to do sea trials as part of a marine business operations.

Lobbying central and local government to assist with planning/permitting clusters of marine export companies to operate/expand – successes in 2021 have seen Orams new haul out yard given go ahead on Beaumont St Westhaven with a 840 tonne travel lift and built. The Jellicoe Harbour (America's Cup harbour) established and post the Cup in April 2021 approval for the superyacht berths to remain in place vs the consent requirements for them to be removed. Maintaining Beaumont St as an industrial access road for marine companies (on-going battle!) rather than deletion of 90 car parks for a mid-road cycle lane as per the current plan. Government Major Development Grant (Shane Jones) for port of Whanganui -assisting export member Q'West gain this as cornerstone land/lease owner. Assist in planning and Far North Holdings gaining dedicated isolation berths for visiting yachts at Opuia complete with Ministry of Health and NZ Customs approvals.

Assisting Maritime NZ, Ministry of Health and NZ Customs in the setting up of application process and then assisting agents in submitting applications for visiting yachts to NZ to gain the cabinet approved exemption for foreign flagged cruising and superyachts to enter for refit/repairs of over \$50,000.

Digital Support

NZ Marine Export Group have contracted Live Sail Die to look at how we can further promote Export Group companies on a digital platform. To date we have created a strong presence on the NZ Marine website, with a list of export group member companies and details on the group, what we are involved in and shortly we will be adding in news stories, interactive media such as videos.

NZ Marine Export group publications and digital marketing profiling the NZ Marine industry and Destination NZ--on back of NZ Millennium Cup /America's Cup - resulting in many articles and PR gained in hard copy and on line publications world wide- profiling NZ Marine Export companies and the NZ marine industry as a whole

Superyacht Fishing Competition 10-13 February 2022

Our press release has gone out, and I have had an interview with Diane Byrne, MegaYachts News on Tuesday 17th August about the fishing competition. The general view is that it is “something different” to offer superyacht owners whilst in NZ.

I have been in discussion with Sam from Legasea, and we will partner with them to promote sustainable fishing, promote measure and release fishing for the competition and also support their Kai Ika initiative where fish heads/skeletons go to local communities who want them – supporting the “nose to tail” and “no waste” philosophy.

Entries

We have two entries – Deo Juvante which is a build currently in progress at Circa Marine, a 26m LOMOcean designed vessel and Miss Silver (regatta entrant).

As noted above Elena will start visiting the superyachts in Auckland to advise them of the superyacht events next year and touch base.

Sponsors

We are pleased to have sponsors on board, ENL, Hamilton Jet, Coast and Prospeed. We will be sending out a newsletter shortly to gauge interest with other potential sponsors.