



Boating Industry Association of Victoria



MEMBERSHIP PROSPECTUS



MEMBERSHIP SERVICES AND BENEFITS

1. BELONGING

For over six decades BIAV members have enjoyed a sense of connectedness to their fellow industry members, as well as a sense that by being a member, they are making a valued contribution to their industry. Small things like attending AGMs, member forums, and zoom sessions add to this. They also build the profile of the attending member and provide great networking opportunities.

2. NETWORKING

There is great value in joining fellow industry members at BIAV events, functions and information sessions. As well as exploring and developing business opportunities, there is also a willingness of members to share best practice, advise one another, and to compare notes. This is no more evident than at the Exhibitor Function, which is part of each Melbourne Boat Show. Many industry members are life-long friends as a result of their connections via BIAV.

3. CODE OF ETHICS

BIAV members are bound by a [Code of Ethics](#), providing the consumer with peace of mind and the assurance that they will receive quality products and services. Member companies are placed in a position of trust to give consumers confidence that they will:

1. Act honestly and fairly in all business dealings with the consumer.
2. Maintain professional courtesy and integrity, at all times.
3. Ensure all advertising and representations are truthful and accurate.
4. At all times, act in an environmentally responsible manner.
5. Do all that is possible to promote safe boating and education practices.
6. Render accurate, truthful and expert advice to the community.
7. Strive for excellence in quality of service to customers.
8. Promptly attend to all justifiable warranty claims.

4. BIAV PROFESSIONAL RECOGNITION

Included in the annual pack BIAV members receive is a front-of-house membership certificate, as well as the option for BIAV branded stickers, signs, banners and logo use. This collateral is available to members to help them build customer confidence and a sense of them being part of a respected industry body, with high standards and a [Code of Ethics](#).

5. SOCIAL MEDIA

The [BIAV social media](#) targets four priority groups; BIAV members, industry more widely, current boaters, and potential boaters. The great majority of posts and boosts specifically promote the products, services and activations of members, and aim to attract people to boating via a [BIAV member](#). BIAV also provides an outsourced service, at a reduced member rate, for those businesses looking to enhance their own social media presence and outcomes.

6. VOICE

BIAV is your [voice](#) and that of the industry in Victoria. Relations with key ministers, department heads and the regulator, on behalf of members, are very strong. BIAV is represented at virtually all significant government forums and has an influence with regards to the government's strategy and action plan.

7. DISCOVER BOATING EDM

This monthly publication is designed to engage the 40,000 subscribers, who are a highly targeted Victorian boating audience. Promoting BIAV members to them is the number one priority of this on-line publication, along with encouraging them to activate their boating interest. Member activities and activity that promotes boats, boating and the boating lifestyle are central to this publication. Anything that a BIAV member is doing in this vein is captured and shared to this targeted audience.

8. MEMBER FORUMS

Throughout each year BIAV hosts, often on Zoom, member specific forums. These were prevalent during the main covid period with a series of such forums to advise members around business restrictions and accesses, as well as funding and other support programs. Other forums have been conducted with regard to OS recruitment of staff, apprentice acquisition, TAFE liaison, business development, road trailer standards, Australian Builders Plate requirements, boat show preparedness, and other topics. The convenience of Zoom has made it more convenient for members to attend these forums.

9. BOAT SHOWS

A key feature of BIAV efforts to showcase and promote boats, boating and the boating lifestyle, are [boat shows](#). In recent years there have been successful events at Melbourne Convention and Exhibition Centre, Docklands, Lake Eildon, and a Virtual Boat Show. These have all been delivered to best serve members, and to bring the boating public and potential boating public to our industry. Boat shows remain the best way to pool resources, bring the industry together, as well as to celebrate and promote boating. BIAV remains dedicated to this important key function of its business.

10. BOAT SHOW DISCOUNTS

The BIAV membership offers significant discounts on exhibitor space rates for the annual Melbourne Boat Show, whether it be at MCEC, Docklands or elsewhere. In addition, member discounts are also available for other BIAV events and meetings, as well as all BIA Ltd boat show events in other states.

11. ADVOCACY

Member feedback has indicated loud and clear the value and benefit of the [BIAV advocacy work](#). Recent highlights have included the Better Boating Fund and its \$32m annual worth, the BBV recreational boating strategy, BBV increased funding for dredging, maintenance, promotion and boating trails, numerous facility upgrades and expansions, the thwarting of wake bans on the Murray, the retention of PWCs on the Bay, sensible legislation relating to boating event volunteers, the Williamstown wave surge study, a balanced Marine Regs Review, and a great deal more. BIAV is your voice and that of the industry in Victoria. Relations with key ministers, department heads and the regulator, on behalf of members, are very strong. BIAV is represented at virtually all significant government forums and has an influence with regards to the government's strategy and action plan.

12. ADVERTISING

BIAV members receive a significant discount for their advertising placements on the two main BIAV advertising platforms. These being, BIAV e-News, which targets fellow members and industry (1,800 specific industry email addresses), and the Discover Boating monthly EDM which specifically targets the boating community (40,000 email addresses). Various [packages](#) are available to BIAV members depending on ad size and length.

13. E-News

BIAV [e-News](#) is a fortnightly publication with a specific purpose of keeping members informed of all relevant industry matters. Open rates among members is extremely high, compared to other like-publications. Member feedback is very positive as the content is highly tailored to a BIAV member audience.

14. BIAV PRODUCTS & SERVICES CATALOGUE

This online boating and marine business directory, hosted via the BIAV website, promotes BIAV reputable members only. The [catalogue](#) is actively promoted to the Victorian boating community, via the website, eDMs to a 40,000 database, social media and is a key component of the Boat Owners Club, the club that connects boat owners to BIAV members. Business categories include; boat dealers, boat clubs, marinas, chandlery, boat repairers, fishing equipment and many more.

15. FREE DOMESTIC & INTL TRAVEL INSURANCE

This is a much appreciated [Travel Insurance](#) offering that covers all business, and some personal travel. In terms of business travel all interstate and some intrastate trips are covered. Personal travel connected to business related travel is also included. For owners and directors of member businesses, cover is extended to personal travel for non-business trips.

16. MITCHCAP FLOORPLAN FINANCE

Through their BIAV partnership, MitchCap provides a very popular [floorplan finance](#) offering to members nationally. The product offering is well placed in terms of flexibility, interest rates, and service. MitchCap not only provides a great floorplan finance option for BIAV members, they are also investing a share of revenue on every Boat, Trailer and Engine placed on one of their floorplan deals, back into the Industry. The MitchCap team have become very well connected to industry and are regular boat show attendees and exhibitors.

17. MITCHMARKET RETAIL

BIAV members can offer their customers a very competitive suite of [retail finance and retail insurance](#) offerings via MitchMarket. As well as a great offering to members, MitchMarket also give back to the industry with a partnership program that directs a portion of their revenue back to BIAV for industry development initiatives.

18. NETWORK MARINE INSURANCE

The boating and marine industry is highly diversified and specialised. So too are the insurance needs of businesses and individuals in our industry. Through our partnership with Network Marine Insurance and as a BIAV member, you have access to [specialised insurance products and services](#) from a company that knows the industry. Members can receive a full review of their current insurance suite, advice as to its relevance and suitability, and a good price for a renewed package.

19. MARINE CARD

BIAV marina members hosting trade professionals, may opt-in for the BIA Ltd [Marine Card](#) program. This quality and credential controlling system is beneficial to both the tradespeople providing services and the hosting marina.

20. DEALER DOCS

BIAV seeks to update and provide to members a suite of legally proofed template documents. These relate to the various aspects and processes in relation to acquisition and sale of new and used boats. Applicable also for accessory items and packages.

21. BIAV 50 POINT SAFETY CHECK

The 50 point safety check document, is for use by members if a potential boat purchaser seeks additional comfort on the boat's quality and safety. This is especially applicable in the case of a second-hand boat. Although the onus for the safety check is on the boat seller, and ultimately the new owner, the BIAV brand and reputation, as part of the safety check process adds great value.

22. HR ADVICE DISCOUNTED SERVICES

HR problems can be a major obstacle to business growth and success. BIAV members have an exclusive monthly discount on all [HR services](#) provided by HR Advice. There are also opportunities to attend free quarterly information sessions, hosted on-line by HR Advice, in relation to a range of HR, IR and other related topics.

23. DISCOVER BOATING CAMPAIGN

The [Discover Boating](#) images and other resources are available to BIAV members. These may be used for marketing or general promotional purposes. Members may choose how actively they wish to engage in Discover Boating related resources and activations.

24. INDUSTRY IMMERSIONS AT MARINE PRECINCTS

Several times each year BIAV seeks to partner with a group of members and deliver Industry Immersions. These activities are designed to bring young people and even people looking for a career change, to the industry. The immersions provide an overall industry summary, involving video and promotional material, as well as a chance to go on-site at industry employers to take in the type of work and all associated opportunities. These immersions specifically are for young people and career changers who have been to an expo or have been 'networked' and have indicated a preliminary interest in our industry.

25. INDUSTRY HUBS AT CAREER EXPOS

BIAV, along with engaged members, provides an Industry Hub at three or four of the major career expos each year. Each Hub is stationed by BIAV and the participating members and is designed to showcase the industry and help make it attractive as a future career pathway. It is expected that the involved members will be exposing their business and the attractiveness of our industry to up to 10,000 young people per year.

26. BOATING CAREERS

An extensive BIAV [platform](#) dedicated to building awareness and profile, attracting a pool of industry candidates, bridging the gap between industry aspirants and employers, and continuing to enhance training, education, apprenticeship, and pathway opportunities across the industry.

27. INDUSTRY HUBS AT NON-MARINE EVENTS

Each year BIAV seeks to engage groups of BIAV members to form Discover Boating Hubs at outdoor/recreation based events such as caravan and camping expos. These hubs are designed to promote boats, boating and boating lifestyle, via BIAV members, to that 'next layer' of potential boaters. Recent history indicates that those interested in the great outdoors, who are inclined to camp, caravan, mountain bike, hike and hunt, are a likely crop of potential fishers and boaters.

28. NWSC TESTING

Exclusive boat testing (demo) access to the [National Water Sports Centre](#) at Patterson River, at a reduced rate, is provided to BIAV members by the venue manager Parks Victoria.

29. SHIPMATE

BIAV members receive a free listing in [Shipmate](#), as well as acknowledgement as a BIAV member. Shipmate is the online boating and marine business directory. It contains businesses providing services for boating and marine enthusiasts, details on emergency services, yacht clubs, marinas, marine organisations, weather, tides and links to webcams and wave buoys.

30. ENERGY DEAL

BIAV's energy partner is [zempl](#) who provide energy deals for BIAV members. As a major current business challenge, any reduction in energy cost rates is well received by BIAV members.

31. MEDIATION & DISCIPLINE

BIAV provides a service whereby it provides a mediation service in the event of a member v member scenario, or a member v customer scenario. On rare occasions BIAV is also required to enact its disciplinary process when it is likely or confirmed that a member has breached the Code of Ethics.

TYPES OF MEMBERSHIP

FULL MEMBERSHIP - \$920*

Available to any person, company, firm or division of such, that is primarily or principally engaged in the boating and marine industry.

COUNTRY MEMBERSHIP - \$655*

Holds the equivalent status to full membership and is granted to any person, company, firm or division of such that is primarily or principally engaged in the boating and marine industry but whose premises is located outside a radius of 80 kilometres from the Melbourne GPO.

ASSOCIATE MEMBERSHIP - \$655*

If the business does not qualify for Full Membership (i.e. the business is not engaged in full-time or continuously in the industry), Associate Membership may be applicable. To be approved for Associate Membership status, the business must be allied to, involved in or associated with the boating and marine industry.

SOLE TRADER MEMBERSHIP - \$375*

Businesses with two or less people.

HONORARY LIFE MEMBERSHIP

Honorary Life membership is bestowed upon individuals who over many years make a significant contribution to the association and the industry. This is a BIAV board driven honour.

BECOME A MEMBER TODAY

The BIAV represents a large proportion of the marine industry in Victoria. Our members come from a wide range of the marine industry, amongst whom are some of Australia's leading marine companies. The diverse membership of BIAV covers industry sectors including:

- Boat and engine manufacturing and retailing
- Marine accessories manufacturing and retailing
- Boat and marine engine repairs
- Marine distributing and wholesaling
- Boating holidays and tourism
- Marinas and clubs

All members come under one of the following divisions and all divisions are presented at Board level.

- Boat Dealers
- Chandleries, Associations & Services
- Manufacturer, Wholesale & Distributors
- Marinas & Clubs
- Life Members

APPLY NOW – [MEMBERSHIP APPLICATION](#)

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* 2024 Membership cost

