



**13 May 2021**

**MARKET ANNOUNCEMENT: BOATING INDUSTRY ASSOCIATION OF VICTORIA ENDORSES MITCHCAP AS PREFERRED PROVIDER FLOORPLAN FINANCE.**

**Boating Industry Association of Victoria (BIAV) and MitchCap today launch a three Year agreement that will see MitchCap increase its significant investment into the Australian Marine Industry.**

In addition to a set Annual Sponsorship Investment, MitchCap will further invest a share of revenue on every Boat, Boat Trailer and Engine funded on MitchCap Facilities on behalf of every BIAV and BIA member back into the Industry.

MitchCap will be The Category Sponsor for All BIAV major events for the next three years including the **2022 Melbourne Boat Show, which at this very early stage has already attracted over 65 exhibitors, and the support of the Victorian State Government.** Manufacturer and Dealership Members will benefit further through the MitchCap offering by accessing leading commercial terms on their Distribution Finance and Floorplan Facilities.

Paul Mitchell Founder/CEO of MitchCap says “A foundation principal of MitchCap is to live a superior commitment and service to the industries we finance beyond what a bank can do. As the leading Australian Non-Bank distribution finance lender to the Leisure Equipment Industries – Supporting the Marine Industry with more than just finance is critical to our DNA. The BIAV and us have shared values and a mission to build a stronger marine industry. We know our investment will be put to great use furthering the great work being done by the BIAV on this pursuit. “

Steve Walker CEO of the BIAV says “It is great to join forces with MitchCap and position them as our Preferred Provider of Floorplan Finance. MitchCap are making great in-roads into the industry, and are providing a great service and finance offering. We are confident that all industry members that take up the offering will be pleased.”

Scott O’Hare, a BIAV member, MitchCap client and Managing Director of Chaparral Australia and Aussie Boat Sales added “We have worked with MitchCap since their inception and have experienced firsthand the benefits of working with a lender who walks the talk on a commercial, industry committed approach. MitchCap provides the distribution funding that supports our import, distribution and stocking of our leading boat brands”.

Importantly the agreement extends further than BIAV Members, with BIA Members nationally also able to participate in the program with the BIA undertaking to support the program and alert their members to it.

**About BIAV**

The Boating Industry Association of Victoria is the Voice of the Marine Industry. Whilst supporting and representing direct members, the BIAV also supports the state’s 200,000 registered boat owners and 420,000 marine licence holders. This extends to an additional 500,000 people in Victoria who list boating as a past-time of choice. The BIAV exists to take all possible steps to support its members and make boating more attractive and accessible for these people.



BIAV is a highly connected conduit to government, conducts major boating events such as the Melbourne Boat Show, supports industry employment and education initiatives, and, drives programs such as Discover Boating, so as to boost boating participation.

**Contact: Steve Walker 0466 918 368. [www.biavic.com.au](http://www.biavic.com.au)**

#### **About MitchCap**

MitchCap is the Leading Australian Non-Bank Distribution Finance lender to the Marine and Recreational Vehicles Industry with a growing presence in Motorcycles, Industrial and Agriculture Equipment Industries. Providing Floorplan Finance for the industries we serve is not just another bank product to us – it is what we do.

**Contact: Ariel Miners +61 2 4258 3620. [www.mitchcap.com.au](http://www.mitchcap.com.au)**