

Marina

World

www.marinaworld.com

November/December 2007 No.44 Vol 8 Issue 2

World News • Management • Finance • Marina Updates • Products & Services

See us at
METS
stand 01.601

Marina

World

HEAD OFFICE MAILING ADDRESS & SUBSCRIPTION ENQUIRIES

Loud & Clear Publishing Ltd,
3 Brownlow Rd, Redhill, Surrey
RH1 6AW, United Kingdom

Editorial Director

Carol Fulford
Tel: +44 (0) 1737 769175
Fax: +44 (0) 1737 773241
Email: carolfulford@marinaworld.co.uk

Advertisement/Publishing Director

Julia Hallam
Tel: +44 (0) 1621 855 890
Fax: +44 (0) 1621 855 867
Email: juliahallam@marinaworld.co.uk

Accounts Manager

Lis Hughes
Tel: +44 (0) 1372 450199
Email: accounts@marinaworld.co.uk

Advertisement Production

Nick Hing
Tel: +44 (0) 1323 490384
Fax: +44 (0) 1737 773241
Email: ads@marinaworld.co.uk

NORTH AMERICAN OFFICE

Advertising

Loud & Clear Publishing Ltd
PO Box 29759, Los Angeles, CA 90029-0759

FRENCH OFFICE

Publisher's Representative

Catherine Métais
PARIS RAI, 79 avenue Edouard Vaillant, 92100
Boulogne, France
Tel: +33 1 46 10 47 50
Fax: +33 1 46 10 47 51
Email: c.metais@parisrai.com

ITALIAN OFFICE

Advertisement Representative

Ediconsult Internazionale srl
piazza Fontane Marose, 3
16123 Genoa, Italy
Tel: +39 010 583 684
Fax: +39 010 566 578
Email: genova@ediconsult.com



Marina World is published bi-monthly by Loud & Clear Publishing Ltd, 3 Brownlow Rd, Redhill, Surrey RH1 6AW, UK, at a subscription rate of \$80 per

annum in the USA. Periodicals postage is paid at Rahway, New Jersey 08846. Postmaster: Please send address changes to Loud & Clear Publishing Ltd c/o 365 Blair Rd, Avenel, NJ 007001. US agent, Mercury International, 365 Blair Rd, Avenel, NJ 007001.

Marina World is available on subscription at the following cost:

1 year (6 issues) - £40.00 Sterling (\$80)

2 years (12 issues) - £70.00 Sterling (\$140)

No part of this publication may be reproduced without the prior permission of Loud & Clear Publishing Ltd, the copyright owners. Upon application, permission may be freely granted to copy abstracts of articles on condition that a full reference to the source is given.

Printed in the UK by Newman Thompson
ISSN 1471-5856

© 2007 Loud & Clear Publishing Ltd

Views expressed by individual contributors in this issue are not necessarily those of Loud & Clear Publishing Ltd. Equally, the inclusion of advertisements in this magazine does not constitute endorsement of the products and services concerned by Loud & Clear Publishing Ltd. The publisher reserves the right to refuse advertising.

World News

5

Cover Story

11

Marsden Cove Marina in New Zealand is a stylish and welcoming marina and canal development



Management

17

How yacht clubs could benefit from following marina management principles and new developments in the fast paced world of marina management software



Marina Updates

35

Dubai's Festival Marina sets new standards for style and Marina Jack in Florida, USA, reconfigures for bigger boats



Finance

41

How much is your marina worth? Gerard McDonough talks us through the marina valuation process



Products & Services

47



Front cover: The approach by chopper to Marsden Cove Marina is a spectacular opportunity to take in all the natural beauty of its surroundings and gain a bird's eye perspective on how well the marina nestles into its surroundings – see story p. 11. Photo: Dan Rubock, courtesy Hopper Developments.



Reason to smile

One of the best moves when developing a new marina is to get an experienced marina manager on board from the earliest practical moment. He or she may not have a day-to-day marina to run but will be all too aware of the pitfalls that can be avoided if practical matters are thought through before expensive systems and infrastructure are put in place. Managers and management companies are increasingly acting as specifiers in our industry before the marina basin is even complete.

Two such examples can be found in this issue, with Keith Hogan involved in development of the Marsden Cove Marina from planning stages and the Island Global Yachting (IGY) team setting out clear specifications for Festival Marina in Dubai before tenders were even issued. Hogan worked with Hopper Development directors to realise a stylish well-finished look, much as IGY sought out customised bollards and an innovative bridge design. Both marinas also had comprehensive marina management software systems installed prior to opening.

Computerised systems have become such a part of our daily lives that they no longer raise eyebrows. In fact, it's often the manual system that attracts curious eyes. And when you read David Lenertz's article on p. 25 you'll really start to appreciate the joy of a system that automatically, safely and accurately multi-tasks for you. I much prefer the concept of a computer-logged record than a sticky paper note that rarely sticks where you stick it and is thus never to be found where you left it.

Aside from increased efficiency and an important opportunity to boost revenues or – in US parlance – 'up sell' your customers, the beauty of marina management software should be that it frees you and your staff up to give customers more personal attention. A hassled member of staff juggling schedules with a clutch of clipboards hasn't much time for casual conversation.

We all experience frustrations with technology that once we never had and now find indispensable. How do you react when your Internet is down? But there are enormous pluses, and mobile phones, Internet, digital cameras etc., have reshaped the way we approach things and when we approach them. This kind of flexibility should help us prioritise and aid our time management. If computer software systems can help you run your marina more smoothly and make you more money, use them. That leaves you with more time to smile at your customers and pretty good reasons to smile for yourself.

Carol Fulford
Editor

Bids welcomed for Malé marina

MALDIVES: The Maldives Government is to open bids for the lease of the western reef area of Hulhulé-Farukolhufushi Lagoon for the development of a marina and 100-room hotel. The site is close to the international airport and capital city of Malé.

The area will be leased for a 25 year period and the successful tenderer undertake reclamation of the designated reef area for the project. The government proposes to charge the developer an annual royalty for the marina facility and an annual 'per bed' rental fee for the hotel.

If the project goes ahead, it will be the first marina in the central Malé region. The facility could benefit from the expanding safari business and cruise ship traffic as there are currently more than 165 cruise vessels anchoring close to the city and airport every year.

Interested parties should contact Ibrahim Naseem, director, Skobler & Magnusson Trade & Consulting Co., on email: nookula@dhinnet.net.mv



Poralu meets financial targets

FRANCE: Marina systems designer and manufacturer Poralu Marine has announced a consolidated turnover of €12.5 million for the 2006/07 financial year. The figure was comfortably in line with company targets and is the result of both an increased share of the French domestic market and a higher involvement with international projects.

In France, Poralu completed many projects including: the refurbishment of Saint Laurent du Var harbour; renovation and extension of harbours such as Port Vendres in the Hérault region and Metz; refurbishment of a part of Pornichet harbour; installation of a landing stage in Lège Cap Ferret; construction of quays in Arcachon harbour; and preliminary work for an important project in Saint-Cast-Le-Guildo, a seaside resort on the French Côtes d'Armor (Emerald Coast), which will be installed in 2009.

Elsewhere in Europe, highlight projects

included installation of a landing stage in Portofino (Italy) for cruise boats; the development of marinas such as Bruinisse and Huizen in the Netherlands; work in Limerick, Ireland; harbour extensions at Balchik and Sozopol in Bulgaria and Grandson in Switzerland; and made strides into emerging eastern European countries completing projects such as a yacht club in Kiev.

Poralu has asserted its presence in Australia and installed new marinas in China and South Korea. Its Canadian subsidiary enjoyed a sustained growth and obtained new references in South America, Canada and the USA.

To further its reputation as a technical innovator, Poralu continued to hone its environmentally friendly Manta line of pontoons and introduced Mobi-Deck, a new system of floating mobile pontoons (see *Marina World* Vol 7, Issue 3). The system is now installed in Cap D'Agde.

For the coming year, the company aims to further reinforce its presence in emerging markets like China, where it foresees huge opportunities, as well as the Middle East and USA.

Brooke Fishel leaves AMI

Association of Marina Industries (AMI) operations manager, Brooke Fishel, has left the association to pursue a new opportunity in the DC Government Relations office of the National Marine Manufacturers Association.

"I have enjoyed working with the AMI members over the past four years and will miss working with them on a day-to-day basis," she said. "Although I leave AMI, I am pleased that I will be able to remain working in the industry that I love."



Jack Nichol award

The PIANC Recreational Navigation Commission invites marina designers and owners to submit applications for the '2008 Jack Nichol Marina Design Award', the purpose of which is to recognise excellence in the design of modern recreational boating facilities around the world.

Applications will be judged by PIANC and the winner announced at its AGM in May 2008. Further information can be found on www.pianc-aipcn.org/pianc/awards.php

and applications sent to Dr. Eng. Elio Ciralli, PIANC secretary, on email: elio.ciralli@cirallistudio.com

Maximum value and innovative design



Artist's impression of Festival Marina with full infrastructure in place.

Festival Marina opened its doors to Dubai's boating crowd in August under the management of Island Global Yachting (IGY). Located at the heart of the remarkable 1300-acre Dubai Festival City (DFC) development, the 250m diameter marina basin acts as the nucleus of the Festival Waterfront Centre, Dubai's newest shopping and dining destination.

DFC's 2.8 million sq ft resort comprises Festival Waterfront Centre and Festival Power Centre and will soon be home to 600 shops, 25 flagship and anchor stores, 100 restaurants and cafés. Additional attractions are found on a Skywalk Entertainment level which accommodates a 12-screen Grand Cinema complex, bowling alleys, fitness centres and fast-food outlets. The marina will be flanked by hotels. InterContinental and Crowne Plaza hotels are soon to open to one side and a Four Seasons due to occupy the opposite side in

2010. Other leisure facilities include the Four Seasons Golf Club and an 18-hole Al Badia golf course.

Festival Marina is Dubai's first new marina for some years and the location, surroundings and sensitivity to local culture encouraged the design team, led by IGY Dubai director of operations Simon Arrol, to suggest some novel ideas to the client.

"The first thing we wanted was to maximise value for the project as a whole," Arrol told

Marina World. "The master planner's original concept had yachts berthed stern-to the perimeter quay but this would have presented a 'wall of boats' to people on the quayside effectively blocking their view across the basin and out into the creek. Therefore, we proposed – and the client accepted – that the centre of the basin be used for the pontoon berths, leaving the quay wall clear for visiting yachts. With this arrangement, the pontoon berths are more private and secure than they would be on the public quayside. But of equal importance, the traffic of visiting yachts will generate activity and interest, attracting our customers to Festival Waterfront Centre where they can enjoy a five star shopping and dining experience."

"Dubai is well known for doing things better, so we proposed a 6m wide concourse pontoon and 4m and 5m wide berthing pontoons," Arrol continued. Following competitive tender, Unifloat concrete pontoons were selected from Bellingham Marine's regional partner, Septeck Emirates. "They look really good," Arrol enthused. "The accuracy of pile alignment achieved by their sub-contractor, APCC, is the best I have seen." The system of stern-to berthing with bow mooring piles is new to the region and was chosen partly to minimise the visual

Rolec's Spinnaker power pedestals and rope bollards designed by Oscar Siches help create DFC's singular style.

Phil Blake

Phil Blake joined Island Global Yachting (IGY) in June as marina manager for Festival Marina.

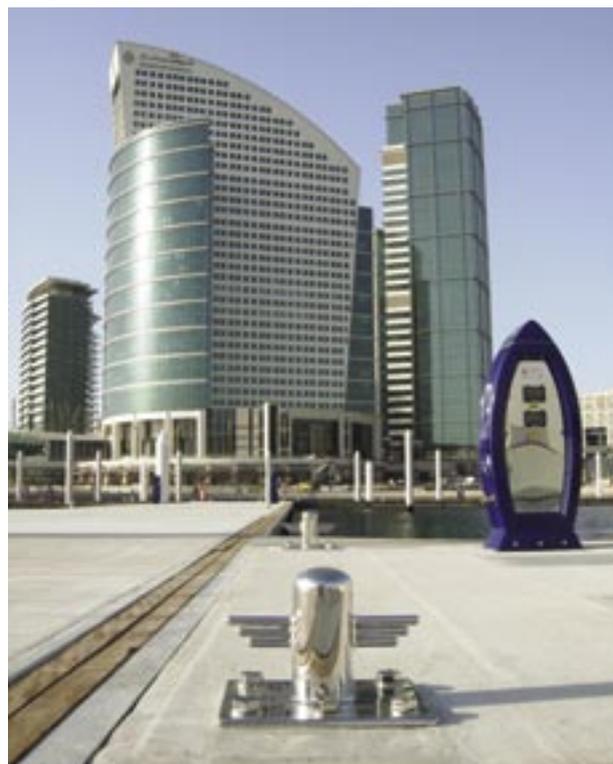
After managing Raffles Marina in Singapore for three years, Blake is thrilled to be involved with the exciting marina developments that IGY has under way in Dubai and all over the world.

"While it was a difficult decision to say farewell to my friends, colleagues and peers



in Singapore and South East Asia, the IGY Dubai family has been incredibly welcoming. The marina world is still such an intimate and entwined one – I look forward to strengthening the

links between South East Asia and the Middle East!" he said.





impact of the pontoon system and partly to provide more privacy. "No fingers means no peering through portholes!"

Berth utilities were designed and installed by Rolec Services using its recently launched Spinnaker pedestals. Electrical capacities are substantial, as one would expect in a region where large motor yachts with power hungry air-conditioners are the norm. Rolec also installed a vacuum pump-out system with one connection point for every two berths.

Design aspects have been paramount. "Attention to detail makes the difference," Arrol stressed. "And I think that two elements truly stand out. The first is the bollard design, which was conceived by our friend Captain Oscar Siches, the general manager of Marina Pantalan del Mediterraneo in Palma de Mallorca. The shape of the side arms reflects



An oversized bollard in use (left) and the new-style hinged bridge with slender handrails.

the IGY logo and the Festival Marina logo is beautifully laser-etched on the top."

"The second element to note is the access bridge. I rather dislike the appearance of the conventional Warren Truss design so for Festival Marina we put all the strength beneath the deck and this allowed a slender handrail. The bridge is hinged on the pontoon whilst the inshore end rolls on an inclined plane. This allows the utility pipes and cables to route in very neat fashion."

Construction of the marina was project managed by IGY affiliate Applied Technology & Management, Inc., reporting to John Karl,

senior development manager for DFC and, himself, an experienced marina man.

"The extra wide pontoons, the much admired bollards, the overall standard of the marina's equipment, together with the extraordinary surroundings, make a strong opening statement," said newly appointed marina manager, Phil Blake. "Dubai Festival City and IGY will be offering top-class services to our guests, with the administration supported by Pacsoft's marina management software. I believe that everyone will enjoy a marina installation that truly stands out, both technically and aesthetically."

PREMIUM IS OUR STANDARD.

Giving you the best in one forklift from the start. Refreshing.

The Neptune Series was designed by **YOU**. Hoist spent several years asking what is **YOUR** ideal marina forklift and we compiled your thoughts and suggestions into designing the Neptune Series. The Neptune Series embodies our goal of offering a compact, ergonomic and premium product for an affordable price. Instead of turning your needs and wants into optional features and upgrades, we've made them standard and without the high price tag.

We give you the best from the start... that's our promise.



The exclusive UK and European dealer of the Neptune Series.
www.locators.co.uk



HOIST
LIFTRUCK

U.S. 800.367.5600
INTERNATIONAL 708.458.2200
www.hoistlift.com

Taking your products to greater heights.