

# Marina

World

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• World News • Australia Focus Part 2 • Fuel Systems • Dockside Pedestals •

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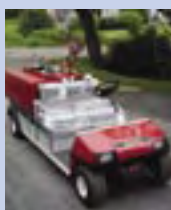
The second part of our focus on Australia covers the Marinas 2007 conference, new marinas in Victoria, South Australia and New South Wales and the Marina of the Year for 2007



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#### Front cover:

The sunny Australian Gold Coast. Marinas (from top): Southport Yacht Club Marina; Mariners Cove; Marina Mirage; and Palazzo Versace Marina. Photo: Tom Anthony.

# 'Marinas into the future'

## - the facts, the views, the challenges -

Over 340 delegates and partners enjoyed three busy days of conferencing, field visits and sightseeing at the Marinas 2007 event (28th-30th May) at Surfers Paradise on Australia's famous Gold Coast. Attendees were welcomed by conference master of ceremonies, Ian McAndrew CPA, managing director of Australian Marina Management Pty Ltd., and International Council of Marine Industries Association (ICOMIA) committee member.

During two full days of conference proceedings, some 30 international and national speakers gave presentations. When sessions closed, delegates were able to network with representatives from the 34 companies who made up the event's associated exhibition. On the second day of the three-day event all benefited from a study tour of local marinas and enjoyed evening entertainment at a lively gala dinner.



Joint chairs of the conference: Phil Wardale CMM and Ian McAndrew CPA.

Following the official opening, there were three keynote presentations. **Larry Halgren** of **Aqua Marine Partners** (USA), opened with "What our future holds", an overview highlighting the need for ever-better facilities and increased customer service. Halgren gave examples from marinas around the world to illustrate different ideas adopted by marina owners to enhance customer experience.

**Dr Ed Mahoney**, professor at **Michigan State University** (USA), took the floor for the second keynote, "Economic impact of marinas". From Mahoney, delegates learned about the value of sharing information; the true worth of a marina or marinas within a region can only be determined if everyone shares data. Mahoney's General Marina/Boating Economic Impact Model\*, developed after many years of research, can be used as a valuable tool when funding or facilities are being discussed with local communities and local governments. If you can tell them how much money you really bring into the local area, they'll be more likely to listen to your demands...

The first morning closed with a panel of leading Australian government and industry personalities contributing to a session entitled

(1) Mike Harvey, chair of the conference committee. (2) Jeannie and Gerard McDonough, Sandy and Larry Halgren. (3) Oscar Siches, Karen and Steve Desloovere. (4) Mark Hewett, Roy Privett, Tony West. (5) Steve Sammes, Jean Paul Mira, Mark Robertson. (6) John Lawler, Anne Omant, Stephen Smith.

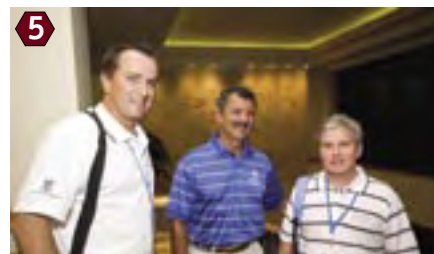


"Sustainable marina development and growth – how to get government to agree with what you want to do". Marina developers **John Ferguson** of **Prudentia** (Victoria) and **Jeff Smith** of **Port Binnli** (QLD) both agreed that a thorough economic, environmental and social evaluation, together with a clearly defined and feasible business plan, were absolutely critical to gaining government support for project approvals.

**Warwick Watkins**, director-general of **NSW Department of Lands**, supported this view and presented an outline of the NSW Government's new lease policies and its positive plans to encourage maritime and marina development and modern refurbishments throughout New South Wales. **Joshua Kennedy-Smith**, manager marine industries for **Queensland Department of State Development** outlined policies being developed to handle growth in demand for recreational vessel use and berthing.

Consultants and marina managers were next in line. Alternative options for wave protection and breakwaters, the viability of cleaning up previously polluted sites and sensitive handling of local resident objections were some of the themes explored in "Challenges in marina design and construction", a session presented by **James Burbury** of **GHD** and **Geoff Atkins** of **Sinclair Knoght Merz**.

Managers of Australian facilities took charge of "Case studies in marina management". **Lachlan Maclean**, **d'Albora Marinas**, stressed the need to concentrate on primary revenue streams such as berth income, tenancies, fuel and other retail elements; **Darrell Barnett** CMM, **Soldiers Point Marina**, placed his focus on the need to have dedicated customer service and well trained staff; **Stuart Walton**, **Royal Perth Yacht Club**, suggested it was time yacht clubs thought of themselves as marinas – and operated accordingly (more on this in a future issue of *Marina World*); and **Matt Bate** CMM, **Rivergate Marina & Shipyard**, discussed the different management issues involved when running a marina, shipyard and superyacht service centre.



The afternoon continued with an overview of "Clean Marinas – Australia & New Zealand" – given by environmental auditor, **Lavinia Schivella** and a lively "Forum of best profit ideas" led by **Tim Timpson** of **Marina Resources LLC** (USA). Timpson, his panel of marina managers and members of the audience helped draw up a list of ideas and initiatives to improve marina profitability.

The first conference day concluded with a local marine industry overview given by **Charles Dickson**, president of the **Gold Coast Marine Industry Association**, and a close-of-day message from **Councillor Ron Clark**, the mayor of Gold Coast City.

After the study tour day, the conference reconvened for its second session, chaired by **Phil Wardale** CMM, group general manager for the **Bayswater Marina** companies and chairman of the **Marina Operators Association of New Zealand**.

The first topic of the day addressed the industry's need to use waterspace more effectively with "The sky's the limit – the future in dry storage – innovations in





Mark Yang, Mike Wiggins, Wilfried Hahn, Steve Ryder, John Spragg, Andy Stephens, Linda Timpson, Bruce Birtwistle, Neil and Julie Odgers, Andrew Chapman.

techniques and systems for drystack". **Tim Timpson** highlighted global boat storage demand problems and gave a persuasive argument for drystack in view of the availability of innovative equipment and aesthetically pleasing building designs; **Larry Halgren** spoke on automated stacking; **Mike Wiggins** of **Wiggins Lift Company** (USA), covered improvements in the capacity of forklifts and their ability to stack bigger boats at higher levels; **Steve Ryder** of **Bellingham Marine** (USA) outlined some industry trends including rackominiums and discussed issues such as hurricane-proof buildings; and **Erich Pfeifer** of **Marine Travelift** (USA) concentrated on innovations in boat moving equipment giving details on the advantages of Travelift's self-propelled transporter.

Updates 'at home' and abroad came next. **Andrew Chapman CMM, The Marina Hindmarsh Island** (South Australia) and director of **Marina Industries Association of Australia** presented an outline of the "Marina Industry Australia Education Programmes" and presented Certified Marina Manager (CMM) awards to five managers from Australia and New Zealand.

The overseas contingent, meanwhile, convened for "What's happening around the world?" **Joe Goddard, Dubai Marina & Yacht Club** (UAE), gave a run through on



marinas and clubs being developed in and around the Gulf region and stressed that while many opportunities existed, staff training was vital; **Steve Ryder** confirmed an increasing trend for drystack in the USA and ongoing reconfiguration of marina berths for larger vessels; **Steve Desloovere CMM, VVW Nieuwpoort Marina** (Belgium) discussed the widespread shortage of berths throughout western Europe and the opportunities for growth in Eastern European countries like Croatia.

**Oscar Siches, Pantalan del Mediterraneo Marina** (Spain) spoke on the pros and cons of accommodating large vessels. He emphasised that the benefits of having mega or superyachts in a marina should be measured against the costs of land and water space, the energy required to satisfy their demands and even the visual impact they can have in the marina.

Siches – a former superyacht captain – also joined **Joe Akacich, Viking Industries Marine Division** (QLD) – also an ex-superyacht captain – and **Andy Stephens CMM**, now with **Bellingham Marine New Zealand** but formerly involved in the superyacht sector, for a panel session entitled "Dealing with superyachts". Together, they concluded that marina design and customer service were paramount; high expectations require the highest levels of service and amenities.

An equally important panel presentation on "Marina valuation" discussed the wide ranging problems facing valuers in their appraisal of marinas and properties that include marinas. **Gerard McDonough, Integra Realty Resources** (USA), **Gary Love, CB Richard Ellis** (QLD) and **Oscar Siches**, in his capacity as a development planner for marinas in Spain and the UAE, discussed various issues for consideration in

valuing marinas. The panel concluded that the valuation of marinas is a highly complex business that needs to take many variables into account. This topic will be addressed by **Marina World** in a future issue.

In line with the industry's current policy of alternating conference venues between Australia and New Zealand every two years, **Phil Wardale CMM** gave a video presentation inviting delegates to participate in **Marinas 10** in New Zealand in 2009. **Steve Desloovere CMM**, chairman for the organising committee for the next **ICOMIA** marina conference, **IMC 2008**, also promoted this event, which will be held in Ostend, Belgium 25th-28th May.

Marinas 2007 was hosted by the **Marina Industries Association of Australia (MIAA)** in liaison with the **New Zealand Marina Operators Association**. **Mike Harvey** of **Runaway Bay Marina** chaired the Organising Committee with team members **Roz Harvey, Kerrie Rose** and **Danielle Millington**. The event's gold sponsors were **Bellingham Marine Australia** and **Superior Marinas**.

At the close of conference, **Ian McAndrew**, conference master of ceremonies, awarded **MIAA** president, **Jeff d'Albora**, with Life Membership of the Association.

\* *Ed Mahoney's Economic Impact Model has been seen as such an important development that the NSW Government (Department of Lands) and the Queensland Government (Department of State Development & Trade) have offered to joint-venture with the MIAA in engaging Mahoney and his university team to develop an economic model for Australian marinas. Pilot studies to build up the Australian Model will be undertaken in NSW at Sydney Harbour and Port Stephens and in QLD in the Gold Coast and Whitsunday areas.*

## New for Sanctuary

**Superior Marinas of Nerang, Queensland** introduced its new **Capri** marina system at this year's **Sanctuary Cove International Boat Show**. The pontoons were used to replace the 'A' arm of the permanent marina as part of a \$1.5 million upgrade undertaken in the lead-up to the event. **Marinas 2007** delegates took a close look at the system just days after the boat show ended.

**Capri** is a medium-duty aluminium framed modular pontoon, which features timber decks and polyethylene rotomoulded floats. The cleats and fingers both have adjustable connections.

**Superior Marinas**, the commercial arm of **Superior Jetties**, designed the system to fill a gap in the marina market and is looking beyond the shores of Australia for customers. "The export market demands a system like this," says **Superior Group** managing director **John Hogan**. "Having a modular system allows for ease of design and installation.

This means the servicing and construction of marinas can be completed in a much shorter time." The **Sanctuary Cove** installation, which had to meet a tight timeframe, was actually completed ahead of schedule.

The **Capri** system fills a gap in the company's pontoon line up, slotting in with the **Elite** heavy-duty system and **Ultimate** modular docks.

Elsewhere in Queensland, the **Superior Group** has been involved with the expansion of **Hope Harbour Marina**, also visited on the study tour, the **Bundaberg Port Marina** extension and the new **Bongaree Jetty** on **Bribie Island**.

