

# Quintessentially Queensland



A sigh of appreciation is often the reaction to the beauty of a Queensland-built marine craft – be it a 25-foot pleasure craft or a super-yacht. Yet what is it that sets Queensland-built craft apart from all the rest?

“Queenslanders have great initiative,” says Queensland Minister for Trade John

Mickel. “We build smart and in the end it’s the buyers who benefit from that. In general, Australians build good boats because we are constantly learning and improving our techniques.”

Boat-building in Queensland has a long and

distinguished history, and many of those working in the industry are second or third generation, says Paul Benjamin, Global Marketing and International Sales Manager of Sunrunner Cruises. This history begets a unique expertise; an expertise that Queenslanders are now bringing to India.

With a marine export industry worth US\$168 million, Queensland is responsible for two-thirds of Australia’s exported marine-craft. The state has a well-deserved reputation for the quality of its marine products, which include not only ships and boats, but also for boat design, chandlery supplies and infrastructure planning and design.

Queensland’s marine precincts are located at numerous places around the state’s 7,400 km coastline. The precincts boast cutting-edge technology coupled with

traditional boat-making knowledge and attract world-leading marine manufacturers and traders.

Renowned for its beautiful coastal and inland waters, Queensland, like India, has a market for boats which are suited to rivers, lakes and open ocean. These precincts concentrate valuable expertise to meet the needs of boat owners who wish to cruise in open and inland waters and distinguishes Queensland boats from those countries with less diverse waterways.

Queensland’s famous climate has many similarities to the tropical environment of India, which means luxury boats built for Queensland’s heat and sun are especially suited to India’s weather, says Ben Doggett, General Manager, Sales and Marketing, The Riveria Group, Australia’s largest manufacturer of luxury craft. Features found on the Riveria range, for example, include air-conditioning especially designed for tropical heat and cabins designed to protect passengers from the sun.

Minister Mickel said while Queensland boats and other marine products are sold in more than 30 countries, the huge market potential of India has barely begun to be met, . “India has a huge potential for growth as a trade centre for the marine industry,” he added.

India’s emerging recreational boating and marine sector is worth an estimated US\$500 million – and growing rapidly at 20 per cent a year. Much of this is spent on the luxury market; a segment estimated to be worth around US\$30 million.

Where India differs from many other markets, Mr Benjamin says, is that luxury yachts are often crewed and skippered. This offers Queenslanders an opportunity to bring their innate boating traditions to India in a number of different ways.

“There is a huge potential for Queenslanders to bring knowledge of marine infrastructure, safety skills and training to India,” Mr Mickel said.



The infrastructure knowledge which is so rich in Queensland offers India an opportunity to develop an area which few would argue is currently lacking in Indian coastal cities: marinas and other waterfront leisure facilities.

This is something that Superior Jetties have been bringing to India for 10 years. The company has experienced particular success supplying its Ultimate Modular Dock system to a number of major hotel chains for their water sports facilities, in particular, as “it is durable, versatile and easily assembled with hand tools in remote areas”, said John Hogan, Managing Director of Superior Jetties.





Queensland mariners can bring invaluable know-how to the design, construction and maintenance of marinas, Mr Mickel said. Yet before that can happen, it is important that the Queensland Government and local Indian governments explore ways to support the local Indian marine industries.

The Mumbai International Boat Show is the perfect opportunity to do just that. A Queensland Boating and Trade Delegation will be attending the show in February and its aim will be to strengthen the relationship between Queensland and India's marine sectors.

"The Queensland Government is incredibly proactive in promoting our local boatbuilding," Mr Benjamin said. "They open up doors for trade around the world."

Visitors to the Mumbai Boat Show can expect to see a strong Queensland contingent present. The show is an excellent vehicle for many companies to raise their profile in this relatively new market, and many have their wares at the show, including Superior Jetties and The Riveria Group.

### Queensland boats add up

- ◆ 70 per cent of all boats built in Australia are built in Queensland
- ◆ Two-thirds of all of boats exported from Australia are built in Queensland
- ◆ Queensland's boating exports are worth almost US\$170 million per annum
- ◆ Exports of marine-related paraphernalia, including pontoons and other infrastructure, are worth over US\$350 million

"Many of Riveria's top management will be present at the show – an indication of the investment the company is making in the area," Mr Doggett said. The show has the added benefit of not only attracting seasoned boating enthusiasts but also the newly converted, which, in turn, creates even more demand and opportunities for growth.

"With the expansion of the interest in boating and the second boat show in Mumbai to be held this year, enquiries are growing," Mr Hogan said.



With such enthusiasm and support, it is hardly surprising that Queensland's position as a world-leading manufacturer and exporter of marine craft is unparalleled and will remain that way for the foreseeable future.

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