



BOATING FOR THE FUTURE

**MEDIA RELEASE**

## For Immediate Release

Date: 3 May 2015

### Marine15 Opens with

The largest recreational marine industries trade event in the Southern Hemisphere has opened on the Gold Coast Sunday 3 May. 450 participants including 50 trade exhibitors have gathered for the three-day marine15 International Conference and Trade Show.

marine15 Organising Committee Chairman Jeff d'Albora said the quality of the event was the best ever in terms of speakers and exhibitor's. "We are all set for a world class event. It will inform, educate and inspire attendees so that they take back to their workplaces new ideas and networks to improve their personal and business productivity."

Keynote speaker Bernard Salt from KPMG challenged the industry to develop a boating narrative to connect with the fast growing Chinese and Indian communities. He also highlighted that the largest demographic group over the next decade will be the 30's or the young families segment that will need to be enticed by family friendly boating options.

Howard Glenn, Acting Deputy Director General at Transport for NSW said boating was a relatively safe activity but every year lives were lost with many preventable. "There are many good programs being run by organisations in this room, many achieving good results, but together we can achieve so much more." Mr Glenn said.

Bill Yeargin, President and CEO of US based Correct Craft highlighted the importance of the marine industry embracing ever increasing change. For example he forecast that electric boats are just a decade away and those who are proactive in anticipating this will have the business advantage.

There are 50 plenary and break-out sessions at marine15 plus 10 pre and post events and further updates will be communicated to industry during and after the event.

End

Pic. Bernard Salt

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