

At the Sydney International Boat Show

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It has been many years since the Boat Owners Association has participated at the Sydney International Boat Show. The Sydney Boat Show is the biggest annual recreational boating event in the southern hemisphere. This year, our new committee responded to a most interesting and lateral proposal from Domenic Genua from the BIA, inviting us to participate. It was an opportunity too good to miss. For the BOA committee, this was the time to reconnect with existing members and to talk to show-goers about the benefits of BOA membership.



help to the public by providing roaming volunteers during the course of the boat show. The professionalism and experience of the BIA in this major event was evident from the start. An educational training session was provided for our volunteers. This session acquainted people with event management processes and procedures and a tour of the site and marina which was interesting and fun.

BOA members would have seen the emails to enlist volunteers. The response was excellent and the BOA, through members and sometimes friends of members were able to fill 83 shifts each of 3.5 hours over the 50 hours of the boat show. This meant that the BOA was represented throughout the entire show with as many as 7 people per shift.

This was a wonderful effort from members and a positive statement from the BOA. In all about 1,500 BOA brochures were distributed at the boat show with each brochure only being distributed to people with whom we spoke about the BOA and its importance to recreational boating in NSW.



Attractive and willing volunteers

The facts speak for themselves, being the biggest boat show in the southern hemisphere, the five day show averages around 70,000 visitors who directly spend a staggering \$400 to \$500 MILLION both at the show and in the weeks following. While some people were interstate and a few from overseas, the vast majority were New South Wales residents and it is all these fun loving boaters who the BOA represent to protect and enhance boating activities across the state.

The offer from the BIA was for the BOA to provide information and



The BOA committee is very pleased with the results of the boat show having gained 20 new memberships and a wealth of experience for the next boat show.

An added benefit, and of equal importance, has been the chance to meet and get to know BOA members whose effort, comments and feedback have made the whole experience a lot of fun and very worthwhile.



Anton le Rutte and Bruce