

QUEENSLAND
JOBS FUND

QUEENSLAND SUPERYACHT

Strategy 2018-2028

Edition 2 | Updated May 2022



Queensland
Government

Acknowledgement of Country

The Department of State Development, Infrastructure, Local Government and Planning (DSDILGP) acknowledges the Country and people of Queensland's First Nations. We pay our respect to Elders past, present and emerging.

We acknowledge the continuous living culture of First Nations Queenslanders – their diverse languages, customs and traditions, knowledges and systems. We acknowledge the deep relationship, connection and responsibility to land, sea, sky and Country as an integral element of First Nations identity and culture.

This Country is sacred. Everything on the land has meaning and all people are one with it. We acknowledge First Nations peoples' sacred connection as central to culture and being.

We acknowledge the stories, traditions and living cultures of First Nations peoples and commit to shaping our state's future together. DSDILGP recognises the contribution of First Nations peoples and communities to the State of Queensland and how this continues to enrich our society more broadly.

Department of State Development, Infrastructure, Local Government and Planning

Copyright

This publication is protected by the *Copyright Act 1968*.



Licence

This work is licensed by the Queensland Government under a Creative Commons Attribution-Non-Commercial-No Derivative Works (CC BY-NC-ND) 4.0 Australia licence. To view a copy of this licence, visit: <http://creativecommons.org.au/by/3.0/au/>

You are free to copy, communicate and adapt this publication, as long as you attribute it as follows:
© Department of State Development, Infrastructure, Local Government and Planning, May 2022.



The Queensland Government is committed to providing accessible services to Queenslanders of all cultural and linguistic backgrounds. If you have difficulty understanding this publication and need a translator, please call the Translating and Interpreting Service (TIS National) on telephone 131 450 and ask them to contact the Queensland Department of State Development, Infrastructure, Local Government and Planning on (07) 3452 7100.

Disclaimer

While every care has been taken in preparing this publication, the State of Queensland accepts no responsibility for decisions or actions taken as a result of any data, information, statement or advice, expressed or implied, contained within. To the best of our knowledge, the content was correct at the time of publishing.

Photography courtesy of The Yard Brisbane, Studio 55 (Adam Finch), Tourism & Events Queensland, Rivergate Marina & Shipyard, BSE Brisbane Slipways, P&W Marine, Ray Cash, Carter Marine, Gold Coast City Marina, Northrop & Johnson Australia.

Copies of this publication are available on our website at www.dsdilgp.qld.gov.au and further copies are available upon request to:

Department of State Development, Infrastructure, Local Government and Planning
PO Box 15009, City East, Queensland 4002

Phone: 13QGOV (13 74 68)
Email: info@dsdilgp.qld.gov.au
Web: www.dsdilgp.qld.gov.au

Foreword

Queensland has some of the most beautiful coastlines in the world, along with a skilled workforce and excellent marine infrastructure, making the state a prime location for superyacht activity. The Queensland Government is committed to upholding a globally focused, diverse economy and is driving industry development and strengthened supply chains to generate high-skilled jobs and secure Queensland's economic future.

As our economy recovers from the impacts of COVID-19, we are continuing to stimulate priority sectors with global growth potential. The superyacht industry is already playing an important role diversifying Queensland's economy and creating the high-skilled jobs of the future. Our vision is to grow Queensland's share of the Australian superyacht sector to 90 per cent by 2028 so Queensland is recognised as a leading Asia Pacific superyacht hub.

With our stunning landscape, skilled workforce, impressive marine infrastructure and niche tourism experiences, Queensland is a prime location for global superyacht activity.

Our magnificent coastline includes the Great Barrier Reef, with world-class snorkelling and diving opportunities. We are home to the white sand and crystalline waters of the Whitsundays, luxury shopping and dining on the Gold Coast, and rainforest-fringed beaches in Far North Queensland.

These assets work in tandem with our reputation for delivering quality maintenance, refit and repair services, including in-water activities, to draw superyachts

to Queensland, providing work for local suppliers, contractors and service providers.

Superyacht activity delivers strong flow-on economic benefits. Across Queensland, it has the potential to contribute more than \$2 billion to our economy and support more than 5,360 new full-time jobs between 2021 and 2025, and reach more than 16,000 jobs in total.² International superyacht visits during the Brisbane 2032 Olympic and Paralympic Games are estimated to boost the Australian economy by \$1.8 billion, especially in Queensland, the home of more than 80 per cent of Australian superyacht maintenance.

The development of the superyacht and broader marine industries is setting Queensland on the route of high-value international markets. With important achievements already delivered, this ten-year plan is part of the \$3.34 billion Queensland Jobs Fund, and demonstrates the state's commitment to growing the superyacht industry and outlines our vision and priorities to deliver high-skills jobs now and for future generations.



The Honourable Steven Miles MP

Deputy Premier

Minister for State Development, Infrastructure, Local Government and Planning and Minister Assisting the Premier on Olympics Infrastructure



The Honourable Michael Healy MP

Assistant Minister for Tourism Industry Development



Queensland Superyacht Strategy Achievements

Supportive policy environment

- › Influenced Commonwealth legislation reforms to allow foreign flagged superyachts to charter in Australia, working in partnership with Superyacht Australia
- › Appointed a Queensland Superyacht Champion to boost implementation of the strategy
- › Secured a designated customs and immigration clearance point at Southport for the international superyacht fleet, working in partnership with Superyacht Australia and the Southport Yacht Club
- › Improved superyacht access in the Whitsunday region
- › Developed new maps to promote cruising areas and berths in the Great Barrier Reef area, in partnership with industry and the Great Barrier Reef Marine Park Authority
- › Improved coordination with Australian regulatory agencies to improve policy and legislation certainty for foreign flagged visiting superyachts regardless of their first port of entry, in partnership with Superyacht Australia and the Southport Yacht Club
- › Increased recognition of overseas standards and qualifications through advocacy and engagement with the Australian Maritime Safety Authority (AMSA)

Infrastructure for growth

- › \$28 million to support key infrastructure upgrades to the Cairns Marine Precinct
- › Future planning for additional marinas and superyacht berths up to 80 metres in the Spit Master Plan
- › Supported a superyacht simulation project for superyachts up to 130 metres to berth at the new superyacht berth at the Southport Yacht Club
- › \$2.87 million to deliver a new 160 metre superyacht berth at Southport Yacht Club
- › Supported the Gold Coast Waterways Authority (GCWA) in opening the Coomera Dredge Spoil Facility
- › to allow vessels up to 75 metres to access the maritime repairs and maintenance facilities on the Coomera River
- › Improved the experience of superyacht guests and crews accessing leisure facilities through achieving higher service standards based on global benchmarks
- › Supported international marketing, in partnership with industry and Superyacht Australia to promote the Australian superyacht industry showcasing Queensland facilities and industry capability

Promoting Queensland as a global superyacht destination

- › Co-funded the Southern Queensland Superyacht Guide in partnership with Superyacht Australia
- › Provided financial support to Australian Superyacht and Marine Export Conference in Queensland and to the International Business Lounge at Sanctuary Cove International Boat Show until 2023 to promote Queensland maritime capabilities and capacity to international trade delegations
- › Supporting GCWA and City of Gold Coast to publish the Gold Coast Superyacht Guide, which will inform superyachts on entry procedures into the Gold Coast Spit and tourism offers on the Gold Coast
- › Publishing superyacht newsletters to a worldwide audience highlighting opportunities in Queensland and growth of the industry
- › Promoting the achievements of Queensland businesses involved in the superyacht industry through the development of an international marketing database

Strengthening supply chains

- › Appointed a Maritime Employment, Skills and Training Officer (MESTO) to assist businesses with employment, training and skills issues during COVID-19. Outcomes of this include:
 - 150 new students entering Queensland Government funded marine-focussed pre-apprenticeship programs
 - 63 new school-based apprentices for industry – resulting from a collaboration with TAFE Queensland to launch the superyacht capability statement
 - new Queensland Government funded marine mechanic pre-apprenticeship programs delivered in Cannonvale
 - Supported the Naval Shipbuilding College with their Queensland engagement activities which has resulted in 22 engineering internship students taking on placements within the Maritime, Manufacturing and Defence sectors
- › The MESTO coordinated with private training institutions to facilitate a higher level of support for current workforce labour shortages, resulting in:
 - 190 trades pre employment placements across all four superyacht hubs
 - 170 Diploma of Tourism and Hospitality interns into the Whitsundays to address tourism sector skills shortages
- 18 school based maritime operations students
- 20 new school based trainees
- 25 apprentices and 35 Recognition of Prior Learning in Marine Spray Painting
- › Delivered two rounds of Superyacht Industry Development Fund support to businesses to obtain accreditations and certifications such as ISO certifications and clean marina accreditations, and attend overseas trade shows such as Monaco Yacht Show, Fort Lauderdale Boat Show and METS Marine Equipment Trade Show Amsterdam
- › Improving access to Queensland's supply chain by developing a supplier database for guests and crews
- › Conducting an Economic Impact Assessment of the Australian Superyacht Sector, in partnership with Superyacht Australia, to measure the value of the superyacht industry to Queensland's economy





Contents

Vision	9
Industry overview	12
Queensland's strength as a superyacht destination	14
Queensland's key superyacht locations	15
Opportunities for growth	21
Priority action areas	28
References	32







Vision

Grow Queensland's share of the Australian superyacht sector to 90 per cent by 2028 so Queensland is world recognised as the major superyacht hub in the Asia-Pacific region.



2022 update

The Queensland Government is extending the Superyacht Strategy through to 2028 to capture opportunities from Brisbane 2032 and invest in a skilled workforce needed to support the industry's huge growth potential.

These investments will help Queensland capitalise on growing numbers of foreign visitors and the expected influx of vessels arriving for the Brisbane 2032 Olympic and Paralympic Games. To capture this opportunity, Queensland and Australia need additional spaces to house visiting vessels, specifically larger vessels. Queensland is taking a whole-of-government approach and is partnering with regional councils and peak industry bodies to achieve this vision.



What is a superyacht?

Superyachts are defined in the international market as luxury vessels 30 metres and longer with a master and crew carrying 12 guests or fewer (not including staff) and not carrying cargo. In Australia superyachts are considered to also include vessels greater than or equal to 24 metres.

The superyacht industry encompasses manufacturing, refit and maintenance, leisure and charter vessels and their global supply chains.



A high-value market for Queensland

Superyachts fall into a niche industry that primarily caters for individuals with a net wealth of at least \$US 30 million. In 2020, this cohort of the global population grew to 295,450 people and was responsible for a record 1204 superyachts in build or on order in 2022, an increase of 46.6 percent on 821 superyachts from the previous year. Lined up end to end, more than 40 kilometres of superyachts will be built, launched and delivered between now and 2026. This means huge opportunities for the Queensland maritime refit and maintenance sector.¹

Maintenance is often undertaken where vessels charter. Therefore, attracting superyacht owners to Queensland creates opportunities for the local marine sector, which is geared to service a broad range of vessels from navy ships to luxury boats.

Close to half of the global fleet is over 15 years old and requires more regular maintenance. In the next five years this is likely to support growth opportunities in local maintenance and refit services.

Note: Source data quantifies superyachts as those with a minimum length of 24m. The data indicates the total number of vessels ordered per year.





Industry overview

There are expected to be more than 6600 superyachts worldwide by 2025, delivering just over 4 per cent average annual growth.²

Most global orders are placed in the European market, which represented an average of 71 per cent of the new order market over the past five years. US orders account for around 17 per cent, with around 12 per cent of orders from the rest of the world.

Global superyacht orders 2016 to 2022

2016	755
2017	760
2018	773
2019	830
2020	807
2021	821
2022	1024

Vessel numbers

The core season for superyacht activity in Australia generally occurs between September and March.

During the 2019-20 superyacht season, there were around 364 superyachts operating in Australian waters.³ Approximately three

quarters of these were domestic vessels, with an average length of 30-35 metres. Domestic vessels include vessels permanently based in Australia and vessels imported for domestic use.

Chartering

Approximately 40-60 domestic superyachts are regularly used for chartering. This can range from day cruises to multi-day or multi-night charters, and include corporate events and functions.

Global mobility halted in 2020 because of COVID-19 restrictions, significantly impacting the superyacht chartering sector. There is an expected steady 5 per cent increase in chartering activity across Australia between 2021 and 2025, except for Queensland which will increase on average by 7.5 per cent because of our breadth of investment in maritime infrastructure. Over the 10 years to 2025 the private sector is forecast to have invested nearly \$800 million in maritime infrastructure that also supports refits and maintenance of superyachts.

Construction and maintenance

Superyachts in Australian waters are estimated to have a capital value of between \$4.7 billion and \$10.9 billion, based on an average value of approximately \$1 million per linear metre in length. This means superyachts offer significant economic potential.

South East Queensland superyacht construction is well positioned to capitalise on the world's economic recovery from Covid-19 and ready for new superyacht construction customers. Initial vessels have an estimated combined value of \$74 million per year for delivery to overseas and domestic markets over the next 1-5 years .

Around two-thirds of domestic superyacht owners spend more than 10 per cent of their vessel's value on maintenance each year. Most of the maintenance expenditure on superyachts in Australia occurs in Queensland with around \$264 million spent in Cairns and \$775 million in South East Queensland.⁴

Note: Source data quantifies superyachts as those with a minimum length of 24m. The data indicates the total number of vessels ordered per year.

Case study: MY SuRi

MY SuRi was custom-designed and built in 1978 for both luxury and all-destination accessibility.



Vessel name

MY SuRi



Length

63 metres



Length of time in Australian waters

2 years



Maintenance expenditure

Approx. A\$2.3 million



Maintenance location

Brisbane

The vessel accommodates a helicopter, seaplane, speedboat and jet ski and is a certified Professional Association of Diving Instructors (PADI) centre.

In 2016, MY SuRi underwent an intensive seven-week refit at BSE Brisbane Slipways. This process included installation of a new hull, and works to the vessel's propulsion, valving, rudders and propellers. The refit also included bespoke services such as the design and installation of a new galley and restoration of the teak decking. MY SuRi was scaffolded and tented while on the 2500-tonne slipway to receive a high-gloss paint system.

The works were carried out in collaboration with Rivergate Marina & Shipyard and Millennium Marine Australia with the support of specialist tradespeople.

The refit of MY SuRi demonstrates the capability of Queensland's marine sector to deliver time-sensitive, large-scale and complex refits to a global standard.



Queensland's strength as a superyacht destination

Globally recognised tourism assets and cruising grounds

Queensland's Great Barrier Reef is one of the world's most recognised tourist attractions and captures many tropical islands and coral atolls. The state also has pristine beaches stretching along the mainland coastline.

Marine wildlife in Queensland includes whales, dolphins, dugongs, turtles, manta rays and many tropical fish species, which can be observed while cruising the state's waters.

These coastal attractions are supplemented by a range of land-based activities at key destinations, including hiking, cycling, sightseeing, designer shopping and fine dining.

World class maintenance and refit facilities

Queensland has excellent maintenance and refit facilities that service the superyacht, recreational, defence and commercial maritime industries, particularly in Brisbane, Cairns, the Whitsundays and the Gold Coast. These facilities include slipways catering for vessels up to 2500 tonnes.

Queensland businesses offer significant maintenance and refit services for the interior and exterior of vessels. External works include hull maintenance or replacement, work to propellers and engines, painting, and reconditioning or replacement of metal fixtures. Internal activities include upgrade or replacement of facilities like kitchens and bathrooms, as well as general maintenance and refurbishment of living areas.

Ideal climate

Queensland's coastal climate ranges from balmy tropical heat in the far north to the temperate subtropical environment of South East Queensland. The ocean off Queensland's coast is suitable for swimming all year round, providing year-round cruise potential not found anywhere else in the world, including during the northern hemisphere winter.

Queensland has excellent maintenance and refit facilities that service the superyacht, recreational, defence and commercial maritime industries

South East Queensland's warm climate and low humidity also allows paint to dry quickly, making the region a desirable location to conduct high-quality marine painting. Other maintenance and refit work can then be undertaken in conjunction with painting activities.

Proximity to Asia and the South Pacific

Queensland is close to South East Asia, where rapidly growing levels of personal wealth are expected to drive superyacht demand. The state is strategically positioned to capture demand from this emerging market, which in turn provides opportunities for local providers of construction, maintenance and repair services.

Queensland is also well positioned to service the burgeoning superyacht

market in the nearby South Pacific region. Strong growth has been recorded in Fiji and New Zealand following the implementation of policies supporting superyacht industry development. Fiji has opened up previously inaccessible cruising areas and allows foreign superyachts to enter for up to 18 months. In New Zealand, changes to customs regulations mean non-resident visitors on superyachts can remain in New Zealand waters for

up to 24 months provided chartering activities account for less than 65 per cent of their time in the country. The country also has conditions in place that exempt some vessels from the standard 15 per cent goods and services tax (GST).

Given Queensland's proximity to these locations, there is opportunity to attract vessels visiting Asia and the South Pacific to Queensland for maintenance.

Safe and stable environment

Safety is becoming increasingly important to superyacht owners in the wake of ongoing global uncertainty and threats. Queensland has a stable political environment and strong safety record compared with other international yachting destinations, making it an attractive place to visit and undertake maintenance and repairs.

Queensland's reputation for respecting the privacy of vessel owners further increases its attraction as a superyacht destination.

Queensland's key superyacht locations

Queensland has a coastline of more than 13,000 kilometres across its mainland and islands, offering extensive opportunities for superyacht activity, including four major hubs with expert vessel support services.



● Key superyacht hubs

○ Ports



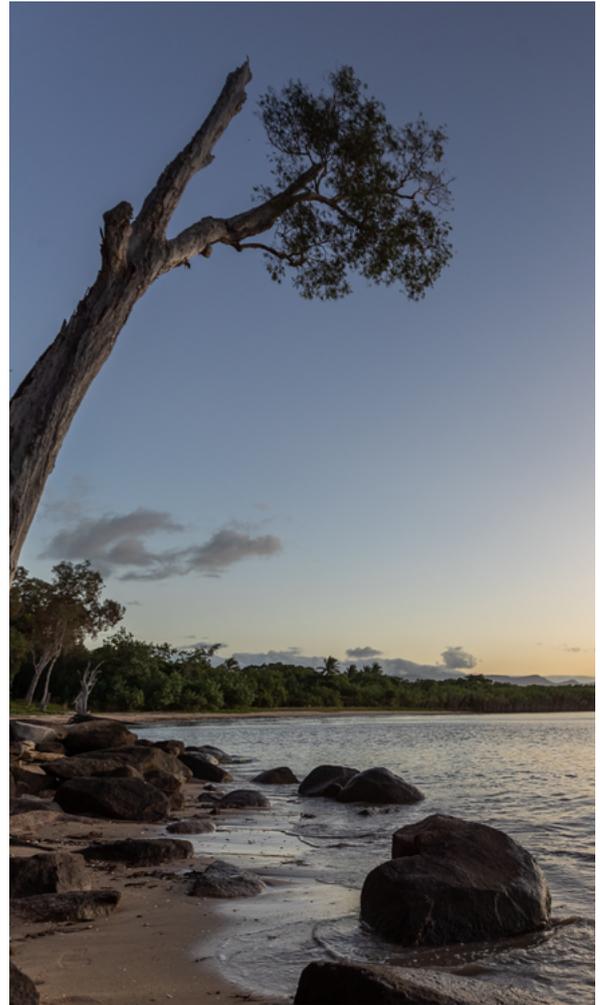
Cairns

Cairns is one of the busiest ports of entry for visiting superyachts, particularly those visiting Australia from elsewhere in the South Pacific. The city is home to some of the most experienced and quality assured luxury refit and repair facilities in the southern hemisphere. Facilities include Austal Cairns Slipway, Norship Marine and Tropical Reef Shipyard.

Cairns is benefiting from a government investment of \$28 million to support key infrastructure upgrades to the Cairns Marine Precinct and advancing local supply chains and jobs.

Facilities such as the Crystalbrook Superyacht Marina in Port Douglas and Cairns Marlin Marina give easy access to the Great Barrier Reef. These locations also provide access to World Heritage rainforest, outback Queensland experiences and the Cairns international airport.

The Super Yacht Group Great Barrier Reef provides premium service and support to vessels visiting Far North Queensland.



Mackay and Whitsundays

The Mackay and Whitsundays region sits 700 kilometres south of Cairns, and includes the Whitsundays' 74 islands and southern atolls of the Great Barrier Reef. This area allows for tranquil cruising and excellent snorkelling and diving around tropical islands.

Superyacht marinas in the region include Mackay Marina, Port of Airlie, Hamilton Island Marina, Hayman Island Marina and Coral Sea Marina.

Mackay is also a major heavy engineering hub and has significant capacity to provide maintenance services to the superyacht sector.

Brisbane

Brisbane offers a high calibre of internationally cost-competitive marine services and has an outstanding track record in the refit, refurbishment and maintenance of superyachts. More than 55 businesses work collaboratively through Superyachts Queensland to promote and expand refit capability, and actively encourage more superyacht visits and increased lengths of stay.

The Rivergate Marina & Shipyard, Austal Brisbane Slipway and Service Centre, The Yard Brisbane and Norman R. Wright & Sons form the cornerstone of Brisbane's marine manufacturing and servicing sector.

The industry provides a broad benefit by advancing entire

supply chains and associated jobs and investment. More than 150 businesses within the supply chain offer services including electrical engineering, interior fit-out and specialist superyacht finishes. These highly specialised industries create high value jobs, growing

manufacturing capability and broader productivity growth.

Brisbane has the capability and capacity to rebuild and construct superyachts, while Brisbane-based Aurora Yacht Logistics provides key transportation services.





Gold Coast

A conglomerate of more than 70 businesses work collaboratively to attract international superyachts to Australia's glamour city, renowned for its sun, surf, nightlife and shopping. These businesses provide a range of capabilities and services including painting, refit and maintenance, and engine reconstruction and overhaul.

Marinas on the Gold Coast offering dedicated service and facilities for superyachts include Marina Mirage Oceanus, Palazzo Versace Marina, Southport Yacht Club, Sovereign Islands and Sanctuary Cove Marina.

The Gold Coast City Marina & Shipyard on the Coomera River is the city's largest facility, with a 200 berth marina incorporating purpose-built superyacht berths for vessels up to 75 metres. The marina also includes a hardstand and travel lift that caters for vessels up to 300 tonnes.

The Boat Works facility has the Gold Coast's largest 300 tonne marine travel lift, 20 metre high refit sheds with a 100+ berth marina and space for vessels up to 60 metres. Restaurants, laundries and a customer lounge are also on site for the comfort of the crew and guests.

The Queensland Government has invested more than \$10 million to dredge local facilities and undertaken works to improve access to the Coomera Marine Industry Precinct. A further \$2.8 million has been invested by the Queensland Government in the new 160 metre superyacht berth at the Southport Yacht Club.

Case study: Southport Yacht Club

Established in 1946, Southport Yacht Club's award-winning marina is home to hundreds of vessels including superyachts, catamarans, yachts, powerboats and sports cruisers, supporting 300 berths.

Services

- › **Australia's Largest Floating Megayacht Berth**
- › **Marina security surveillance**
- › **Access to wireless Internet**
- › **Proximity card access**
- › **Sewage pump-out**
- › **Onshore amenities**
- › **Laundry facilities**
- › **15 to 600amp electricity**

The Queensland Government contributed \$2.8 million to support the development of a new 160m superyacht berth. Officially opened on 16 February 2022, the berth is the largest superyacht berth in Australia attached to a land-floating marina. Able to fit superyachts up to 130m*, the dock's innovative design ensures easy access to the yachts for maintenance and for contractors and suppliers via a service road that runs the length of the berth. In October 2021, MY Lady Christine was the first superyacht to dock at stage 1 of the berth, stopping over to refuel after undergoing extensive maintenance work at the Gold Coast City Marina. The impressive 68m Lady Christine is the first of many superyachts to visit Queensland's Gold Coast.



*Maximum vessel size at SYC determined through an extensive simulation study, co-funded by the Queensland Government.



Case study: MY Aurora

In December 2018 the 74m Lürssen-built MY Aurora arrived at Rivergate after her 7 week voyage from the Mediterranean. The 18-month old superyacht, which took three years to build, has a massive fuel capacity of 240,000 litres, giving it a remarkable range of 6500 nautical miles and a beam of 13m, making it the largest volume superyacht in her class.



Vessel name

MY Aurora



Length

74 metres



Length of time in Australian waters

3 months



Maintenance expenditure

A\$2 million



Maintenance location

Brisbane

MY Aurora underwent maintenance at Rivergate including interior, exterior and engineering works, a safety equipment overhaul, and 150,000 litre fuel bunkering. Captain Stephen Bay praised the exceptional teamwork, facilities and world-class skills available at Rivergate.

Captain Bay mentioned that the owners were impressed with their mooring close to the city centre, with a picturesque backdrop of the Botanic Gardens.

After her spell in Brisbane, MY Aurora explored the natural wonders of Moreton Bay and its various islands, just a gentle two-hour cruise from Rivergate, with Rivergate General Manager Andrew Cannon commenting that 'Moreton Island and in particular, Tangalooma were highlights. It really is a cruising paradise on Brisbane's doorstep.'



Opportunities for growth

Queensland has significant growth potential in the superyacht industry, given our state's skilled labour, ideal cruising conditions and supportive government policies. Consultation with industry has identified that the Brisbane 2032 Olympic and Paralympic Games, policy reforms, new infrastructure, collaboration and promotion provides opportunities to build on the state's existing strengths in the industry and spur future growth.

The Queensland Government strategy to further diversify the Queensland economy includes a key focus on enhancing the skills and capability of Queenslanders to access employment opportunities in a revitalised and evolving economy. Access to quality training facilities is an important element of this continued evolution.

The Queensland Superyacht Strategy plans support for growing this high-value industry under priority action areas including growing a skilled workforce and excellent marine infrastructure.

In support of training infrastructure investment and to cater for the growth in maritime training, the Queensland Government is investing in a new Marine Centre of Excellence training facility at the Coomera TAFE campus in the Gold Coast. The new \$11 million facility is partly funded by the Australian Government as part of the Revitalising TAFE Campuses Across Australia initiative.

This project will deliver new state-of-the-art marine facilities to meet the skills needed to support industry growth opportunities outlined in the strategy. The new facility will include the following training and teaching areas:

- › electrical and mechanical workshop
- › fibre glass and lamination workshop
- › new marine textile and upholstery workshop
- › outdoor boat workshop
- › welding facilities
- › general learning accommodation (classroom and computer room)
- › staff accommodation
- › student learning and breakout space.

The key economic benefits supporting the project are:

- › provision of a new facility to be Queensland's first and only facility for superyacht training delivery, attracting investment in the Gold Coast and supporting the maritime industry
- › short-term and long-term employment opportunities through construction maintenance and professional services
- › supporting Queensland to be recognised as a major Asia Pacific superyacht hub
- › supporting the growth of the marine industries including the unique conglomerate of more than 70 companies that work collaboratively to attract international superyachts to the Gold Coast.

Key industry supporters include:

- › Australian International Marine Export Group
- › Superyacht Australia
- › Australian Commercial Marine Group
- › Boating Industry Association Ltd.
- › Superyacht Australia
- › Gold Coast City Marina & Shipyard
- › The Boat Works
- › Riviera Australia
- › Telwater as part of BRP Marine Group
- › Southport Yacht Club.





Supportive policy environment

GST for charter vessels

The Queensland Government in partnership with the maritime industry have worked over the past decade to reform the Special Recreation Vessels Act to make it financially viable for Foreign charter superyachts to charter in Australia.

The revised Act came into force on 12 December 2019, removing importation cost on foreign flagged superyachts and replacing it with GST paid on the value of the charter rather than the vessel value.

The first foreign superyacht was allowed to charter in Queensland on 14 December 2019. This outcome harmonises Australian legislation on foreign superyachts with South Pacific options including New Zealand.

Border clearance

In May 2020 the Australian Government approved the Southport Yacht Club to be a permanent international arrival point for customs, border force and quarantine and inspection service clearance, following a successful trial beginning in 2017.

The Queensland Government will work with the superyacht industry to identify other potential international access points.

Access to the Great Barrier Reef

The Great Barrier Reef Marine Park has a number of specific exclusion zones to protect its delicate marine ecosystem while providing opportunities in appropriate locations, particularly for vessels under 35 metres. Providing clear information about access points and cruising areas will help captains understand the ideal areas to experience Queensland's magnificent reef, dependent on their vessel size, crew numbers and activity type (i.e. recreational or charter).

Legislation and planning requirements

The Queensland Government collaborates with national enforcement agencies to ensure transparent and rigorous processes to protect Australia's borders, while giving confidence that superyachts encounter similar and clear processes each time they enter Australian waters. This approach makes it clear that superyachts are welcome and Australia is easy to visit and open for business.



Infrastructure for growth

Expansion of superyacht activity

The Queensland Superyacht Strategy builds on existing strengths to work with industry and local governments to develop new superyacht locations in Queensland.

In 2019 the Queensland Government released the Gold Coast Spit Master Plan. Marina facilities, including berths and moorings on the Broadwater side of The Spit, provide an attractive and convenient destination for larger vessels such as superyachts.

The Spit Master Plan supports the provision of additional berths for superyachts in existing marinas considering current channel width and depths and provide opportunities for new marinas that include on-land services and facilities for superyachts.

Cairns, one of the busiest ports of entry for visiting superyachts, is also benefiting from a government investment of \$28 million to support key infrastructure upgrades to the Cairns Marine Precinct.

Berthing and mooring

Queensland's berths and associated infrastructure currently cater for superyachts up to 140 metres in length. New berths that accommodate larger yachts,

plus additional berths for smaller vessels, are required in key superyacht locations to support the marine sector's growth. This includes Brisbane, the Gold Coast, Cairns, Port Douglas and the Whitsundays, and as mentioned previously, there is also opportunity to develop new locations.

In South East Queensland, development of the Queen's Wharf integrated resort development is

70 metres. Further growth can be captured by creating even more anchorage points for superyachts of all sizes.

Maintenance facilities

Queensland has a world-class maintenance and refit sector and considerable experience conducting in-water maintenance on superyachts. This capability can be bolstered by improving existing large lift and dry dock facilities to match European standards. These facilities and infrastructure will be located close to the highest concentration of available and skilled labour where possible.

Access to facilities, services and social networks

Superyacht guests are accustomed to receiving luxury service and having easy access to social activities. Feedback from industry stakeholders indicates Queensland has an opportunity to further develop services and activities to increase the economic contribution of the superyacht sector. The government will work with industry to seek opportunities to facilitate and support the delivery of high-end concierge services and facilities for superyacht guests as well as social activities for crews.

Superyacht guests are accustomed to receiving luxury service and having easy access to social activities.

expected to increase demand for superyacht berths in the Brisbane River when it opens in 2023. Through Maritime Safety Queensland, the government is considering options to increase mooring opportunities in the Brisbane River to capture this strategic opportunity. This is essential to be globally competitive with other river cities, where there are high-quality berths close to the CBD. Short-term mooring approvals have been provided in the Brisbane City Reach for MY Aurora in December 2018 and MY Callisto in March 2019.

In the Whitsundays, the Great Barrier Reef Marine Park Authority has a number of designated anchorage areas for superyachts less than





Promoting Queensland

The Queensland marine sector works collaboratively throughout the supply chain, to attract the global superyacht market and build a strong Queensland brand. The Queensland Government will work to bring together existing regional, state and national organisations to maximise the value of marketing activities to grow the industry.

Enhanced coordination and collaboration between industry and the tiers of government will also facilitate improved delivery of a coordinated supply chain, including the promotion of opportunities to adjacent industries in regional areas to encourage new entrants to the superyacht sector. The Queensland Government will work closely with the marine sector to identify opportunities for Indigenous businesses in their supply chains.

Queensland's First Nations businesses

The Queensland Government is committed to supporting First Nations businesses, communities and peoples to participate in the Queensland economy by:

- › driving economic growth and enabling well-planned, inclusive and resilient local communities
- › reframing the relationship with First Nations peoples and the Queensland Government by enshrining the State's commitment towards the delivery of the Moving Ahead Strategy, Reconciliation Action Plan, Cultural Capability Framework, Cultural Capability Action Plan, Path to Treaty, Closing the Gap commitments and the Queensland Indigenous Procurement Policy.

Strengthening supply chains

Collaboration with industry opens up new possibilities to strengthen supply chains and capture opportunities for high-skilled, high wage jobs and support long-term industry growth. To achieve this, the Queensland Government will build and support information-sharing and aim to develop superyacht clusters. There are also new opportunities to support and build on Queensland's strengths through accreditation and the adoption of advanced manufacturing and industry 4.0. These highly specialised supply chains boost our economy in broad ways advancing manufacturing capability and productivity across whole regions.

Employment and training opportunities

To continue to build a globally competitive capability to refit and maintain superyachts industry needs a growing and highly skilled workforce.

Greater focus will be directed at schools (starting in year 7) to entice young people to consider a career in the maritime industry. Training and skilling courses in schools, TAFEs and universities will be developed in partnership with industry to highlight the breadth of job opportunities in the maritime industry domestically as well as internationally, especially in the lead up to the Brisbane 2032 Olympic and Paralympic Games.

The government will work with training and employment providers and industry to support Queensland maritime hubs to develop the courses specific to their regions, to create pathways into the industry for potential new employees including school leavers and other job seekers. This will also include support for statewide activities and events across the maritime industry to increase the number of tradespeople and promote opportunities for Aboriginal and Torres Strait Islander people, people with a disability, mature-age learners and foreign workers.



Brisbane 2032 Olympic and Paralympic Games

The Brisbane 2032 Olympic and Paralympic Games is an excellent opportunity to showcase Queensland as an ideal superyacht tourism destination and highlight the State's capability to build, refit and maintain superyachts.

Brisbane and Queensland, with iconic beaches, a skilled workforce and excellent marine infrastructure, are ready to welcome visiting superyachts.

The Brisbane 2032 Olympic and Paralympic Games are anticipated to attract at least 200 additional foreign flagged vessels to Australia, above regular growth activity. This will generate \$1.8 billion in business output within the Australian economy and is expected to support 7657 FTE jobs nationwide.

The additional 200 foreign vessels arriving in Australia for the games are expected to spend at least \$232 million on maintenance, with \$169 million being undertaken in Queensland.

Projected chartering activity is expected to continue to increase across Australia between 2025 and 2032. Brisbane 2032 is expected to attract an increase in chartering activity across Australia of \$64 million. Forty-nine per cent of this additional activity is assumed to be realised in Queensland.

Induced tourism spend by the 200 foreign-flagged vessels during 2032 is expected to be \$1.2 billion, 50 per cent of which is expected to be incurred in Queensland.

Much like Sydney in the lead up to the 2000 Sydney Olympics (Sydney Superyacht Marina was built for Sydney Olympics), there are opportunities to expand infrastructure to support visiting superyachts and create a lasting economic legacy. Australia is expected to reach 563 dedicated superyacht berths greater than 24 metres by 2030. This investment in new infrastructure will capitalise on strong demand for berths and moorings to house visiting vessels, particularly for vessels longer than 24 metres.

There is also an opportunity to improve and expand social infrastructure and services to support the superyacht industry to capitalise on the strong demand during the games. In turn, this will help realise a longer-term customer base resulting in the growth of high-skilled, high-wage jobs for decades to come.





Case study: MY Pangaea

MY Pangaea visited the Gold Coast City Marina in 2017 to carry out major works within a two-month period. The works included major mechanical, fabrication, electrical and paintwork to be completed on all areas of the vessel.



Vessel name

MY Pangaea



Length

58 metres



Maintenance expenditure

A\$1 million



Maintenance location

Gold Coast

Gold Coast City Marina Marketing and Events Director Rebecca Gay commented that 'Quality was important to the owner, and it was their primary consideration in the selection of Sweep Marine, Seaspec Marine Services, Precision Diesel Works and Gold Coast City Marina to undertake the repairs, along with the paint system to be used and our location in beautiful South East Queensland.'



Case study: Gold Coast City Marina

Gold Coast City Marina (GCCM) was awarded for simultaneous delivery of two innovative superyacht refit and refinishing projects.

 Vessel name MY Dragonfly	 Vessel name MY SuRi
 Length 74 metres	 Length 63 metres
 Length of time in Australian waters 4 months	 Length of time in Australian waters 3 months
 Maintenance expenditure Approx. A\$2 million	 Maintenance expenditure Approx. A\$600,000
 Maintenance location Gold Coast	 Maintenance location Gold Coast

In an Australian first, GCCM gave Australia its latest quantum leap in superyacht refit capabilities by successfully and simultaneously delivering two large scale on-water superyacht refinishing projects over 34 weeks.

GCCM's highly innovative benchmark projects, which continued on-time and on-budget even throughout a COVID-19 lockdown, involved high-profile superyachts MY Dragonfly (74 metres) and MY SuRi (63 metres) and saw GCCM named Superyacht Industry Manufacturer and Refit Business of the Year at the 2020 Australian Marine Industry Awards.

GCCM CEO Trenton Gay said that while on-water superyacht refinishing projects were commonly used in European and American shipyards, this was the first time projects of this scale and complexity had been successfully delivered in Australia and were ground breaking for GCCM's ever evolving and expanding marine refit and repair capabilities.

As Gay explains, painting large-scale yachts on-water is arguably the silver bullet of the marine refit and repair industry because it alleviates the need to lift the vessels out of the water while also allowing crew to stay on board and other interiors or motor maintenance work to be progressed at the same time representing wins all-round. Both Dragonfly and SuRi required full re-paints of their hulls and superstructures so our GCCM project management team combined expertise with on-site marine trade businesses, GC Marine, Marine Scaffolding, Superyachts Solutions, Sweep Marine and Gold Coast City Council and rose to the challenge to devise two ingenious on-water solutions in GCCM's dedicated superyacht work basin tailored to the needs and requirements of both yachts.

Gay commented that they are incredibly proud of both projects, which employed the talents of over 200 marine tradespeople and have exponentially expanded GCCM's superyacht capabilities and exceeded the expectations of both captains and crews thanks to seamless delivery.



Priority action areas

The following priorities have been identified to grow Queensland's superyacht sector.



Priority 1: Supportive policy environment

Actions	Responsible stakeholders
1.1 Encourage the Australian Government GST legislation changes for GST payable on foreign vessels to become permanent rather than applied on a yearly basis.	Government Industry
1.2 Advocate for the trial of an Australian Government customs and clearance service in the Whitsundays, with a view to it becoming a permanent service to increase the area's attractiveness and use for superyachts.	Government Industry
1.3 Support industry to champion sustainable building and maintenance of the superyacht fleet to reduce the sector's carbon footprint.	Industry
1.4 Promote the clear and consistent application of policy and legislation by government agencies in the superyacht sector by: <ul style="list-style-type: none"> › capturing and sharing lessons and experiences of superyacht stakeholders with agencies › working to clarify minimum performance standards required by government agencies working with visiting vessels › supporting an education program for Australian Government agencies working with the superyacht sector. 	Government
1.5 Collaborate to improve and coordinate national, state and regional industry promotion, policy and initiatives.	Government Industry
1.6 Develop a profile of the Queensland superyacht industry through benchmarking and a supply chain capability and value survey to measure: <ul style="list-style-type: none"> › increases in employment, apprenticeships and traineeships › supply chain capability and requirements. 	Government Industry

Priority 2: Infrastructure for growth

Actions	Responsible stakeholders
<p>2.1 Promote infrastructure development to support industry growth, particularly for superyachts over 80 metres, in key destinations by:</p> <ul style="list-style-type: none"> › supporting priority regional infrastructure studies including marina developments › assistance to help streamline regulatory marina development approvals. 	<p>Government</p>
<p>2.2 Encourage the growth of world-leading superyacht construction, maintenance and refit facilities by:</p> <ul style="list-style-type: none"> › undertaking a marine supply chain capability audit › supporting priority marina projects across the state › supporting shipyards with expansion plans. 	<p>Government Industry</p>

Priority 3: Promoting Queensland as a global superyacht destination

Actions	Responsible stakeholders
<p>3.1 Promote Queensland as a key Asia Pacific destination for superyacht activity by:</p> <ul style="list-style-type: none"> › coordinating with existing state and national promotional activities targeting key stakeholders and promoting key destinations › funding and supporting ASMEX, the Australian Superyacht and Marine Export Conference › encouraging more superyachts to moor in the Great Barrier Reef Marine Park. 	<p>Government Industry</p>
<p>3.2 Showcase Queensland's world-class maritime businesses by:</p> <ul style="list-style-type: none"> › supporting businesses to attend national and international trade shows and conferences › promoting and supporting the Sanctuary Cove International Boat Show business lounge. 	<p>Government</p>
<p>3.3 Promote Queensland's maritime manufacturing capability through:</p> <ul style="list-style-type: none"> › targeted international initiatives to market Queensland's competitive advantages › the in-market presence of the Queensland Government's international trade and investment offices › highlighting maritime capabilities including globally competitive businesses operating in niche areas such as painting and finishing › raising awareness of the sector's high standards, practices and culture for sustainability, environmental and marine protection and conservation. 	<p>Government</p>
<p>3.4 Promote industry achievements and destinations through a regular Queensland industry newsletter.</p>	<p>Government Industry</p>





Priority 4: Strengthening supply chains

Actions	Responsible stakeholders
<p>4.1 Collaborate with industry associations and government agencies to:</p> <ul style="list-style-type: none"> › grow the scope of maritime training offered in Queensland › encourage industry investment in employment-focused programs to provide employees access to training, including advanced training and qualifications such as Captain's or Master's qualifications. 	<p>Government Industry</p>
<p>4.2 Dedicate resources to support maritime employment, skills and training, in partnership with other agencies, to attract, train and retain the industry's workforce.</p>	<p>Government</p>
<p>4.3 Assist Queensland maritime companies to access local and international contracts, including clients and locations such as EU and US, through accreditation and the adoption of advanced manufacturing and industry 4.0.</p>	<p>Government Industry</p>
<p>4.4 Support the establishment of partnership high schools in each superyacht region to implement a pre-apprenticeship direct-entry program, for example a Vocational Education and Training in Schools (VETiS) program.</p>	<p>Government</p>
<p>4.5 Develop maritime and superyacht career development pathways to promote career opportunities with:</p> <ul style="list-style-type: none"> › schools starting at year 7 › high school leavers › veterans › women in the marine industry › the part time workforce (students and return-to-work) › mature aged workers. 	<p>Government</p>
<p>4.6 Support statewide activities and events for all sub-sections of the maritime industry (superyachts, marine tourism, commercial shipping, defence and manufacturing) to:</p> <ul style="list-style-type: none"> › promote local and international employment opportunities › increase the number of trades jobs › promote opportunities for Aboriginal and Torres Strait Islander peoples, people with disability, mature-age learners and foreign workers. 	<p>Government Industry</p>
<p>4.7 Support regional superyacht clusters and supply chain events to grow local supply chains, and increase local cooperation and information sharing across Queensland maritime businesses.</p>	<p>Government Industry</p>
<p>4.8 Promote awareness of funding programs offered by government agencies to grow capability in maritime sector supply chain.</p>	<p>Government Industry</p>

Priority 5: Promoting superyacht visits for the Brisbane 2032 Olympic and Paralympic Games

Actions	Responsible stakeholders
<p>5.1 Promote Queensland as a leading Asia Pacific destination for superyacht activity and MRO, through a marketing strategy capitalising on the Brisbane 2032 Olympic and Paralympic Games, to increase tourism and sustain the existing industry supply chains by:</p> <ul style="list-style-type: none"> › promoting the industry’s world-leading superyacht construction maintenance and refit facilities › supporting a database of all refit and maintenance facilities on the Queensland coast › contributing to marine infrastructure policy in partnership with all relevant stakeholders to support the delivery of new berths and moorings for visiting superyachts in South East Queensland and iconic Far North Queensland locations. 	<p>Government Industry</p>
<p>5.2 Support investigations into increasing superyacht access to Queensland’s coastline particularly during Brisbane 2032 for:</p> <ul style="list-style-type: none"> › the provision of additional superyacht cruising areas and associated berths and moorings › the development of online maps depicting cruising lanes and all locations superyacht moorings and berths (according to length and draft). 	<p>Government Industry</p>
<p>5.3 Promote onshore and offshore tourist activities for visiting superyachts before, during and after Brisbane 2032 showcasing the Great Barrier Reef, iconic beaches and rainforests, indigenous culture, rural and remote experiences, cities and towns, and theme parks.</p>	<p>Government Industry</p>
<p>5.4 Collaborate with industry associations to increase, prepare and sustain existing local superyacht clusters for Brisbane 2032 by:</p> <ul style="list-style-type: none"> › sharing local information › conducting specific Brisbane 2032 Olympic and Paralympic Games supply chain events › supporting attendance at overseas trade shows and conferences and including specific Brisbane 2032 marketing material › supporting in-bound famils › contributing to superyacht-related events where there is an opportunity to market and promote Queensland and Brisbane 2032. 	<p>Government Industry</p>





References

1. Wealth -X (2021) World Ultra Wealth Report 2021. New York.
2. <https://www.boatinternational.com/yacht-market-intelligence/luxury-yachts-on-order/how-many-superyachts-on-order-for-2022> accessed 8 February 2022
3. Superyacht Intelligence (2016). Annual Report 2016. London.
4. AEC (2022). Economic Impact Assessment of the Australian Superyacht Sector. Report produced by AEC Group, Brisbane, Australia, on behalf of Superyacht Australia and the Australian International Marine Export Group.

 **THE YARD** BRISBANE
600T





Queensland
Government

