

Economy-induced woes? Not necessarily, Fastmount continues to grow

The present economic conditions are not necessarily producing thoughts of doom and gloom amongst NZ Marine member companies. Fastmount director Gregg Kelly says there's still plenty to be positive about in the current economic climate.

"In these challenging economic times, Fastmount has had its best year to date, with turnover up markedly on the prior year," says Kelly. "We've achieved this by developing new products for the aviation and recreational vehicle markets, focusing on prompt servicing of customers, introducing new products last year with more to come this year, and bringing these rapidly to market by having in-house R&D and testing.



Fastmount fasteners in ceiling panels onboard SY *Salperton*

"Having a strong marketing plan and an excellent team of agents and distributors in key countries to roll these products out rapidly has also paid dividends."

Fastmount's presence is growing in 40 countries and Kelly says this gives them an immediate feel for the status of the marine industry in each of these areas. "As a business we have the unique advantage of gaining sales in the harder times, finding that while there may be less new builds of superyachts, there are far more getting refit work done – and this normally involves using Fastmount panel mounting systems!"

Fastmount has managed to prosper by maintaining very low overheads, says Kelly.

"We've kept manufacturing in New Zealand, maintain efficient stock control, and have a strong website and unique B2B online ordering system. Maintaining a strong presence in core customer areas (namely Europe) by spending 3-4 months each year based there is also important, as is training for our agents and distributors and ensuring the opportunity to introduce new products to key companies.

"This gives us great feedback and allows an understanding of our customers' needs clearly. While we have no illusions that the next 12 months will be challenging, the Fastmount team feels that by maintaining a small, efficient team and remaining committed to being innovative, this company will continue to thrive."

NZTE strategic advisor Mary-Ellen Fogarty says companies that take strong remedial action now will be in a more powerful position to seize opportunities when the good times return.

"If your company can take a three-year perspective, if you have your fundamentals under control and you can look beyond the current crisis, you're far more likely to be among the businesses that prosper and succeed when your competitors may falter."



Millennium Cup successful on many levels

The Millennium Cup provided a timely opportunity for NZ Marine to demonstrate internationally that we are in the marine business for the long haul and have a great story to tell as an industry in running the MC for a fourth time.

"Although it's a race for superyachts, it allows an opportunity to showcase New Zealand's superyacht capabilities and also the diverse range of highly innovative products and services our sector offers internationally. Of course, the event also helps promote New Zealand as a destination, so there is considerable positive spin-off for many aspects of the local marine sector," says NZ Marine chairman Mark Wightman.

February's Millennium Cup Pacific Series has resulted in:

- Two superyachts, not already pre-booked, being refitted by Integrated Marine Group;
- Considerable media coverage, particularly internationally (see media coverage story below), on the event, the marine sector and New Zealand generally;
- Opportunities for many NZ Marine members to meet and socialise with owners, owners' representatives and crews of the competing superyachts and many other craft berthed in Auckland at the time;
- Opportunities to host media and prospective owners at various functions and gatherings during the course of the Millennium Cup and the Louis Vuitton Pacific Series (see Alloy Yachts story below);
- And many other positive outcomes for many NZ Marine members.

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SY Thalia competing in the 2009 Millennium Cup

"Another aspect of events such as the Louis Vuitton Pacific Series and Millennium Cup is the goodwill that they continue to build between the New Zealand marine sectors and owners and crews around the world," adds Wightman.

Consider the following comments from Chris Wilson, captain onboard SY Janice of Wyoming. "While we would have loved greater participation from other superyachts here in Auckland at the time, that didn't lessen our enjoyment of being able to sail these great courses so close to Auckland city. The racing was really well run and the format couldn't have been better. The inner harbour race was particularly good fun and everyone onboard Janice of Wyoming has really enjoyed these few days, possibly even more than we enjoyed the regatta in Palma in 2007! It's been brilliant."

Valuable media coverage for Millennium Cup

The following table summarises the print and online media coverage from this year's Millennium Cup that's been sighted to date. Undoubtedly more has been published internationally than we've seen.

The estimated advertising value is taken from available advertised rate-card information.



One page of coverage in The Crew Report

Publication		Value (NZ\$)
The Crew Report, Mar 09	3.5 pages	\$11,634
Boat International Apr 09	7 pages	\$93,940
Ocean Magazine Mar/Apr 09	2 pages	\$12,070
Dockwalk Apr 09	2 pages	\$11,424
Seaspray Apr/May 09	4 pages	TBA
Sunday Star-Times	Photos in 'About Town'	\$1,000
NZ Herald	1/4 page	\$4,026
Websites	At least 30 online stories	\$7,500
Total equivalent advertising value (min)		\$141,594
PR value (three times above)		\$424,782
		(conservatively)

Alloy Yachts launches *Allogante* in style

During the final of the Louis Vuitton Pacific Series in Auckland, the Alloy Yachts team made the most of the opportunity to host a varied group of special guests, all of whom have an association with Alloy Yachts, onboard their recently-launched 40m luxury motor yacht *Allogante*.

Alloy Yachts managing director Tony Hambrook reports that guests included *Allogante's* designer, Ed Dubois of Dubois Naval Architects, well-known yacht designer Philippe Briand, Peter Harken from Harken Yacht Equipment, Tom Hutchinson from Future Fibres, world-famous yachting journalist Tim Jeffery and deputy editor of Boat International Tim Thomas.



MY Allogante

"It's not often you get Philippe Briand and Ed Dubois on the same motor yacht," comments Hambrook.

"And although it rained during the finals, we enjoyed watching Team New Zealand win the last race on the 42" flat screen TV in *Allogante's* main saloon while sipping New Zealand wine and enjoying some fine local cuisine.



Onboard *Allogante* (L-R): Philippe Briand, Tony Hambrook and Ed Dubois

"Opportunities to host key people in the luxury yacht sector on the waters of the Hauraki Gulf don't arise every day. We were delighted that our guests were able to enjoy the many fine features of *Allogante* and take the opportunity to relax and talk together during the final round of racing. As we all know, it's the relationships formed in such situations that can often lead to further commercial opportunities for NZ Marine members."

Promote your business via www.nzmarine.com

A new opportunity to advertise on the New Zealand marine industry website portal www.nzmarine.com has recently been unveiled for members.

The website is a joint venture between BITO, MIA and NZ Marine and each month it attracts more than 15,000 visitors from all over the world.

Promote your business on NZ Marine's busy website cont. NZ Marine manager Jo Dick says: "A small number of tastefully-sized banner advertisements will compliment the existing site content and add value to the annual NZ Marine Excellence Directory."



The website advertising options include:

- A small prime space on the homepage which alternates randomly between ten advertisements;
- A fixed category advertisement above each category in the directory, essentially sponsoring that category;
- Two prime spaces on RHS of all directory pages for up to 20 alternating advertisements.

"We'd like to continue to grow the website and its audience and we [MIA, BITO and NZ Marine] believe there is real value for us all to help attract additional visitors to the site."

For a copy of the web advertising rates and specifications, contact Liesl Trotter at SQ Advertising, liesl@bql.co.nz or 09 303 3710.



World Superyacht Award finalists announced

Boat International Media presents the fourth annual World Superyacht Awards on 16 May in London.

The finalists include the following NZ Marine members. Good luck for the final judging!

Best Sailing Yacht - 45m+

Mondango 51.7m - Alloy Yachts

Naval architect - Dubois Naval Architects

Exterior stylist - Dubois NZ

Interior design - Raymond Langton Design

Red Dragon 51.7m - Alloy Yachts

Naval architect - Dubois Naval Architects

Exterior stylist - Dubois NZ

Interior design - Wilmotte & Associates

Best Sailing Yacht - 30m to 44m

Bristolian 36.7m - Yachting Developments

Naval architect - Philippe Briand Yacht Design

Exterior stylist - P Briand/M Cannon

Interior design - Emma Tabone

Inmocean 41m - Fitzroy Yachts

Naval architect - Dubois Naval Architects

Exterior stylist - Dubois Naval Architects

Interior design - Adam Lay Studio



Yachting Developments is also a finalist in the Technology Award for technological advances in the design of **Bristolian**.



WASSP finds expanding global markets

The outstanding WASSP (wide angle seafloor sonar profiler) multi-beam sonar developed by Electronic Navigation Ltd (ENL) continues to find new markets says international WASSP sales manager Greg Fletcher.

"Although developed initially for commercial fishing, WASSP has a multitude of other applications such as seafloor profiling/bathymetric survey duties, sport-fishing and aboard superyachts to aid inshore navigation," says Fletcher.



Sea trials with the WASSP sonar on this 72ft sport fishing boat based in Fort Lauderdale, USA, have been very successful, says Fletcher.

"Most recently, the WASSP has proved itself a very useful navigation tool on China's many inland canals," says Greg.

"Overseas markets also include The Netherlands, Iceland, United Kingdom, Canada, USA, Norway, France and Italy."

Other applications outside seafood harvesting include the Canadian Fisheries Department using WASSP to profile lobster-fishing grounds as part of their fisheries management programme. Profiles are used to gain a better understanding of the undersea environment, assess the amount of habitat available, and to compare catch rates between areas.



2009 Dubai International Boat Show

Several NZ Marine members – Tru-Design, Pacific Aerials, Rocna Anchors, Maxwell Marine, Hutchwilco and The Boat Cover Company – exhibited at the 2009 Dubai International Boat Show in March this year. Organisers say the event generated a strong number of sales transactions and attracted over 26,000 buyers, despite the challenging global economic trading conditions.

Predicting a growth in exhibitor numbers for the 2010 DIBS, organisers have already announced plans to expand the berthing spaces for superyachts and mega-yachts, land and marina exhibits. Millions of dollars worth of watercraft and marine equipment was sold at the 2009 event with thousands of new and returning visitors attending the five-day event.

The Dubai World Trade Centre, which is the organiser of the Dubai International Boat Show, has also announced the intention to launch the Saudi International Boat Show at the Al Fursya Marine and Yacht Club in Jeddah, Saudi Arabia, from 28 to 31 October 2009.




Some photos from this year's Dubai show (courtesy of New Zealand Trade & Enterprise)



Diary dates

Loro Piana Superyacht Regatta

9 -13 June

Porto Cervo, Sardinia

(Gold sponsor - Fitzroy Yachts;

Silver sponsor – Alloy Yachts)

Monaco Yacht Show

23-26 September

www.monacoyachtshow.com

Fort Lauderdale International Boat Show

29 October - 2 November

www.showmanagement.com

METS

November 17-19

www.metstrade.com



Keep your news coming!

News for the next NZ Marine newsletter is very welcome. Feel free to share your successes, comments and thoughts about the current market.

NZ Marine has appointed professional freelance writer Kate Gordon to collate each quarterly newsletter.

You can contact Kate via email kate@relishcomm.co.nz or mobile 021 587 227.

She is available to help write the newsletter stories from whatever information you are able to provide and will ensure that each story is sent back for you to review before the newsletter is sent out to members.

We also intend to send this e-newsletter to selected local and international media as a way to highlight NZ Marine and our members' successes.



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