



THE
MELBOURNE **60TH**
BOAT SHOW

DOCKLANDS
Victoria Harbour, Melbourne

20-23 October 2022






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in your wake*



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Features

Destination Docklands focussed, major boat show event, with great appeal for current boaters, as well as potential boating and waterfront lifestylers.

On-water boat display with sea trial opportunities

Waterfront Boat display

Boaters Marketplace

Welcome to Boating Education and Inclusion Hub

Exhibitions and Demonstrations

Family Entertainment, Catering and other Festivities

Objectives

- Bring Docklands alive from boating, destination, event, lifestyle, and livability perspectives.
- Position Docklands as a premium boating destination to tens of thousands of people from Melbourne, Victoria, and beyond.
- Promote and showcase the boating lifestyle to these current and prospective boaters.
- Put boating and the boating lifestyle right in the spotlight.
- Deliver a fantastic family and community event with boats, boating and fishing as the core, and with entertainment, catering, lifestyle, and waterfront fun, as the backdrop.
- Create a beautiful on-water and waterfront display, with a full array of recreational boats. Everything from paddle craft, to fishing boats, skiboats, pontoon boats, luxury cruisers, sailing yachts, and more.
- Provide on-water display and demonstration opportunities.
- Develop an event and lifestyle legacy for the precinct and for Melbourne.
- Enhance Discover Boating.
- Provide an outstanding exhibitor opportunity for BIAV members



Event Dynamics

- Fourth weekend of October in 2022 - Thurs 20th –Sunday 23rd
- Spring days and nights, with a beautiful waterfront lifestyle aspect.
- Temporary boating ‘village’ set up over-looking Victoria Harbour, Docklands, the waterways to Port Phillip and the Yarra, as well as the City.
- On-shore (waterfront), and on-water activations.
- Thursday to Sunday trading and entertainment
- 5,000 – 10,000 square metres of quality boat displays, entertainment zones, activations, food, refreshments, education sessions, and more.
- Drawing from Victoria’s 200k of registered boat owners, 420k of marine licence holders, and tens of thousands of potential new boating lifestylers.
- 10,000 – 15,000 expected recorded attendees.
- A further casual audience of at least that number.
- An engaged on-line boating audience of tens of thousands.
- A promotional, marketing, and social media audience of hundreds of thousands.
- Boating destination components for clubs, regattas, groups, families, and individuals.
- Covid safe event delivery plan.



Welcoming new people to the boating lifestyle

Boating is significant in Victoria with 200k registered boats, 420k marine licence holders, and another 500k boating participants.

Boating is a \$4.5b contributor to the economy, and an immeasurable benefit to the community through health, wellness, family connectedness, and other personal benefits.

The waterfront event will celebrate this, and provide a welcome to boating theme for potential boating lifestylers, and that all-important 'next layer' of potential members of the boating community.

Some features will include -

- How to Discover Boating
- Courses and learning options
- Safety demonstrations
- Boating tourism and destination opportunities and displays



Event Precinct



Event Dates



20-23 October 2022

Wednesday	Bump-In
Thursday	Launch and VIP Function, plus trading from 3pm-7pm
Friday	Trading and Entertainment from 3pm-9pm
Saturday	Trading and Entertainment from 10am-9pm
Sunday	Trading and Entertainment from 10am-5pm
Monday	Bump-Out



Advertising & Promotion

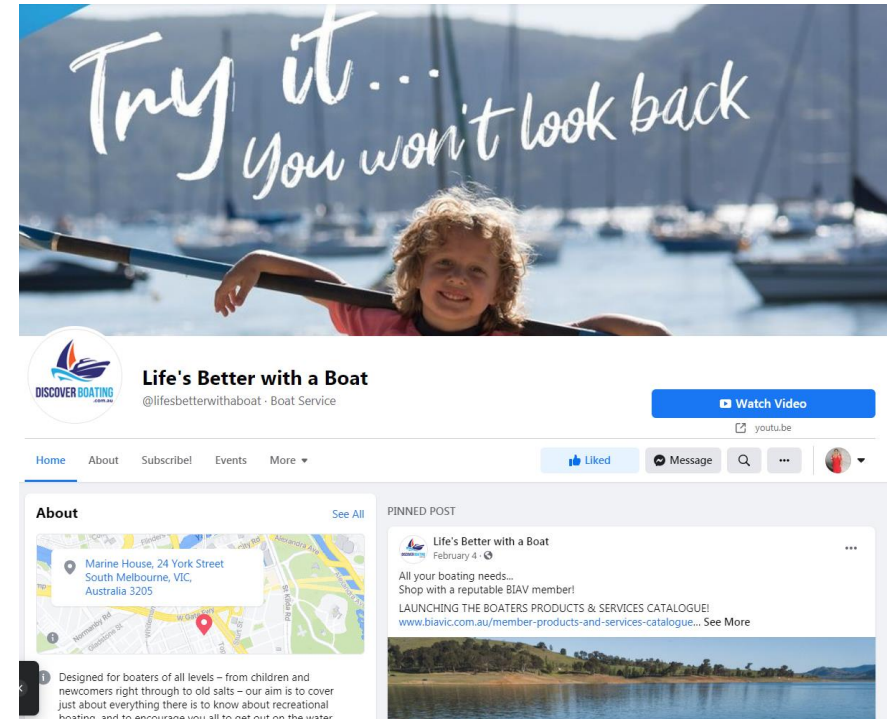
The 60th Melbourne Boat Show at Docklands will be supported by a major advertising and promotional campaign.

Specific targeting and messaging will be directed to entice an in-person and on-line audience in the many tens of thousands.

The target audiences, in summary will be Current Boaters (900k in Vic and many beyond), Lapsed boaters, Recreation and Lifestyle enthusiasts that make up the massive audience of potential new boating lifestylers, and the general 'Melbourne audience'.

Methods will include, however not limited to –

- Metro and regional TV, Radio and Print
- Extensive and targeted social media
- BIAV, boating and stakeholder databases and networks via email, EDM, social media, word of mouth, and more.



Why Exhibit

- There is a boat-show starved community out there that cannot wait for an event like this.
- This is a world class and centrally located venue in the heart of Melbourne.
- Other events of this nature in boating and other recreational areas are seeing fantastic visitation and success rates.
- Great timing on the cusp of the boating season.
- A high level brand building opportunity from an in-person and an on-line perspective.
- An escalated focus on Visitor Experience and Lifestyle will entice and encourage current and new boaters.
- An advertising and promotional campaign that will be strategically placed and of the highest quality.
- Be part of your industry's boat show renaissance and benefit from the many networking opportunities.
- You cannot afford to miss the 2022 Melbourne Boat Show at Docklands.

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Costs

•Support from Development Victoria, Better Boating Victoria, and Melbourne City Council have enabled BIAV to bring this event to you at the below amazing rates.

•Waterfront Display –

- Range \$38 - \$50 per square metre
- inc. OHS levy and GST
- See over for placements

•On-water – Marina berths

- Range \$1,200 - \$1,800
- inc. OHS levy and GST
- See over

•Additional costs will apply for marquee hire, power, furniture and other optional display requirements.

•If uncertain of precise space requirements at this stage, an approximation, and \$5k deposit may be agreed.

•20% surcharge for Non-BIA members





Waterfront on-land	
Waterfront Area A	\$38 sq m
Waterfront Areas B & C	\$44 sq m
Waterfront Areas D & E	\$50 sq m
Waterfront Areas F & G	\$38 sq m

Note: Precise placement within chosen area will be subject to overall event plan

NOTE: 20% surcharge for Non-BIA members

Marinas	
All of M1	\$1,800
M2, M5, M6, M9	\$1,600
M3, M4, M7, M8, M10, M13	\$1,400
All other	\$1,200

Note: Up to 10m. (Longer please enquire)

Summary

This is an amazing opportunity to exhibit as part of this premium waterfront lifestyle event for boaters, families, and a wider community that is hungry for events of this nature.

This is also a pinnacle post-covid opportunity to help capture and educate a burgeoning new audience, to deliver an inclusive community event, and boost your brand, enquiries and sales well into 2023.

Please direct queries to

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