

# Aimex Membership

## Australian International Marine Export Group Limited

The Australian International Marine Export Group (AIMEX) develops and promotes Australia's international competitiveness in the marine sector.

Aimex is the peak body for the Australian marine export industry and is governed by a board of directors elected by the members. AIMEX is supported in its endeavors by Austrade and DITR who have observer status on the AIMEX board. State and local Government also work with AIMEX to provide positive outcomes for the Marine Export Industry

AIMEX is a non-profit, private sector organisation.

Members of AIMEX are drawn from Australia's recreational and light commercial boating industries who are involved in boat and equipment manufacturing or the provision of marine goods and services for export.

### Who Are Members

AIMEX represents some of Australia's most successful international brands, plus emerging companies and firms that showcase exciting innovation and technological development.

Members offer a broad range of marine services and products:

- The design, manufacture and repair of yachts, pleasure and light commercial motor cruisers and runabouts;
- The manufacture of auxiliary equipment and fittings;
- Boat building and equipment research and development, technology and services;
- Marina development;
- Boating skills training;
- Boat refitting and repair.

### Marketing Opportunities

AIMEX is the recognized brand image for the Australian Marine Industry in the global arena. AIMEX offers Australian companies enhanced international marketing power with the ability to take advantage of

the Team Australia approach and market positioning. AIMEX promotes export development of its members through multiple marketing activities:

- Developing, publishing and distributing marine products and services buyers' guides and promotional literature which is distributed globally;
- Representation and discounts at major international boat shows with associated cost sharing;
- The development and maintenance of a dynamic website portal providing access to member websites and contacts;
- Dissemination of market intelligence and contract opportunities;
- Sharing international marketing information thus increasing an individual member's chance of success and minimising associated costs;
- Image building and international promotions which present a united Team Australia image;
- Acting as a national, state and regional forum where constraints and issues affecting the competitiveness of the marine export industry can be raised. Input can then be given to government groups;
- Providing information regarding export grants and incentives available through Federal and State Governments.

### What Are The Benefits Of Membership?

- World exposure through entry in the AIMEX annual and international "Australian guide to innovation and excellence in Marine Exports" and "Exporter" newsletter distributed around the globe;
- AIMEX offers members a valuable discount on space and stand sharing options at AIMEX supported international boat shows
- Information regarding export finance assistance programmes

- Enhanced international marketing power through a unified approach and increased exposure of the Australian export industry plus widespread image building through AIMEX publications;
- Opportunities to receive export inquiries from around the world;
- A website which features every member with direct links to each member's site via company name or industry category;
- Network opportunities with experienced Australian exporters from all sectors of the marine industry – meet friends and share their exporting experiences;
- Specialist assistance for first time and inexperienced exporters;
- Access to the AIMEX mentoring scheme;
- Export education and access to skill development and accreditation pathways;
- Strong support from Austrade's international network and other government agencies;
- An introduction to finance and government export assistance programs such as Export Market Development Grants (EMDG);
- Strong representation at all tiers of government;
- Representation at boat shows – even when you can't be there;
- Cost savings using group buying power
- Group media exposure;
- Links to major Australian and international marine industry associations;
- Consolidated approach providing strength in a competitive world market through internationally recognised Australian national marine export branding.

### Testimonials



"Thanks to AIMEX we are now part of a truly impressive Australian Pavilion at the worlds major boatshows. This has been a major breakthrough for the Australian Marine Industry".

**Alistair Murray (Managing Director)**  
Ronstan International



"Through our association with other AIMEX members and staff, we have achieved great international recognition and acceptance for our products without busting the bank.

Big thanks to other experienced exporting members and the AIMEX team who have toured the international marine circuit and helped us get there".

**Brett Maddern (Managing Director)**  
Marina Protection Systems Pty. Ltd.



"Through participation in carefully targeted international boat shows and trade events, yearbook promotion and having access to experienced exporters for guidance and support! The incremental value that AIMEX delivers cannot be overstated. AIMEX membership is a practical, cost effective vehicle to export success and should be an integral part of any Australian marine company's export strategy."

**Sean Griffin (General Manager Sales & Marketing)**  
GME Standard Communications P/L

"It was thanks to AIMEX and advice from it's directors and members that we were able to reach a broad international audience in a very short period of time. Joining AIMEX was big value in respect to our overseas marketing and market research".

**Greg Hill**  
Cape Marine

### Criteria For Membership

#### Who Can Apply?

Any Australian individual, partnership, company, association, co-operative, statutory corporation or trust which intends and/or is carrying on an export business in Australia and is located in Australia.

#### What Companies Are Eligible?

AIMEX uses the EMDG criteria as a guideline for eligibility of membership applications. Go to the following website for more details [www.austrade.gov.au](http://www.austrade.gov.au)

An example of current EMDG criteria:

You must own the product you are promoting (some exceptions apply) and your product is

- A good made in Australia
- A good made outside Australia where Australia will derive a significant benefit from its sale overseas
- A service provided outside Australia except services(including legal services) relating to migration, real estate, family law and some services provided in Australia
- An intellectual property right that mainly resulted from work done in Australia
- A trademark that was owned, assigned or first used in Australia
- Know how that mainly resulted from work done in Australia

Members of AIMEX must be companies registered in Australia as an Australian company and must be in the business of marine products. (goods & services)

### Categories Of Membership

1. Full Member: \$2000 p.a. (excluding G.S.T.) for turnover over \$500,000 p.a.

2. Junior Member: \$1000 p.a. (excluding G.S.T.) for turnover under \$500,000 p.a. (Junior Membership is only applicable for a period of three years after which time the member will be asked to move to a higher category).

3. Associate Member: \$500 p.a. (excluding G.S.T.). This category is only available for associated service providers.

Membership fees are payable on an annual basis .



[www.aimex.asn](http://www.aimex.asn)