



# MARINE INDUSTRIES ACTION AGENDA

## newsletter

### ISSUE 2

Since the inaugural meeting of the Strategic Industry Leaders Group held in Brisbane in April 2004, meetings have been held for 3 of the 4 Working Groups established at that time. Brief reports on those meetings follow.

#### EDUCATION AND SKILLS WORKING GROUP

The Education and Skills Working Group had its inaugural meeting at the Airport Hilton in Melbourne on Wednesday 16 June 2004. The Working Group is chaired by Mr Terry Hall, formerly with the College of Aluminium Training, TAFE Tasmania. The Deputy Chair is Mr Andrew Hayes, President of the Australian Marine Industries Federation. The attendees were Ms Robyn Allen of Mackay Trailers, Ms Sherry Donaldson of AMIF, Mr Darren McCosker of GTA Human Resources, Mr Roy Privett of BIA NSW, Mr Chris Warner of Anchor Marine, Mr David Syme of Middletons lawyers, Mr Geoff Cooke of the QLD Department of State Development, Mr Bill Edwards of Defence Materiel Organisation, Mr Philip Hillsdon of the Department of Education, Science and Training and Mr Craig Lawler of the Department of Industry, Tourism and Resources (Secretariat). These members have a wide range of roles from their previous and current activities within the industry and as such they often wear numerous "hats". These past and current experiences are proving to be very beneficial in providing a range of perspectives on issues.

The Working Group discussed and amended their terms of reference by expanding the issues to include the national training structure and the marine industry's place in it, plus the national framework for consistency of training and skills recognition. These will need to be endorsed by the Leaders Group at their next meeting. The amended terms of reference are:

The Working Group will address issues such as:

- To examine, and make recommendations on, the national training structure and the marine industry's place within it;
- To consider a framework for national consistency of training and skills recognition;
- Identification of skills shortages and strategies for addressing them;
- Improving the skills and education of existing staff;
- Training of new staff;
- Attracting staff, apprentices and graduates to the marine industries;
- Improving management capabilities; and
- The licensing of providers of training packages.

The Working Group had a wide ranging and lively discussion. The Working Group is keen to have input and discussions with stakeholders to develop initiatives to improve the competitiveness and sustainability of the marine industry.

A "one size fits all" initiative may not be the best for the industry in the long term however this is not being ruled out. An issues paper is being developed for circulation to the industry's stakeholders. That paper will be developed for discussion at the next meeting of the Working Group, which is scheduled for Friday 30 July at the Sydney International Boat Show.



Adelaide Ship Construction International



Azzura Marine Group - Gold Coast



The inaugural meeting of the Market Development Working group in Brisbane on 12 July 2004.

## REGULATION AND ENVIRONMENT WORKING GROUP

The first meeting was held in the conference room of the Boating Industry Association Victoria on 18 June 2004. Allan Cayzer, president of the Marina Association of Australia, chaired the meeting. Apologies were given for Mr Glen Jones, Ms Ilma Mackay, Mr Ian Laverock, Ms Emma Hutchison, and Dr Naomi Parker, who were unable to attend.

Those in attendance were Dr Robert Danes from Advanced Technology Watercraft Pty Ltd, Ms Liz Hay from the Australian Shipbuilders Association and Australian Ship Repairers Group, Mr Steve Newbury from East Coast Marina, Mr Michael O'Keefe from the Great Barrier Reef Marine Park Authority, Mr Gerard O'Neil from Parks Victoria, Ms Lavinia Schivella from the Marina Association NSW, Mr Steve Wicks from Superyachts Solutions P/L and Mr Neville Whittlely from Whittlely Marine Industries Pty Ltd.

The terms of reference for the Regulation and Environment Working Group, as set by the Leaders Group, were agreed as guidelines on the understanding that some flexibility be permitted. The Regulation and Environment Working Group will address issues such as:

- Identification of environmental constraints facing the industry and development of strategies to reduce or remove the negative environmental impacts on the industry,
- Identification of the regulatory controls on the industry, and
- Development of a strategy for improving the regulatory controls on the industry.

An analysis of strengths, weaknesses, opportunities and threats (SWOT) revealed a number of issues for discussion. One main issue that arose, and that will probably emerge in other Working Groups, is the lack of meaningful data or information across all the industries covered by the Marine Industries Action Agenda\*. It also became obvious that many issues involving regulations, standards and environment crossed all levels of government. Commonwealth, state and local authorities applied differing standards covering environment, safety and regulations.

There was some discussion on the public perceptions of marine industries. One of its strengths was its willingness to embrace environmental and safety responsibilities, but it was noted that the perception within the media and general community of the industry as a dirty industry which was environmentally irresponsible was a weakness.

A second meeting is proposed in the next six weeks, prior to the next Leaders Group meeting, to refine and rank the issues facing marine industries in relation to regulations and the environment and to develop an Issues Paper. It is envisioned that the paper will not only look at the issues but examine possible means of addressing them.

**For more information, email: [marine@industry.gov.au](mailto:marine@industry.gov.au) or telephone Jeff Beeston, Manager, Shipbuilding Section, Department of Industry, Tourism and Resources on 02 6213 7088.**

**Details on the Marine Industries Action Agenda can be found at [www.industry.gov.au/marine](http://www.industry.gov.au/marine)**

The next meeting of the Working Group is scheduled for Monday 2 August at the Sydney International Boat Show.

\* Given its importance and the fact that it cuts across all areas of the Marine sector, the issue of statistics will largely be dealt with by the Leaders Group and Secretariat directly, although obviously individual Working Groups will have input in respect of how statistical deficiencies impact on their issues.

## MARKET DEVELOPMENT WORKING GROUP

The inaugural meeting of the Working Group was held on 12 July 2004, at the Boating Industry Association of Queensland offices situated at Morningside, Brisbane.

The meeting was hosted by Barry Hibberd (Boating Industry Association Queensland), and Chaired by Lance Cushion (Super Yacht Base Australia). Also in attendance were Jim Fountain (Gold Coast City Council), Ian McAndrew (Boating Industry Association NSW), Lindsay Grenfell (Boating Industry Association Victoria, and Australian International Marine Export Group), John Donaldson (Department of Innovation, Industry and Regional Development Victoria), Liz Hay (Australian Shipbuilders Association, and Australian Ship Repairers Group), Mike Sinclair (Traderboat Group), and Robert Scanlon represented Christina Murphy (Austrade). Jeff Leigh-Smith (Gold Coast City Marina), Mark Pierce (Department of Foreign Affairs and Trade), and Bill Edwards (Department of Defence) were not able to attend.

Being the inaugural meeting of the Working Group, the attendees discussed the Terms of Reference (TOR), mission and role of the Working Group in meeting the responsibilities given by the Strategic Industry Leaders Group (SILG). The Working Group agreed to the TOR and considered it to be the point at which they commenced to action their responsibilities to the Action Agenda process. The Working Group resolved to include in the TOR

*"Develop a comprehensive model to allow the total Australian marine industry to communicate effectively with its stakeholders"*

The Working Group also agreed on procedures for conducting its meetings, voting rules and a communication strategy.

The Working Group went on to consider and discuss the DITR ACIL Tasman report on industry characteristics and to use it as background material to assist the strength / weakness / opportunities / threat (SWOT) analysis they then undertook. The SWOT analysis identified issues for further evaluation and research in preparation of the Issues paper and report to the SILG. The further discussion of issues and the drafting of the Issues Paper will be undertaken at the next meeting of the Working Group.

The Working Group agreed to meet again on 4 September 2004, in conjunction with the Brisbane Boat Show and Fishing Expo.