

A-Z AIMEX

Member Services



About AIMEX

AIMEX was established in 1998 by a group of enthusiastic Australian marine industry manufacturers who realised the need for the Australian marine industry to have a united approach to marketing, particularly at international boat shows when competing with established European countries.

AIMEX is a non-profit, private sector organisation and is the peak body for the Australian marine export industry. It is governed by a board of directors, elected by the members. AIMEX is supported in its endeavours by Austrade and the Department of Innovation, Industry, Science, Research and Tertiary Education (DIISRTE) who have observer status on the AIMEX board. State and local Government also work closely with AIMEX to provide positive outcomes for the Australian marine export industry.

AIMEX develops and promotes Australia's global competitiveness in the marine sector. The key focus of AIMEX is to support Australian marine industry manufacturers to expand international markets and increase revenue.

AIMEX Members

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

AIMEX members offer a broad range of marine services and products:

- › The design, manufacture and repair of power boats, sail boats and light commercial vessels;
- › Boat building equipment, research and development, technology and innovation;
- › Marine construction materials;
- › Ancillary equipment and fittings; and
- › Marina development

Superyacht Australia Division

The Superyacht division of AIMEX; Superyacht Australia; originated from SYBA which was established in 1999. In 2012 Superyacht Australia merged with AIMEX, who established the Superyacht Division. Superyacht Australia was formed to develop a superyacht industry for Australia and to establish Australia as a preferred destination for the world's fleet of luxury yachts.

Superyacht Australia has an appointed committee of Superyacht industry representatives to drive the issues affecting this sector. It also has a representative on the AIMEX board.

Superyacht Australia is dedicated to the promotion of Australia as a preferred destination for Superyachts from throughout the world. In doing so it promotes Australian infrastructure, services, facilities and manufacturers, ensuring consistent growth and development of all facets of the Australian Superyacht industry.

Superyacht Membership

Membership provides valuable profile and opportunities, ensuring businesses in this sector are kept up to date with timely and relevant information. For more information and a member application visit www.superyacht-australia.com/membership-info



AIMEX Team

AIMEX is managed by a competent team of professionals who have expertise across all facets of the business and are there to assist members. Do not hesitate to contact us if you need assistance.

Australian Superyacht and Marine Export Conference (ASMEX)

The Australian Superyacht and Marine Export Conference (ASMEX) is the key event for the Australian marine export and superyacht industries, providing an overview of the current market conditions, key issues, presentations by international speakers and excellent networking opportunities. Visit www.superyacht-australia.com

Austrade

AIMEX closely works with the Australian Trade Commission (Austrade) and has relationships with key Austrade posts around the globe. Austrade assists Australian companies to succeed in their export endeavours. They administer the Export Market Development Grant (EMDG) scheme which provides financial assistance to eligible businesses through partial reimbursement of the costs of specified export promotion activities. Visit www.aimex.asn.au/export-assistance or www.austrade.gov.au

Australian Marine Industry Export Awards

AIMEX organises the Annual Australian Marine Industry Export Awards. These awards provide the opportunity for Australian exporters to gain increased profile nationally and internationally and to be recognised for their outstanding achievements, innovations and contributions to the marine industry. Visit www.aimex.asn.au/australian-marine-industry-export-awards

Australian Boat Shows

A great benefit of being a member of AIMEX is the additional support and representation members get when they attend Australian boat shows where AIMEX staff are present. AIMEX staff attend the key Australian boat shows and on most occasions organises networking events for members at these shows. For the most up to date list of the Australian Boat Shows visit www.aimex.asn.au/australian-boat-shows

Australian Institute of Export

AIMEX members benefit from the relationship built over the past years with the Australian Institute of Export (AIEEx) allowing greater exposure and strength to AIMEX and the Marine Industry at federal government level. The Australian Institute of Export (AIEEx) has become the leading Australian industry body for International Trade. AIEEx collaborate with the export and import community to ensure that Australian companies receive the support they need to successfully compete on the international stage. AIMEX has a signed agreement with AIEEx which provides members with an affiliate membership and a number of additional benefits. Visit www.aimex.asn.au/export-assistance

A

Australia Unlimited Brand

Building Brand Australia is an Australian Government program to better communicate our credentials as a world business partner and global citizen. In 2010 the Australian Government endorsed Australia Unlimited as the consistent branding approach that reflects the broader capability of contemporary Australia. To ensure the high profile of the Australian Marine industry internationally, AIMEX utilises the brand to enhance the global profile of Australia with the backing and support of the government who licenses this brand.

Awards

In addition to the Australian Marine Industry Export Awards which AIMEX organises annually, AIMEX encourages members to consider applying for other state, national and global awards. Applying for these awards is an excellent business practice and forces a company to review and look at its performance and outcomes. Winning or being acknowledged for an award provides well earned recognition and an excellent opportunity for additional profile and exposure. Visit www.aimex.asn.au/members-information

B

Banners

To ensure a unified look on the AIMEX stand at the International Boat Shows AIMEX has designed a banner template for its members. We can also help with the design, print and delivery of the banner. If a member wishes to have the banner designed in house, we can supply the InDesign templates for these.

Board Members

The AIMEX Board of Directors represents a wide cross-section of the Australian Marine Industry. The directors are elected for their individual expertise in marine export and manufacturing, and collectively they make up a vast pool of knowledge and skills adding immense value to the organisation. Visit www.aimex.asn.au/board-members.

D

Discounts

At certain international shows AIMEX offers members a valuable discount on space and stand sharing options at AIMEX supported international boat shows, making exhibiting at shows a simple and more affordable option.



EMDG

AIMEX also provides information and assistance with the Export Market Development Grant (EMDG). This grant scheme provides financial assistance to eligible businesses through partial reimbursement of the costs of specified export promotion activities. Visit www.aimex.asn.au/export-assistance or www.austrade.gov.au/.

Emerging markets information

AIMEX supports members by providing information about emerging and established markets; this information is available within the Members Only section of the AIMEX website. In addition AIMEX organises trade missions to emerging markets providing unique opportunities for businesses to drive business development and sales. Visit www.aimex.asn.au/international-market-information

E-Newsletters

AIMEX distributes regular e-newsletters to members providing the latest news from the sector, issues in good practice, information about new resources or offers to members and upcoming events. Keep your eye out for the latest issue. Visit www.aimex.asn.au/members/newsletter-archive.html

Events Calendar

The AIMEX website has an Events Calendar featuring Australian and International Boat Shows and upcoming seminars and events of interest to the Australian Marine Export Industry. Visit www.aimex.asn.au/events

Exhibiting

Exhibiting at trade shows is a major contribution to the realisation of your commercial goals. To maximise your investment, it is vital to be prepared from the outset which will save you time and money. For a simple guide to exhibiting at the international boat shows visit www.aimex.asn.au/members-information

Export Grants

AIMEX provides information regarding export grants and incentives available through Federal and State Governments. Visit www.aimex.asn.au/export-assistance

Federal & State Government Support

AIMEX applies for Federal and state government grants where applicable for assistance with funding members to exhibit at international boat shows, facilitating business seminars and networking events. Visit www.aimex.asn.au/export-assistance

F

Facebook

'Like Us' on Facebook – Australian Marine Export Group.

We regularly post updates about upcoming events, featured members and press releases on the AIMEX facebook page.

G

Global Exposure

AIMEX is the recognised brand image for the Australian marine export 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 its members globally through multiple marketing activities such as:

- › Distributing AIMEX publications internationally;
- › Management and marketing of the Australian Pavilion at international boat shows;
- › Organisation of inward and outward trade missions;
- › Maintenance of a dynamic website portal for both AIMEX and Superyacht Australia;
- › The Australian Superyacht and Marine Export Conference;
- › The Australian Marine Industry Export & Superyacht Awards.

Graphic Design

Whether your business needs help with your stand design or banners that speak effectively for your company and send the right message to your customers, AIMEX helps and recommends the most cost-effective vendor to handle these projects. AIMEX can also provide feedback on your logo and marketing collateral.



Industry Associations

AIMEX has a close relationship with a number of industry associations Visit www.aimex.asn.au/industry-associations

Industry Publications

In addition to AIMEX publications AIMEX also has long-established relationships with other industry publications and editors nationally and internationally and always works to position its members' stories and news. AIMEX can provide members with an overview of the key industry publications they should be familiar with.

International Boat Shows

AIMEX promotes member products and services at key international boat shows. Being part of the Australian Pavilion provides instant credibility, being alongside significant, well known and established Australian brands. The AIMEX board regularly reviews AIMEX participation at these boat shows and will include other shows if deemed relevant and if there is a high member interest to exhibit. For up to date information visit www.aimex.asn.au/international-boat-shows

Inwards Missions

AIMEX hosts Inwards trade missions to promote the innovative manufacturers, diversification and high quality of the Australian marine products. Organisation of these missions are reviewed annually taking into consideration current market conditions, members' key global focus and relevant journalists available to participate.



Latest News

AIMEX publishes Press Releases on the AIMEX website when received; remember to include the AIMEX team in your latest news for inclusion. This is a very cost effective way to communicate to your consumers, increase visibility in the media, and drive traffic to your business website. Visit www.aimex.asn.au/news

Lobbying

AIMEX acts as a national, state and regional forum where constraints and issues affecting the competitiveness of the marine export industry can be raised. AIMEX continually lobbies government on key issues affecting the industry including EMDG and legislation barriers affecting business opportunities.



Marine Industry Working Group (MIWG)

AIMEX is a member of the Marine Industry Working Group which brings together the various marine industry sectors to cooperatively address issues of concern, share information and provide a collective voice to government on how to address impediments to growth and pursue development opportunities.

Marketing

AIMEX is the recognised brand image for the Australian marine industry in the global arena. It offers Australian companies enhanced international marketing power with the ability to take advantage of the “Team Australia” approach and market positioning. Members receive global exposure via the AIMEX website which provides access to member websites and contact details. The website includes featured a member section which rotates weekly. Members are also profiled in the AIMEX publications which are distributed globally and at all boat shows where AIMEX has a presence. Marketing plans and advice can be found here www.aimex.asn.au/export-assistance

Members Website

AIMEX provides an independent review of members’ websites providing you with advice on how to improve your “global shop front”. For top tips visit www.aimex.asn.au/members-information

Mentoring

The AIMEX board and staff are able to offer mentoring to new members and exporters. AIMEX organises a number of networking opportunities throughout the year which are an excellent platform for members to make contact with industry colleagues and to share advice and experiences with one another. One of the key benefits of AIMEX membership is the relationships members build with each other.

Market Research

AIMEX also provides market research information on the industry, countries and developing trends affecting the marine industry in Australia and overseas. This information is available in the Members Only section of the website. Visit www.aimex.asn.au/international-market-information

N

Networking

The value of networking can never be underestimated and AIMEX provides a significant platform from which members can connect and expand their business relationships with other AIMEX members and with international buyers keen to do business with Australian marine industry companies. Networking opportunities arise during many functions and events organised by AIMEX. For the most up to date events visit www.aimex.asn.au/events.

P

Press Releases

AIMEX provides a press release service for members. Writing and distributing a good press release often isn't a quick or easy process. However, AIMEX can help with writing and reviewing your press releases and distributing them to their extensive list of key national and international media contacts. Recent news is also posted on the AIMEX home page: www.aimex.asn.au

Publications

AIMEX develops, publishes and distributes the annual "Australian Marine Export Industry Directory" and the "Australian Exporter" magazine. These publications promote the latest innovations, products, services and success of members to the international market. Members have the opportunity to advertise or submit editorial for inclusion in these publications. These are both distributed globally and are available at shows where AIMEX has a presence. They can also be sent electronically on request and are available at www.aimex.asn.au/publications



Special Opportunities

AIMEX is constantly looking to offer members a greater return on their membership investment. We are always looking to build strategic alliance partnerships with businesses, government departments and other key stakeholders. AIMEX sends out e-newsletters to inform members about the most up to date deals secured for members.

Sponsors

The support of sponsors provides AIMEX members with additional value. Sponsorship of AIMEX publications and events offers an excellent platform for companies seeking profile and exposure within the marine industry in Australia and globally. For information about sponsorship opportunities visit www.aimex.asn.au/sponsors

State Government Contacts


AIMEX works closely with State Governments to ensure they are aware of issues that affect the competitiveness of the marine export sector AIMEX also provides information regarding grants and incentives available through State Governments. Visit www.aimex.asn.au/information-by-state

Statistics

AIMEX provides its members with updated statistics that are of relevance to marine industry businesses. To find the most relevant reports and statistics visit www.aimex.asn.au/international-market-information

Superyacht Australia Division

Superyacht Australia is a division of AIMEX and is guided by a committee of superyacht industry representatives. The division is dedicated to the promotion of Australia as a preferred destination for Superyachts from throughout the world. In doing so, it promotes Australian infrastructure, services, facilities and manufacturers, ensuring consistent growth and development of all facets of the Australian Superyacht Industry. A Superyacht Australia member is a business that can add value to the Australian Superyacht industry by delivery of their quality goods or services. Membership provides valuable profile and opportunities and ensures businesses in this sector are kept up to date with timely and relevant information. Visit www.superyacht-australia.com



T

Trade Missions

AIMEX organises trade missions helping to create opportunities for members to discover new markets and business practices, which make it easier for members to develop knowledge, expertise and networks whilst entering new markets.

Twitter

'Follow Us' on Twitter for relevant news, updates and events
– AusMarineExport & SuperyachtAus



W

Website

The AIMEX website features a Business Directory which profiles all members and has direct links to each member's website. Companies are formatted in an A-Z listing and can also be found through the industry categories listing. The 'member only' area of the website is an extremely valuable information tool for members. It is designed to provide relevant, up to date information that supports your export business. In particular this area saves members time as it provides consolidated information relevant to Australian Marine Exports.

This section includes:

- › Overview of the major international markets
- › Information on export grants available to your business
- › Information on R&D grants available to exporters
- › Information on export finance and investment products available to your business
- › An introduction to finance and government export assistance programs such as Export Market Development Grant (EMDG)
- › Latest Industry news and copies of the member newsletters

This section is only available to members so take advantage of this great benefit and access it using your log in details at www.aimex.asn.au/members. If you have forgotten your business login and password contact the AIMEX team.

Contact

AIMEX and Superyacht Australia

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Business Hours

8.30 a.m. to 5.00 p.m.
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www.superyacht-australia.com