

# QUEENSLAND SUPERYACHT

Strategy 2018-2023

PROGRESS REPORT

By 2023, Queensland's share of the global superyacht sector will have increased by 10 per cent and Queensland will be recognised as the key superyacht hub in the Asia Pacific region.

Launch  
2018



Completion  
2023

## Unite & Recover

The maritime sector, including superyachts has played a vital role in responding to COVID-19. Travel limitations skyrocketed the demand for maritime vessels and their repair and sustainment. As the global landscape continues to evolve rapidly, the sector will continue to play an important role in Queensland's economic recovery, especially in the regions. Queensland is well-positioned to cement its profile as a manufacturing and repair hub for maritime vessels in Australia. The Queensland Government will continue to support maritime companies to attract superyachts and retain highly-skilled, high-value jobs. I look forward to continuing the Queensland Government's work supporting maritime companies to attract superyachts and retain these high-skilled, high value jobs.

**The Honourable Steven Miles MP**  
**DEPUTY PREMIER and MINISTER FOR STATE DEVELOPMENT**



## Case study – Southport Yacht Club

The Queensland Government provided \$2.87 million to help deliver a 162-metre superyacht berth at the Southport Yacht Club (SYC) to create more jobs in the rapidly growing superyacht industry.

With a total value of \$9 million, the superyacht berth initiative could see up to 30 jobs created during the construction phase, with up to 25 ongoing jobs created as a result of the project and will inject an extra \$2.9 million into the Gold Coast tourism industry annually.

The new berth will allow the SYC to cater for more, and larger, boats, opening-up the Gold Coast to some of the world's largest and most luxurious yachts.

This funding will help the industry promote all the advantages Queensland offers the luxury vessel market including a talented workforce, excellent capabilities and infrastructure and a sensational location for superyacht cruising.

Southport Yacht Club CEO Brett James said the berth represented a huge opportunity for the Coast's growing superyacht industry and would help change the face of tourism on the Gold Coast.



Queensland  
Government

# Achievements under the Queensland Superyacht Strategy 2018-2023



## Priority 1

### Supportive, clear and well-communicated policy

- In partnership with Superyacht Australia secured changes to Commonwealth legislation to allow foreign flagged superyachts to charter in Australia. This change will help the superyacht industry contribute more than \$1.1 billion to the Queensland economy and support nearly 8000 full-time equivalent jobs by 2021.
- Appointed a Queensland Superyacht Champion to assist with implementation of Superyacht Strategy actions focused on growing the maintenance and repair opportunities for Queensland firms across the state.
- In partnership with Superyacht Australia and the Southport Yacht Club, worked to secure a designated customs and immigration clearance point at Southport for the international superyacht fleet.

## Priority 2

### Promote infrastructure to facilitate industry growth

- \$30 million to support key infrastructure upgrades to the Cairns Marine Precinct, increasing common-user wharfage supporting in-water sustainment of superyachts and other vessels, and plan for the Precinct's expansion.
- Worked with planners to ensure the Spit Masterplan included provision for additional marinas, including superyacht berths for up to 80 metres.
- Provided Southport Yacht Club with \$2.87 million to build the new 162 metre superyacht berth, which will inject \$2.9 million into the Gold Coast tourism industry every year.
- Supported the Gold Coast Waterways Authority (GCWA) in opening the Coomera Dredge Spoil Facility, which will allow vessels up to 75 metres to access the maritime repair and sustainment facilities on the Coomera River.

## Priority 3

### Promote Queensland as a global superyacht destination

- Co-funded the *Southern Queensland Superyacht Guide* in partnership with Superyacht Australia, which was officially launched to an international audience in January 2021.
- Continued financial support to Australian Superyacht and Marine Export Conference and the International Business Lounge (IBL) at Sanctuary Cove International Boat Show (SCIBS) until 2023. The IBL hosted nearly 200 companies and Defence Jobs Queensland facilitated more than 150 business meetings during SCIBS 2019 achieving more than \$2.5 million in sales and potential orders for Queensland marine companies.
- Supported GCWA and City of Gold Coast to publish the *Gold Coast Superyacht Guide*, which will inform superyachts on entry procedures into the Gold Coast Spit and tourism offers on the Gold Coast.
- Published and delivered superyacht newsletters to a worldwide audience highlighting opportunities in Queensland and growth of the industry.

## Priority 4

### Support and develop Queensland's superyacht supply chain

- Established the position of Maritime Employment, Skills and Training Officer (MESTO) in partnership with TAFE Gold Coast to address employment, training and skills issues during the COVID-19 pandemic. Since the appointment, the MESTO has had 310 business engagements from Cairns to the Gold Coast, met with 58 schools and seen 150 students enrolled in government-funded marine-focused pre-apprentice programs and an additional 63 school-based apprentices.
- Co-chair the Marine Multipliers Group on the Gold Coast to assist companies in addressing skills, training and industry development issues in partnership with the Department of Employment, Small Business and Training
- Assisted TAFE Queensland to launch the superyacht capability statement for apprenticeships and traineeships.
- Delivered two rounds from the Superyacht Industry Development Fund to support companies obtain relevant accreditations and certifications and attend overseas trade shows – assisting more than 7 companies to date.