

Record sales at Mandurah



BOATING

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Multi-million-dollar sales were recorded at this month's Club Marine Mandurah Boat Show and marine dealers have since been busy with on-water training and demonstrations.

While the number of visitors did not top last year's event, 23,000 people passed through the gates and dealers are reporting record boat sales, bigger vessels in particular.

Many local manufacturers also took firm orders to build customised boats and reports of dealers selling 10 or more boats were common.

More than 600 boats were on display this year with the new expanded jetty system accommodating a record 160 vessels with values up to \$7 million each.

Some vessels sailed around the Top End from the east coast and as far away as New Zealand to be at the boating, fishing and camping expo.

The show is hosted by the Mandurah Offshore Fishing and Sailing Club and is now considered the third biggest in the nation covering 45,000sqm, topped only by Sanctuary Cove in Queensland and the Sydney show.

Show manager Peter Woods said although the Saturday attendance was slightly down on last year, possibly due to the hot conditions, a lot of trade was done on the Sunday.

"Extending the show to four days this year for the first time also resulted in genuine buyers getting in early on the Thursday to secure their purchase," he said.

"A lot of business was done and the boating market is still going strong. One trailer-boat retailer registered sales of \$1 million and the large-vessel market also reported genuine sales and post-show interest.

"Extending the marina system and the pedestrian access worked really well this year, with two entry and exit points, so we will be looking at making that area larger at next year's event."

David Nardi, general manager of

Sunseeker Australia, said their strong presence at the show was reflected in record sales.

"We had \$18 million worth of sales over the four days," Mr Nardi said.

"We sold four boats, including a Sunseeker 90 and from the interest generated at the show we are confident that we will finalise a few more sales in the near future. The Mandurah show has been a huge success for us and is getting bigger every year."

Challenge Marine also recorded its biggest result at the Mandurah show.

"We had an outstanding show," said Stephen Wren, business development manager for Challenge Marine.

"From our Boston Whaler range alone we sold seven boats. Our sales staff will be working non-stop for the next three to four weeks with sea trials and demonstrations."

Paul Benjamin, marketing manager for Sunrunner Cruisers, said: "The show was a huge success for us because our new dealer at Dolphin Quays Mandurah had a full complement of boats on display with great interest in our new release 3100 Sport Fisher and our flagship 4800 Enclosed Sports Cruiser. Boats were sold at the show, plus we are now conducting sea trials with prospective buyers."

Kimberley adventurer and film maker, Malcolm Douglas, attracted large crowds with his camp fire cooking demonstrations on the beach adjacent to the MOFSC clubhouse.



The award-winning Tallon end-to-end accessories securing system.

WINNING FIT

The International Boatbuilders Exhibition and conference (IBEX) was also in progress at Miami Beach in Florida during the Mandurah show, with great news coming through for one exhibitor and three West Australian Mercury dealers.

New Zealand-based Tallon Marine won the IBEX 2007 Innovation Award for its receiver unit which is used to secure a broad range of marine accessories.

The Tallon receiver system is distributed by Mercury dealers throughout Australasia, including Portside Marine, Challenge Marine and Mandurah Outboards here in the West.

There was stiff competition from 79 other entries from around the globe in the Fixture and Fittings category.

The end-to-end connection



Like all Tallon accessories, the rod rack can be stored when not in use

system is available in polycarbonate or stainless steel and is the brainchild of keen New Zealand boater Peter Marshall.

Rated to a strength of 1000kg, the receiver can take multiple accessories from drink and rod holders, baitboards and tables.

The electrically powered unit can hold flat-screen televisions and other marine electronics.

Champagne flute holders and dive cylinders are the latest products to be added to the range of 21 accessories that can be swapped around or removed completely, leaving the flush-mount attached to the side of the boat or bulkhead.

Featured during the Mandurah show, the retail price for a pack of six polycarbonate receiver units starts at \$249 and the accessories cost about \$20 each. A twin-pack of receivers costs \$100.



Making a splash: Sunseeker Australia recorded \$18 million sales over four days.



Hot on the trail: There is obviously a big demand for trailer boats.