SOUTH PACIFIC

SUPERYACHTING

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DECEMBER 2017

The South Pacific offers something of tangible value to charter yachts – an exciting, relatively untouched and very desirable location to add to their marketing mix. Here we profile developments in the South Pacific superyacht industry helping yachts achieve their cruising goals.

Cultural landscape of Taputapuatea acknowledged by Unesco as a world heritage site

Since July 9th, the cultural landscape of Taputapuatea was acknowledged to the UNESCO world heritage during the 41st session of the committee that was held in Cracow, Poland.

This designation is the result of the work that started 20 years ago under the supervision of different associations and successive governments as well.

Our country's President, Mr Edouard Fritch, the Minister of Culture, the mayor of Taputapuatea and the whole of the delegation of French Polynesia, could not hide their joy on the official announcement of the world Heritage inscription.

Thus, from now on, more than 2000 hectares that encompass land and sea around the most mythical marae of the Polynesian Triangle have been acknowledged and will be preserved.

Marae Taputapuatea is one of the most important pagan temples (or marae) of French Polynesia thanks to the sumbolism it represents and its international character as well.

It is situated in the very heart of the mythology and the olden days religion of Eastern Polynesia. Indeed, in the 16th century, the island of Raiatea became the spiritual, cultural, political and religious center of Eastern Polynesia. Its influence extended beyond the present borders of French Polynesia alone.

This marae, which was given different names, was dedicated to God Oro the old Polynesian divinity of war.

For our crountry, to have our marae as part of the UNESCO world heritage is a most important moment. It belongs to History. It means the consecration of a wonderful civilisation of our forefathers, the very navigators who, led by the stars, departed from Taputapuatea, the center and the sacred land of high spirituality, taking with them the foundation stone to what is called the Pacific Triangle, the apex of which is Hawaii. And as Mr. Edouard Fritch puts it « Easter island (or Rapa Nui) and New Zealand (Aotearoa) form the base of this triangle.

Tahiti charter season a huge success

The 2017 winter period has come to an end and Tahiti has had an extremely positive season with more large motor yachts than in recent years (around 40) and the usual crowd of large sailing yachts (around 20).

The Oyster rally also came this year with a fair number of mid to large size sailings yachts and Marina Taina had her best year ever.

The Christmas/New year's period will see a small number of yachts coming down and all agents are preparing for 2018 season which may be even stronger as yachts are considering options after the dramatic cyclone devastations in the Caribbean.

Agents are looking forward once again to the 2018 Australia/ Tahiti rendezvous and the dock party which is becoming renown in the South Pacific.

Massive influx of superyachts predicated America's Cup AC36

The effect of the America's Cup on the NZ marine industry employment and apprenticeships across all regions of the country would be enormous. So says NZMarine, and along with its training arm - the NZMarine and Composites Industry Training Organisation - it is encouraging decision makers to make the most of this opportunity for New Zealanders.

"We need to be smart about cost effective infrastructure but make sure we cater for a successful event," says NZMarine executive director, Peter Busfield.

160 superyachts are expected to visit in 2021. *"Developing additional haul out facilities for refit and repair gives New Zealand an enormous opportunity to capitalise on large yacht refit projects. Each superyacht undergoes scheduled annual maintenance and if we prepare well, we can capture a large swathe of that maintenance spend as superyachts flock to the South Pacific for the America's Cup,"* says Busfield.

The foiling monohull design release by ETNZ and Luna Rossa presents New Zealand's marine industry with an opportunity to lead the international technology race in building the world's fastest 75ft monohull yacht, to defend the America's Cup on Auckland's Hauraki Gulf. That means more skilled workers required, greater employment and a larger number of apprentices coming up through the ranks of the NZ Marine Industry.

A recent report shows the predicted economic gain from superyacht visitors alone to the 36th America's Cup to be $436 million. Add increasing interest domestically in sailing which is already happening, the predicted widespread global media coverage of New Zealand as a destination, and the international tourists expected as spectators and benefits to the whole country become apparent.

The predicted value of the superyacht fraternity's attendance of the 36th America's Cup will be greater again due to an increase in yacht sizes, more superyachts cruising the Pacific and the announcement of a J-Class Regatta to run concurrently with the 2021 America's Cup. Regional leaders are clear that those benefits will spread through the country.

New Zealand enjoys a busy Superyacht season

The 24 month entry period and approval for Foreign Flag charter have encouraged more vessel visitation with close to 60 vessels currently in New Zealand. This has included yachts 'wintering over' to carry out refit and maintenance in order to take advantage of the Southern summer season.

New Zealand Marine host Superyacht welcome

The 2017 annual Superyacht welcome was held at the Royal NZ Yacht Squadron Westhaven Auckland on Saturday November 25th. The social evening well attended with 120 Captains and crew from 21 superyachts together with 100 key marine industry sponsor representatives. Also present were owners and crews from the Oyster World Rally currently on stopover in Auckland.

Ian Cook, Vice Commodore of the RNZYS together with Peter Busfield Executive Director NZ Marine welcomed the guests. Ian also invited guests to view the Americas Cup which was on display in the Squadron. Peter thanked the crews for selecting New Zealand as a Refit and cruising destination and the Sponsors for making the evening such a success, He added it was a social opportunity for industry suppliers to show solidarity in welcoming the visiting yacht Owners, Captains and Crew to New Zealand.

It was a beautiful Auckland evening for the Superyacht welcome

L to R - Craig Orams Marine, Eric SY Tawera, Peter NZ Marine & Charles SY Tawera

L to R - Nathan SY Sea Eagle, Angie, Charles, Lancer, Josh Altex coatings

Superyacht crews attend Fiji - NZ Marine Trade day

During July a Fiji - NZ Marine Trade day was held at Port Denarau Marina and Yacht Club. 15 New Zealand exhibitors engaged with superyacht crew and owners, Fijian visitors, industry representatives. Presentations highlighted the diverse range of NZ marine products services, Refit and maintenance capabilities. The event also ran a series of seminars and profiled New Zealand destinations and marina facilities.

Talking with media, New Zealand Marine Industry Association Executive Director, Peter Busfield said marine exhibitors from New Zealand enjoyed coming to Port Denarau Marina for the event as this was a major staging port for visiting international pleasure craft. *"It's an opportunity for Fiji businesses involved in the marine industry and businesses from New Zealand to engage and to share knowledge and to make new contacts. We are delighted that the marina was so full with around 15 superyachts and about 70 cruising yachts"* Mr. Busfield said.

He added a lot of the companies brought new products and have been able to release and show their exhibits to the cruising yachts. *"Anything from electronics, engines, inflatable tenders to new sails design,"* Mr. Busfield added.

He said Exhibitors included information about the Bay of Islands Marina in Opua, New Zealand. *"We've got brand new additional marina facilities there, so we're letting people know that when you approach New Zealand its one of the first port of call"*.

Passage planning seminars presented by John Martin from the Island Cruising association were well attended. He said it was also great to see the Fiji marine industry supporting the event.

Port Denarau Marina General Manager, Cynthia Rasch said it was a great opportunity for industry partners, marine businesses, yachts and agents to network and discuss one on one the latest marine products and services with leading marine operators under one roof. *"Following the success of America's Cup for New Zealand, we expect an increase in yacht arrivals through the South Pacific. The turnout has been fantastic and it has given an opportunity for all present here to build relationships, expand networks and for NZ Marine and Fiji to work together as a cohesive unit to promote the South Pacific as a yachting destination,"* said Ms. Rasch.

Whangarei Marine Promotions Group representative, Brian Caulton, said it's crucial to have a good relationship with Fiji to direct some of the numerous cruising vessels Fiji receives each year on toward New Zealand. He stated about 700 yachts visited Fiji last year, and 500 reached New Zealand.

Captain Wishart of the 44m superyacht S/Y Encore commented *"It's great to see so many New Zealand companies together in the same location; everyone I need to see is here.'"*

Save the date for the

THE 6TH

ANNUAL AUSTRALIA TAHITI

RENDEZVOUS

The Australian Tahiti Rendezvous is an event high on the list of Captains and industry stakeholders, ensure you save the date for the **22nd June 2018**. Located at Marina Taina, Papeete, the format will run the same as last year with an industry showcase, the popular cooking competition, function on the docks and the Captains lunch. Superyacht Australia have a close relationship with government officials in Tahiti ensuring that this event remains successful. **A warm welcome awaits you!** If you are in Tahiti at this time ensure you receive your invite to the festivities by contacting ljohnson@aimex.asn.au.

New voyage award included in the Superyacht Australia awards programme – Captains encouraged to apply

A fantastic opportunity awaits Captains who have cruised in Australia during 2017. Superyacht Australia have announced a new award, sponsored by Captain Carl Brandes and his wife Melanie Brandes – the Australian Voyage Award.

Captain Carl Brandes desire to sponsor an Australian Voyage Award was inspired by his immensely proud, and completely unexpected moment when he won the Voyagers Award at the World Superyacht Awards held this year in Florence.

"The spectacular Superyacht destinations Australia has to offer, are only limited by the imagination. The Australian climate allows a full 12 months of cruising pleasure, so we have no doubt that the entrant's itineraries will be rich and diverse, covering all seasons and regions. My wife and I look forward to sharing our experience, and want to offer others the opportunity to feel the pride we felt by winning such a prestigious award." Captain Carl Brandes stated.

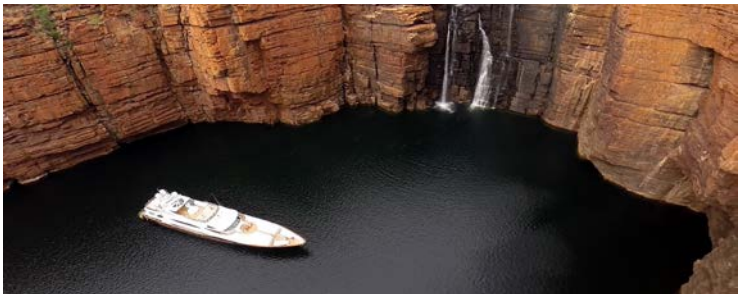
The Australian Voyage Award is presented to the Superyacht that, in the opinion of the judges, completed the most inspirational cruise during 2017 in Australian Waters, or the majority in Australian Waters. The owner, or a person nominated by the owner (for instance the principal of a charter party but NOT a member of the crew), must have been aboard for a significant proportion of the cruise.

The Australian Voyage Award will be judged not only on the voyage but also by the way it is described in text, photos and other media.

To judge an award as niche specific as the Australian Voyage Award, a separate judging panel has been formed and will be made up of a representative from Tourism Australia; Barry Jenkins from Sanctuary Cove International Boat Show; MaryAnne Edwards, Superyacht Australia; Captain Carl and Melanie Brandes from MY Glaze and a representative from Austrade.

The winner will be announced at the prestigious Australian Marine Industry Awards Gala Event, held on the evening of the 22nd May 2018, at the Intercontinental Sanctuary Cove resort, Australia. Further information will be available on the ASMEX website – **www.asmex-conference.com.au**.

Get the recognition deserved for your amazing cruising itineraries, apply via the ASMEX conference website or contact ljohnson@aimex.asn.au for further information.



AUSTRALIA

Australia reports a strong rise in vessel visitation

Strong rises in vessel visitation have been reported for 2017 with over 75 vessels visiting Australia. 21 new anchorages were announced on the Great Barrier Reef along with a new customs clearance facility on the Gold Coast, making 2017 a significant year for Australia.

With 21 New Anchorages to explore in the Great Barrier Reef it's never been a better time to come to Australia

Australia welcomes superyachts to venture down under to explore the wonders of the Great Barrier Reef. The new amendments by the Australian Government have put in place 21 new anchorages to explore.

Australia has some of the most spectacular cruising destinations and attractions in the world, and about 70 per cent of all international visitor's report enjoying coastal experiences as part of their trip. Ensure you make your way down under to see what Australia has to offer.

Visit **www.gbrmpa.gov.au**

New Superyacht Anchorages

1. Blue Pearl Bay, Hayman Island
2. Bona Bay, Gloucester Island
3. Border Island East
4. Burning Point, Shaw Island
5. Cape Conway/Repulse Bay

6. Cateran Bay, Border Island
7. Chance Bay, Whitsunday Island
8. Gap Beach, Lindeman Islands
9. Grassy Island
10. Henning and Whitsunday Islands passage
11. Luncheon Bay, Hook Island
12. Macona Inlet, Hook Island
13. Neck Bay, Shaw Island
14. Roberta Bay, Shaw Island
15. Scrub Hen Beach, Whitsunday Island
16. Stonehaven Anchorage, Hook Island
17. Thomas Island
18. Tongue Bay, Whitsunday Island
19. Turtle Bay, Whitsunday Island
20. Whitehaven Beach South, Whitsunday Island
21. Woodwark Bay

Captains welcomed to the ASMEX Conference in 2018

The Australian Superyacht Conference (ASMEX) will return in 2018 on the 21-23rd May and organisers are promising the biggest and best edition yet. Following the success of ASMEX 2017, industry's rush to reconfirm support of the event indicates the level of respect the conference has gained from industry key stakeholders within the domestic and global superyacht and marine industries.

Now recognised as a must attend event on the global marine industry calendar, with the 2017 year seeing 17% of attendees crossing international waters to attend, the ASMEX conference has proven it has it all when it comes to providing quality information and invaluable networking opportunities with leading industry stakeholders.

The conference theme of "Australia Has It All, Changing The Game Down Under" stems from the consistent growth the Australian superyacht industry has displayed over the past decade, and signifies the role Australia has played and will play in defining the current trends of the changing global market.

There is a Captains panel being organised. Any Captains who are attending the conference are welcome to contact us re being part of this panel. Superyacht Australia values your opinions regarding cruising in Australia and also values hearing about the other wonderful destinations you visit. Captains will be provided with a special rate to attend the conference and are encouraged to attend.

If you are interested in being on a panel or want further information contact **medwards@aimex.asn.au**

Ensure you visit the **www.asmex-conference.com.au** for further information.

A complimentary 12-month membership of Superyacht Australia is offered to Captains currently operating a vessel. Contact ljohnson@aimex.asn.au for further information.

The magical sounds of the didgeridoo and Aboriginal song entertain at Australian breakfast in Monaco

Superyacht Australia hosted for the second year in a row a true Australian style breakfast in Monaco for over 70 key industry players to promote the magnificent cruising grounds of Australia and the capability of Australian businesses to service the global superyacht fleet.

A highlight of the breakfast was a performance by talented Indigenous Australian entertainers the original Yothu Yindi band member Wityana and his world-renowned son Yirrmal.

Guests were overwhelmed by this traditional welcome which certainly set the scene for the discussions about cruising in Australia. Interest in the South Pacific or Safe Pacific as it is becoming known is extremely high, with the Australian stand at the Monaco show inundated with enquiries about cruising itineraries, refit and marina facilities and regulations. The breakfast was designed as an education seminar for captains and charter brokers and it clearly is a hot topic as the room at Stars n Bars was packed with representatives from all sectors of the industry.

Tourism Australia's Global Brand Manager spoke about the high-end experiences Australia has to offer in terms of luxury lodges, fishing, world class golf courses, vineyards and incredible walking trails.

A panel of Australian industry experts spoke about key areas of interest to the captains and charter brokers in attendance including ports of entry, crew visas, refit capability and the world class marinas on offer in all the key Australian destinations.

Captain Ferdi Heymann, M/Y PANGAEA spoke on the panel

extolling the virtues of cruising in Australia stating "one of the most amazing experiences for me was the time we spent in Western Australia cruising in the Kimberley region. The Australian people are so friendly and nothing is ever a problem. They go out of their way to make life easy and the industry offers world class service and facilities."

Captain Nick Smith of MY Eleni stated "there are so many key areas for cruising in Australia depending on the experience your owner or charter guests are looking for. The Great Barrier Reef is certainly iconic and is especially attractive now that there are a number of key anchorages for larger yachts ensuring owners get that unique experience they are looking for. Another key attraction for us was New Year's Eve on Sydney Harbour. All cruising destinations in Australia being on many people's bucket lists."

Australia and the entire South Pacific region is becoming a preferred destination for many superyacht owners, the uncrowded, safe pristine waters plus the iconic attractions are certainly confirming the statement "Australia has it all"

SuperYachtGroup
GREAT BARRIER REEF

SOUTH PACIFIC SUPERYACHTING

Super Yacht Group Great Barrier Reef Showcases Far North Queensland to International Delegates

From being described as the "perfect home port" to being praised for Australian hospitality "second to none", the recent SYGGBR familiarisation tour with super yacht industry leaders was once again a huge success for Far North Queensland.

Showcasing all the region has to offer international super yachts, their owners and their guests, delegates were treated to exclusive, tailor-made tours which took in the wonders of Great Barrier Reef, Heritage Rainforests and the rich and fertile Tablelands.

The invited famil delegates who toured Cairns and the region were:

- Nicholas Fry, Camper & Nicholson, Monaco – Winner of the Perfect Home Port Competition
- Abdulla Waheed, Maldives Yacht Support, Maldives
- Andy Shorten, The Lighthouse Consultancy, Bali, Indonesia
- Debora Radtke, American Yacht Agents, Florida, USA

The delegates, very well respected in the superyacht community, took part in experiencing all that Cairns, the perfect home port, has to offer the global superyacht fleet. They attended a corporate breakfast forum, where they were presented with information on all aspects of Cairns capabilities from attendees including Ports North, The Cairns Regional Council, Cairns Chamber of Commerce, Advance Cairns, TTNQ, Cairns Airport, Hawker Pacific, BSE Cairns Slipways, Norship, visiting super yacht captains and others.

A welcoming party was held at the Salt House with an overwhelming attendance and support from SYGGBR members and their invited guests.

The Botanical Gardens tour was included in the agenda followed by the world-class Great Barrier Reef International Marine College and the Shipyard Precinct.

Cruising on board John Morris' Motor Yacht Dreamtime after a heli-flight to Port Douglas was a highlight of the trip, visitors headed out to Low Isles for snorkelling, a tour of the island and a delectable lunch and cocktails on board. The gracious hosts, Mr Morris and his daughter Wendy provided a comprehensive interpretation on the Great Barrier Reef.

On their last day, guests went on a heli-flight out to Hastings Reef, then took a scenic private car transfer up to Mt Uncle Distillery for a tour, lunch and tastings of the international prize-winning liqueurs and spirits.

The delegate's trip was completed with a cocktail party on board the amazing, locally refitted Motor Yacht Spirit at Cairns Marlin Marina with invited VIP guests and SYGGBR Corporate members. Motor Yacht Spirit owners, Martin and Jo De Banks delivered the high-end event with effortless elegance and class provided by their professional crew. Both Motor Yacht Spirit and Dreamtime are vessels managed by Northrop & Johnson Australia, by Team Bray.

International heavyweights move on Australian Superyacht Rendezvous 2018

GOLD COAST, QUEENSLAND, AUSTRALIA: Three of the biggest international superyacht industry players – Burgess, IGY Marinas and Benetti - have confirmed their involvement in the second annual Australian Superyacht Rendezvous returning to Gold Coast City Marina and Shipyard (GCCM) from 20-21 April 2018.

All three companies have signed as partners of the 2018 Australian Superyacht Rendezvous, which this year coincides with the conclusion of the Commonwealth Games.

The 2018 Australian Superyacht Rendezvous will comprise four main events. The first is the Superyacht Australian Industry Round Table for those invested in growth of the Asian Pacific superyacht industry. The second event is a Superyacht Industry Event for captains, crew and marine service business operators. The third is a Superyacht Charter Showcase for event/wedding planners, hotel concierges, travel, tourism and media industry professionals while the finale is the Superyacht Owners and VIP event – this event will showcase superyachts to a well-qualified group of current and potential superyacht owners and charterers and celebrate the potential of superyachts within the Asia Pacific region.

The inaugural Australian Superyacht Rendezvous in 2017 saw more than $150 million of superyachts gather on Queensland's spectacular Gold Coast.

Major returning sponsors already confirmed for 2018 include Aurora Yacht Logistics, Adagold Aviation, Aqualuma LED Lighting, City of Gold Coast, Gold Coast City Marina & Shipyard, Hardy Brothers, Ocean Magazine, Seal Superyachts and Suez.

The host venue for the 2018 Australian Superyacht Rendezvous will once again be the landmark Gold Coast City Marina & Shipyard (GCCM) - the largest facility of its kind in the southern hemisphere with a capacity for more than 50 superyachts at any one time. The internationally accredited 5 gold anchor marina and shipyard is home to over 70 on-site marine-related trades and currently employs well in excess of 600 marine contractors.

Further information about the Australian Superyacht Rendezvous is available by visiting **www.australiansuperyachtrendezvous.com**

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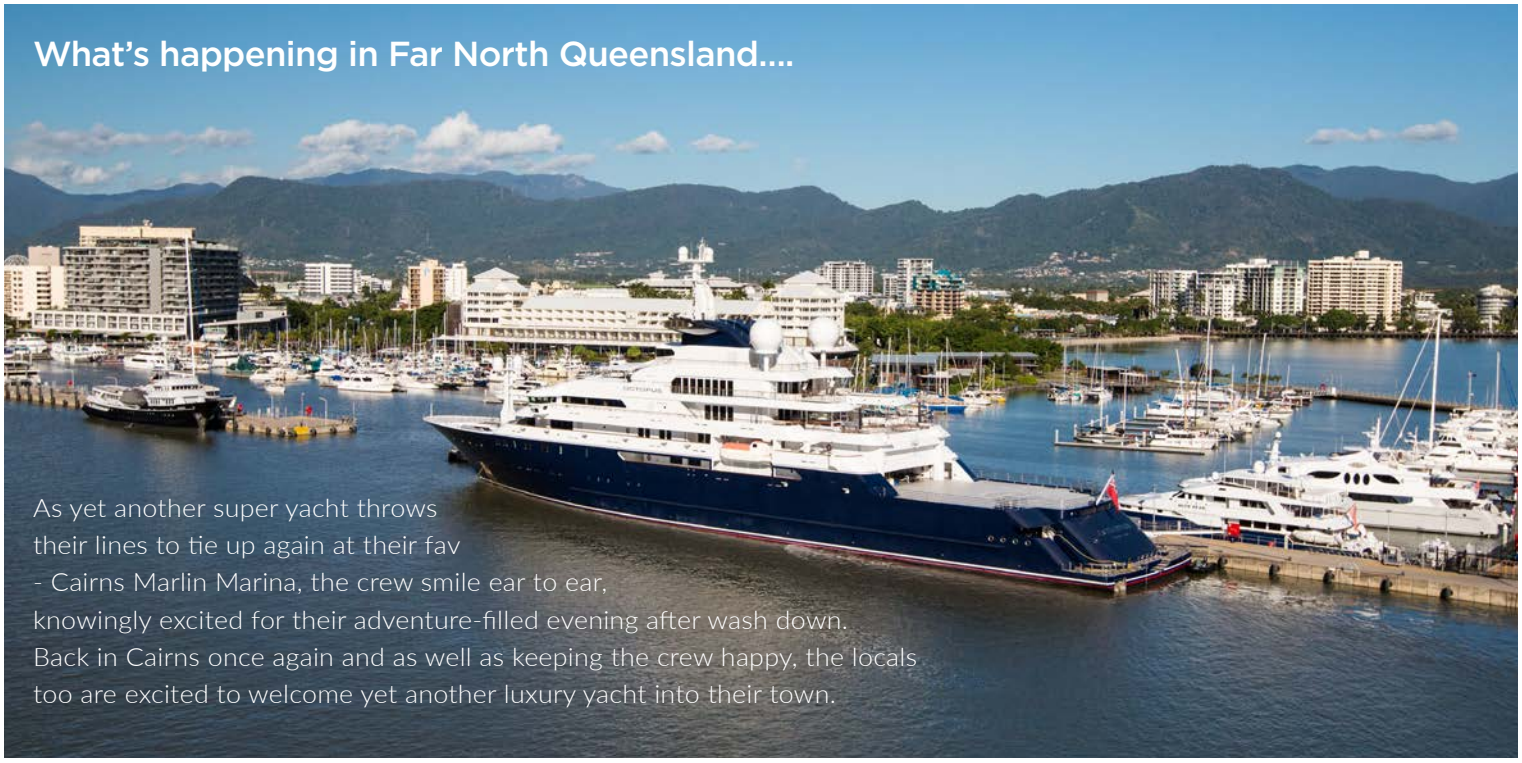
SOUTH PACIFIC SUPERYACHTING

What's happening in Far North Queensland....



As yet another super yacht throws their lines to tie up again at their fav - Cairns Marlin Marina, the crew smile ear to ear, knowingly excited for their adventure-filled evening after wash down. Back in Cairns once again and as well as keeping the crew happy, the locals too are excited to welcome yet another luxury yacht into their town.

Cairns offers an experienced range of local businesses and tradesmen, highly skilled in the luxury marine industry, many having once worked on board such vessels, themselves. Having returned to Cairns to settle down, these ex-professional crew thrive in servicing the industry with their years of refined experience in a world not known to everyday land lubbers.

This year alone, Cairns is experiencing a bountiful season, total numbers in December well over the annual total for 2016, which has been on a steady incline since post GFC era. Marlin Marina – a staunch favourite for the larger vessels, boasting capabilities up to a lengthy 140M and offers all the bells and whistles expected of an international SY marina. Crystalbrook Superyacht Marina (Port Douglas) and Abell Point Marina (Airlie Beach) are also an integral part of our first-class offering in Far North Queensland, providing an excellent one-stop service for superyachts right on the doorstep of some of the local hot spots. The linesmen and dock workers at these marinas are attentive and experienced, they know their work and they know how to assist you in every way possible. Needs are met and wants are anticipated, not only by the marinas, but also by all the Super Yacht preferred businesses, which understand that a certain etiquette, discretion, urgency and professionalism go a long way in servicing this industry.

In this part of the world they are able to access machinery parts, deck equipment, organic grass-fed meats, caviar, marron, truffles, phalaenopsis orchids, Tai Ping carpet, rare wine vintages — you name it and they will find it and at top quality to boot.
Or have your boat commissioned with some of the world's leading designers that choose to live in Australia.

Far North Queensland, has experienced significant growth and investment in infrastructure, (capable marinas, Lloyds class shipyards, an international airport, private jet/helicopter facilities and maintenance etc.) has excellent agents servicing the global superyacht fleet, offers ease of entry for crew on FF vessels, greater access to the Great Barrier Reef and a sophisticated tourism industry here that caters for the high end international market. FNQ can offer you the perfect tropical climate in a completely safe environment.

In Cairns, Port Douglas and Airlie Beach their goal is that you enjoy your stay and are nothing but delighted with your experiences of a smooth transition in and out of your home port. The Super Yacht Group Great Barrier Reef are here to assist and to find the experienced professionals that will leave you feeling completely satisfied with the service. The locals offer a welcoming smile, all the while respecting your privacy, and encouraging you to enjoy your visit to their unique and diverse destination. Where else in the world can you dock your 140M Super Yacht, drive 10 mins to an international airport, 2 mins to a helipad and 5 mins to a shipyard and an International Marine College. With a gigantic (4,800 square metre) lagoon pool in your backyard, countless restaurants, bars, exercise options - you are still just a close step away from two of the world's natural wonders, the pristine and amazing Great Barrier Reef and the Wet Tropics Rainforest. Conveniently, they are a central hub to some of the current South Pacific hotspots, such as PNG, Indonesia, Fiji, Vanuatu, Tahiti and NZ. They have everything you need: perfect location, perfect weather, perfectly safe.... In fact, for superyachts that want to discover the rest of the world, Cairns is just perfect!

Fiji experiences strong growth

The 2017 yachting season will be a record year with 65 superyacht visits to the country. This shows strong growth of 20%.

The Fiji government's recognition of the superyacht industry was demonstrated in the 2017 budget with a reduction of the "Superyacht Charter Tax" from 12.5% to 10 %.

This is no longer called a superyacht tax. Superyachts are now charged an **Environment & Climate Adaption Levy** of 10%. This is levied on the stated gross charter fee as disclosed on the charter contract.

The Environment & Climate Adaption Levy is a transparent fund set up by the government of Fiji to engage in projects that counter the effects of climate change in Fiji. It is hoped that this will improve the acceptability of the levy knowing that the funds are going to a good cause.

Other good news from the Fiji government is the Marine Safety Authority of Fiji (MSAF) will now issue a Coastal Trading Permit that will cover 6 months and multiple Charters, instead of the old per charter system. Cost is still FJD3220 (USD1500) and this can be renewed multiple times for a maximum stay of 18 months.

This season saw a total of 11 weeks of charter sold to visiting superyacht in Fiji so far in 2017.

Port Denarau Marina was very busy and still has superyachts booked though Xmas. This has prompted the marina board to engage in further expansion projects including dredging work that will make way for a further five 70 meter berths.