



Marine Jobs & Careers Expo

Event overview

2024

Hosted by:

Australian International Marine Export Group & Marine Jobs

Coomera Marine Precinct
Saturday, 7 September 2024 | 9:00AM – 2:00PM



EXPERIENCE
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Welcome

ACKNOWLEDGEMENT OF COUNTRY

The Australian International Marine Export Group (AIMEX) and Marine Jobs acknowledge the Kombumerri people as the Traditional Custodians of the land, seas, and waterways on where the 2024 Gold Coast Marine Jobs & Careers Expo will be held.



[Register your business here](#)



INTERESTED IN WATCHING THE RECAP VIDEO?

FOR PRINT VERSION: SCAN THE QR CODE BELOW

DIGITAL VERSION: CLICK ON THE VIDEO BELOW



2023 recap





2023 event partners





The location

LOCATION CHANGE

After the successful 2023 event saw over 1300 eager career seekers join us at the old Stefan Boating World complex on Waterway Dr, Coomera. This year we intend to deliver a more sensory experience to attendees by activating the waterfront of the Coomera Marine Precinct. The benefits of this include:

- Possible under cover seated presentation area
- Improved audio/visual capability
- Greater accessibility across the majority of the precinct
- Zero oncosts for catering/coffee services
- Access to multiple marina berths for on water tours / demonstrations

The event



Hosted by the Australian International Marine Export Group (AIMEX) and Marine Jobs, the event provides the following government departments an opportunity to promote their key priorities and strategies that stimulate sector wide workforce attraction and retention.

Department of State Development & Infrastructure	TAFE Queensland
Jobs Queensland	City of Gold Coast
Department of Regional Development, Manufacturing and Water - Gold Coast Manufacturing Hub	Workforce Australia – Local Jobs Program
Regional Development Australia	Regional Jobs Committee
Department of Employment, Small Business and Training	Manufacturing Skills Queensland
Department of Employment & Workforce Relations	The broader Australian and Queensland Government

This event will run on Saturday, September 7, 2024, between 9:00am and 2:00pm based within the Coomera Marine Precinct, Gold Coast.

The event

(location partners)



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For the industry to improve visibility to the broad range of job, career, and training opportunities that exist locally the following businesses have/will be approached to consider becoming a 2024 location partner.

The Boat Works

Gold Coast City Marina

Riviera Australia

Providing local marine industry businesses with the platform to deliver presentations and engage with a future workforce from multiple locations sets this event apart from the more traditional style careers expo formats.

The event

Fri 6 th September 2024	Pre-event networking event Location (TBC) 4:00PM – 6:00PM (Hosted by AIMEX)
Sat 7 th September 2024	Gold Coast Marine Jobs & Careers Expo 9:00AM – 2:00PM
Week of 9 th November 2024 (TBC)	First post event focus activity 1 of 4 To be co-designed with event partners These events can be government activated (ie Advanced Manufacturing hub, AASN or Workforce Australia led)



The event

Across the day, coordinated tours will running from select locations within the Coomera Marine Precinct, whilst the main event location will be positioned on the Coomera Marine Precinct waterfront.

To showcase career and training pathway opportunities to event attendees, participating businesses can bring a banner and marketing material to the main event location.

Designed from the successful 2023 Gold Coast event, prominent local marine industry experts will deliver scheduled 6 x 15–25-minute information sessions on the variety of career opportunities that are available and the vital role the marine industry plays to the local economy.

The success of the event will be measured by bringing 1200 potential career changers and job seekers to the precinct.



The Event

(continued)

Each career seeker will be asked to register via our online process that streamlines follow up activity that's aims to promote employment opportunities.

A physical Jobs Board will be positioned within the event with each listing allocated a QR Code for quick connection that assures the career seeker can seamlessly connect with the advertised online vacancy.

To better promote life working on and around the water, the visitor experience will be enhanced by the availability of the waterfront location.

Event partners have the option to utilise the Coomera River to deliver information sessions and scheduled immersive experiences.



The Event

(continued)

With support from all levels of government we intend to not only inform career seekers on how the Gold Coast Marine Industry needs to grow their own workforce and nurture local talent, but to also broaden the knowledge base of all career influencers.

We intend to develop the understanding of the industry through showcasing the local jobs that can shape global opportunities by providing:



6 x 15–25-minute panel discussions on industry trends, technology and the local employment that exist (delivered by local emerging and current industry leaders)



Direct connection to SMEs, supply chain, shipyards, training organisations and associated marine sector employment services



Immersive on water sessions as a variety of vessels activate the Coomera River



Live demonstrations from multiple shipyards and other locations (see page 7)

The Event

Activating the Coomera Marine Precinct waterfront

access to the event via the waterfront from:



The Boat Works

1 Beattie Rd, Coomera, QLD

Gold Coast City Marina

76-84 Waterway Dr, Coomera QLD

A free return bus service will operate from 37 Waterway Dr. Coomera.

Additional parking is available on the roadside throughout the precinct.



The Event

Activating the Coomera Marine Precinct waterfront

access to the event via The Boat Works & GCCM waterfront



Return bus service to both entry points from 37 Waterway Dr.



Access the event from the North via Gold Coast City Marina



Access the event from the South via The Boat Works



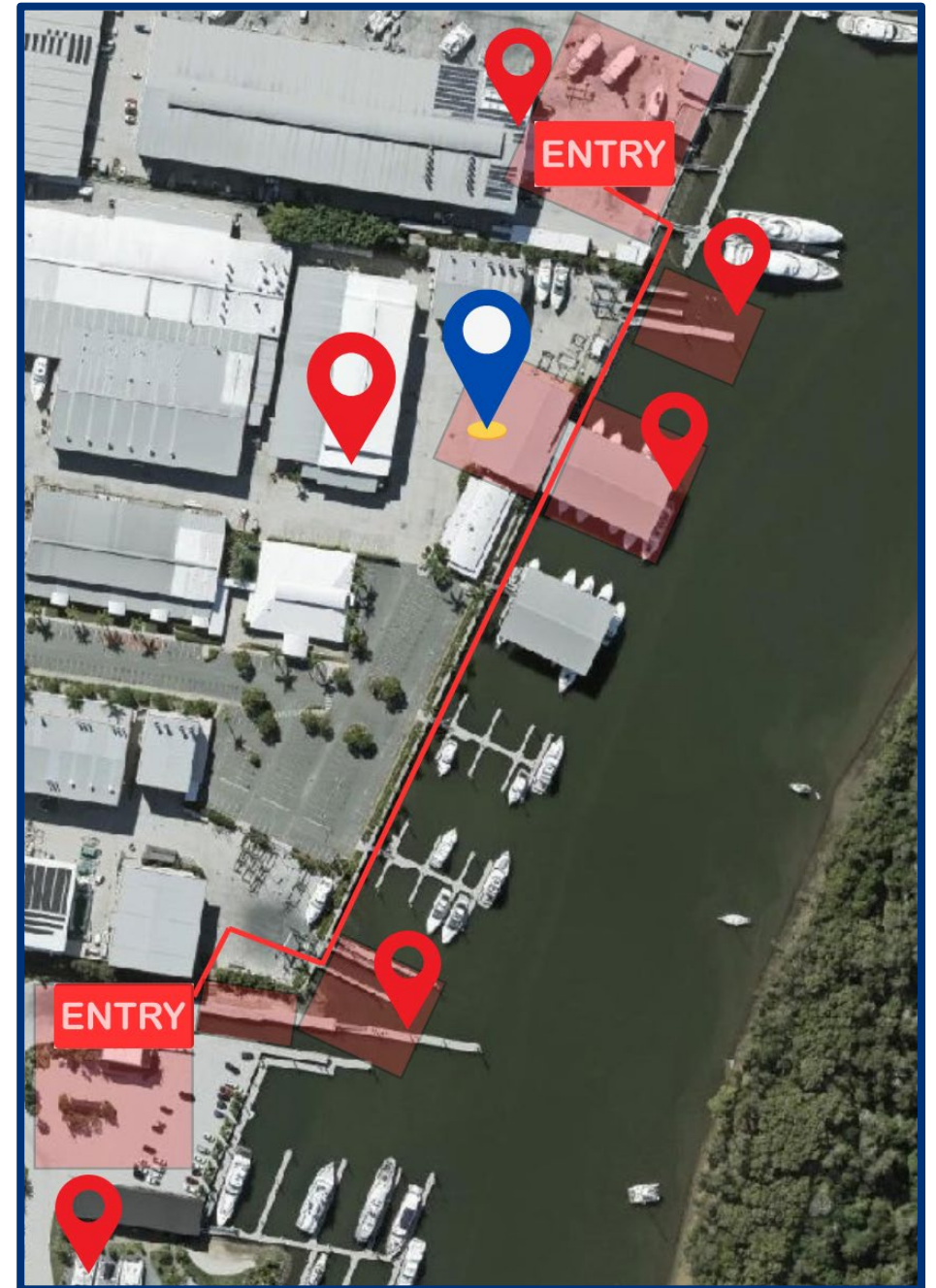
Immediate employment opportunities available



Meet with exhibitors and experience formal presentations



On water and sea-based activities for all attendees



The Event

Activating the Coomera Marine Precinct waterfront

access to the event via the waterfront from:



The Boat Works

1 Beattie Rd, Coomera, QLD

Gold Coast City Marina

76-84 Waterway Dr, Coomera QLD

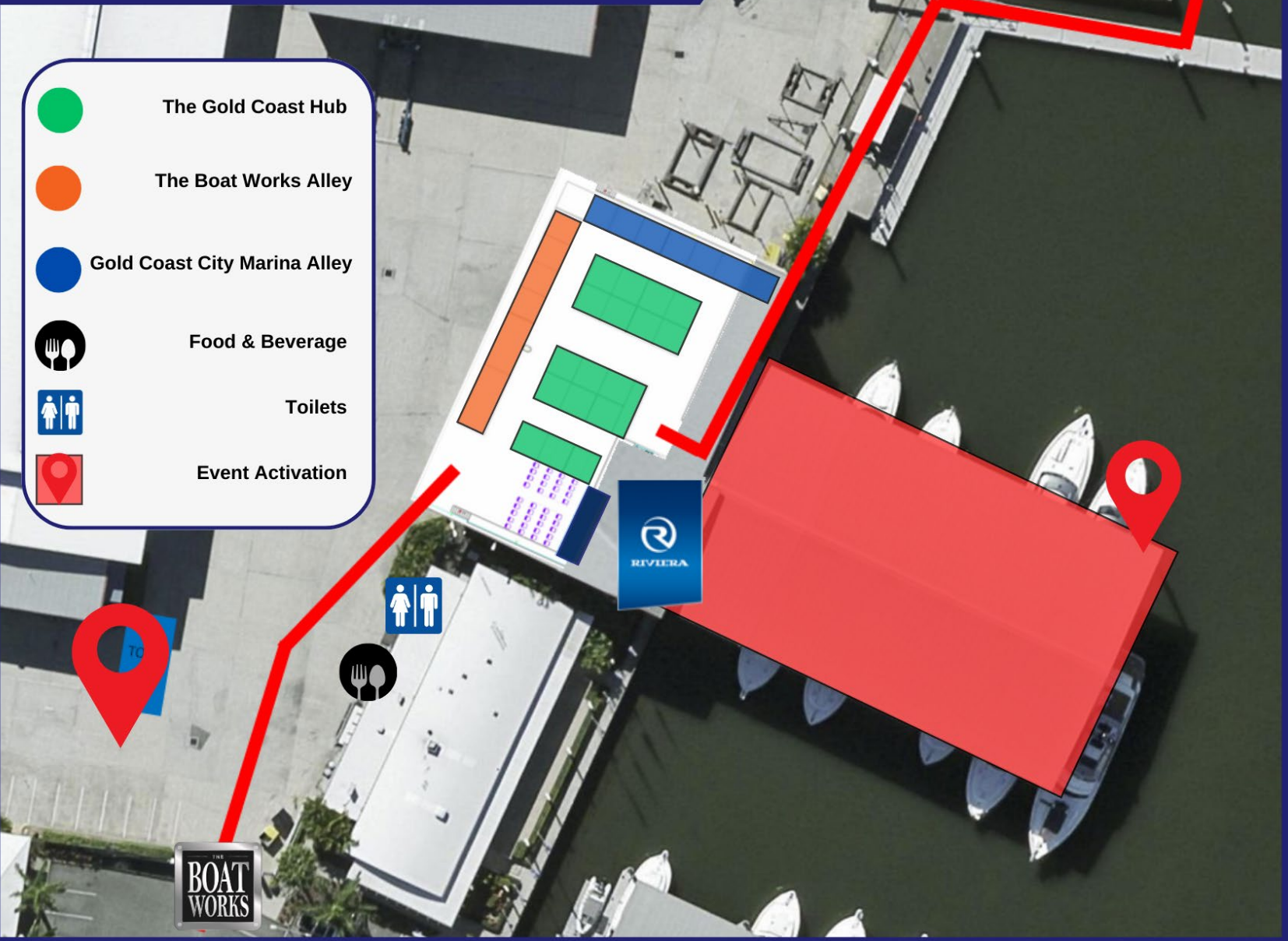
A free return bus service will operate from 37 Waterway Dr. Coomera.

Additional parking is available on the roadside throughout the precinct.



COOMERA MARINE JOBS & CAREERS EXPO

MAIN EXHIBITOR AREA





For Exhibitors

THIS IS A **FREE** TO EXHIBIT EVENT FOR ALL BUINSESSES

With an average attendance of 1300 participants per event that provide an estimated 40 employment outcomes per event, the Gold Coast Marine Jobs & Careers Expo will be the fourth event of this kind delivered within Queensland in the past 24 months.

We welcome a co-design approach with all exhibitors that will truly activate the expo. This could consist of on-water activities, bringing props (engines, components and vessels to the exhibit area. Please reach out with any suggestions you may have.

WHAT WE PROVIDE

- On air, digital and print promotion
- 3x3 powered exhibitor booth (with trestle table and chair)
- A live jobs and training board to promote your opportunities
- Edited photos of your exhibit area
- Access to all event B-Roll content
- The option for suitable exhibitors to feature on our panel discussions
(refer to pages 16 & 17)

WHAT YOU NEED

- A pull up banner
- Any apprenticeship, job or training promotional material
(table cloth optional)

[Register your
business here](#)



Presentations

Presentations are to be recorded and circulated post expo.

Sponsors have the option to codesign each presentation opportunity. Some ideas include?

- *Panel discussions centred around an area of portfolio importance (ie job requirements for the Common User Facility)*
- *Future workforce needs of the marine industry*
- *A pre-employment initiative.*



MAIN LOCATION @ WATERWAY DR, COOMERA (Up to 30-minute presentations)	
9:00AM	EVENT OPENS
9:15AM	OFFICIAL OPENING
9:30 AM	Presentation event: Pathways to a Marine Career Presented by: Sponsor recommendation
Presentation 1	<i>Navigate the diverse career options within the marine sector, from entry-level positions to specialized roles, and the educational and experiential routes to get there.</i> Sponsor: Workforce Australia – Local Jobs Program
10:00 AM	Presentation event: Apprenticeships within the Gold Coast Marine Industry Presented by: Sponsor recommendation
Presentation 2	<i>Discover the exciting opportunities available for apprentices within the Cairns Maritime Industry and learn about the unique skills and experiences you can gain</i> Sponsor: TAFE Queensland
10:30 AM	Presentation event: Women in Marine Presented by: Sponsor recommendation
Presentation 3	<i>Explore the pivotal roles and achievements of women in the marine industry, highlighting their contributions and the pathways available for aspiring female professionals.</i> Sponsor: Regional Development Australia – Gold Coast

Presentations

(continued)

Presentations are to be recorded and circulated post expo.

More ideas? (but not limited to)

- *Advanced technology skills and expertise required into the future*
- *The immediate workforce needs for the defence sustainment sector*
- *How to enhance SME potential by XXXXXX program and the job opportunities*



30 MINUTE BREAK (11:00am – 11:30am)	
11:30 AM Presentation 4	Presentation event: Superyacht Careers Presented by: Sponsor recommendation <i>Delve into the luxurious world of superyachts and learn about the myriad of professional opportunities available onboard these majestic vessels, from crew positions to management roles that can start from a gap year, or local marine tourism traineeship pathways</i> Sponsor: City of Gold Coast
12:00 PM Presentation 5	Presentation event: Advanced Manufacturing, Renewable Energy and STEM Careers in Maritime Presented by: Sponsor recommendation <i>Understand the intersection of a net zero marine sector with advanced manufacturing, and STEM, and explore the technological advancements driving the future of the industry and the study and career opportunities they present.</i> Sponsor: Department of Employment, Small Business & Training
12:30 PM Presentation 6	Presentation event: Defence Force Recruitment Presented by: Sponsor recommendation <i>Gain insight into the roles and recruitment processes within the Australian Border Force and Defence Force, and how you can embark on a fulfilling and challenging career protecting our nation.</i> Sponsor: Department of State Development & Infrastructure

On water Activations



Activating the waterfront of the Coomera Marine Precinct from Northern end of The Boat Works superyacht facility, through the Riviera Australia facility to the Southern end of The Gold Coast City Marina & Shipyard provides the industry a unique opportunity to truly promote the experience of life working on and around waterways and ocean.

We are excited to announce Sealink, The Tour Collectives' Arro Jet Boat and Riviera Australia will be providing on water activities for expo attendees.

Keep an eye on our social media channels for further updates to the expo activations.

The location of the on-water activations can be found on page 13.



Tours/Activations

(yard tours TBC)



TIME	LOCATION	EXPERIENCE
9:30AM	Gold Coast City Marina	Advanced Manufacturing Pathways
	The Boat Works	The Boat Works superyacht experience
	RIVIERA AUSTRALIA	Riviera Australia facility tour
10:15AM	Gold Coast City Marina	Sales, Marketing and Professional careers
	The Boat Works	Gap year job opportunities
	RIVIERA AUSTRALIA	Riviera Australia facility tour
11:00AM	Gold Coast City Marina	The Gold Coast City Marina superyacht experience
	The Boat Works	Advanced Manufacturing Pathways
	RIVIERA AUSTRALIA	Riviera Australia facility tour
11:45AM	Gold Coast City Marina	Apprenticeships in the Shipyard
	The Boat Works	Sales, Marketing and Professional careers
	RIVIERA AUSTRALIA	Riviera Australia facility tour
12:30PM	Gold Coast City Marina	Work experience opportunities with the GCCM tenants
	The Boat Works	Apprenticeships in the Shipyard
	RIVIERA AUSTRALIA	Riviera Australia facility tour
1:15PM	Gold Coast City Marina	Gap year job opportunities
	The Boat Works	Work experience opportunities with TBW tenants
	RIVIERA AUSTRALIA	Riviera Australia facility tour



The opportunity

[Register your
business here](#)



OUR INTENTIONS ARE TO:

1. Educate young people, career seekers and those who can influence employment pathway awareness on the various career opportunities that are available in the marine / maritime industry
2. Increase awareness of the significance of the marine / maritime industry to the local economy
3. Provide a platform for marine / maritime SMEs to attract potential employees whilst connecting with relevant government departments
4. Increase diversity and encourage minority groups to consider a career in the marine / maritime industry
5. Enhance government collaboration that enables long term prosperity for the local sector
6. Model best practice outcomes that improve future regional engagements across other national high priority Maritime regions

Who's attending?

TARGET AUDIENCE:

With a focus to enhancing female, First Nations peoples and other local priority groups participation within the sector, our promotional activities will be targeted to extend our catchment to include, but not limited to the Gold Coast region, Scenic Rim, Logan, The Redlands, Brisbane, Ipswich, Tweed Coast and the broader Northern Rivers.

This approach will be inclusive of:

- **High school students** (supported by the Queensland Government)
- **Current Vocational Education students**
- **Transitioning Defence Personnel**
- **University students** (promoted via the local university future school's teams)
- **Career seekers** (advocated by Workforce Australia – Local Jobs Program)
- **Career changers** (trades people and technical skills)
- **Defence Force Cadets** (primarily Navy)



Partner organisation press kit

WHAT WE NEED:

- **Organisation Profile:** A brief description of the organisation. This could include a mission statement and/or vision/core values.
- **Image / Video:** High-resolution images of the sponsor's logo for use in promotional materials. Promotional or informational videos that highlight the organisational involvement in the maritime industry
- **Organisation Background Information:**
 - History of the company
 - Any relevant key achievements and milestones
 - Areas of expertise with supporting the maritime industry



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SEALINK
Marine & Tourism



Workforce
Australia
Local Jobs



THE TOUR COLLECTIVE

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Partner organisation press kit

WHAT WE NEED:

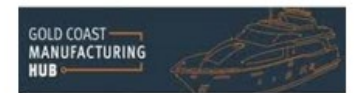
- **Social Media Links:** Links to the sponsor's social media profiles (LinkedIn, Facebook, Instagram, etc.) for cross-promotion
- **Speaker or Representative Information:** If the sponsor will be providing a representative for the panel discussions for the event, provide:
 - Speaker/s name and title
 - Brief biography
 - Headshot of the speaker



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SEALINK
Marine & Tourism



Workforce
Australia
Local Jobs



Regional
Development
Australia
GOLD COAST

THE
**TOUR
COLLECTIVE**

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Timeline

- **08.07.2024 – PROPOSAL CIRCULATED TO GOVERNMENT SEEKING EVENT INVESTMENT (EOI BY 26.07.2024)**
- **09.07.2024 – PRESENT PLAN TO THE LOCATION PARTNERS**
- **29.07.2024 - SHARE FINALISED EVENT PLAN TO EXHIBITORS – WHICH INCLUDES SUPPLY OF THEIR MEDIA KIT**
- **29.07.2024 - CIRCULATE LANDING PAGE LINK, BUSINESS & PARTICIPANT EOI - SHARE PRINT & DIGITAL MARKETING COLLATERAL**
- **27.08.2024 - ON SITE BRIEFING @ MAIN LOCATION (TIME TBC)**
- **06.09.2024 – PRE-EXPO NETWORKING DRINKS**
- **07.09.2024 - MARINE JOBS & CAREERS EXPO**
- **10.11.2024 - FIRST FOLLOW UP INDUSTRY ACTIVATION**



Exhibitor Registration

Exhibitor registration and organisation profile upload for the event is quite simple.

Scan the QR code or click on the below link

[Register here](#)



FOR FURTHER INFORMATION, PLEASE CONTACT:
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0432 600 233



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Attendee Registration

Event attendees will be required to register prior to entry of the event.

Scan the QR code or click on the below link

[Register here](#)

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acknowledgement

This project is supported by the Department of State Development & Infrastructure
to deliver upon key actions identified within the Queensland Government
[Superyacht Strategy 2018-2028.](#)

