

# SOUTH PACIFIC

SUPERYACHTING



OCTOBER 2018



*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.*



## Promotion of New Zealand companies

# in Fiji



### NZ Marine's 3rd annual NZ/Fiji Trade Day held at Port Denarau Marina.

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

## NZ Marine Export Group and New Zealand Government sponsor the Superyacht Cup at Palma de Mallorca

**THE SUPERYACHT CUP, held 19 to 23 June, is the longest running superyacht regatta in Europe, a favourite with yacht owners, friends, captains and crew who visit Palma de Mallorca annually for the four day event.**

NZ Marine Executive Director Peter Busfield reported that it met the objective of getting our "Destination New Zealand" message to the key people of superyacht owners, captains and professional crew, that New Zealand is a desirable destination and that the regulations to attain a temporary import for visiting yachts to NZ are user-friendly.

New Zealand is already seeing evidence of this through marina booking enquiries for the 36th America's Cup to ETNZ Chief Operating Officer Kevin Shoebridge. Having four Government departments (Tourism New Zealand, MFAT, MBIE and NZTE) working closely with NZ Marine was commendable and proved a winning formula. The event was also the first official release of NZ Marine's 2020 edition of the *Destination & Cruising New Zealand* book which was well received by superyacht owners and captains.





## NZ Millennium Cup

## Regatta



**The 2019 edition of the NZ Millennium Cup Regatta will be raced between January 30 and February 2. It has already received several entries. The regatta will introduce other yacht owners to this very special part of the world, while also supporting local industry, from refit yards to suppliers, and promoting New Zealand as a destination.**

Platinum sponsor, Orams Marine, has been the top supporter of the NZ Millennium Cup for the last three years and the yard is well-known to yachts around the world for its impeccable workmanship and unique location in the heart of central Auckland.

*“One of the best parts of the Cup this year was seeing how competitive the racing was – watching yachts race with finishing times within seconds of each other can’t be beaten and we’re looking forward to more of the same as the fleet builds year-on-year,”* says Orams Craig Park.

*“The new Cup race HQ at the Duke of Marlborough meant that at the end of each day, we’d be discussing the race results while looking out over an area of outstanding natural beauty – we’re already looking forward to next year.”*

Regatta organisers have announced changes to the regatta’s format in order to give it the space needed to expand in anticipation of more entries in the years leading up to the 36th America’s Cup. The regatta dates have been moved back by one week while new and challenging courses have been introduced.

*“Having been involved with most other superyacht regattas globally, I can honestly say that the 2018 Millennium Cup was the most enjoyable event I’ve ever done,”* said captain of this year’s entry, Sassafra, Tim Michalick.

The New Zealand Millennium Cup attracts yachts with a penchant for adventure. It was first run as an accompaniment to the 2000 America’s Cup in Auckland. With the 36th America’s Cup headed to New Zealand in 2021, organisers are predicting rapid growth of the regatta fleet over the next three years.

*“We’re already receiving entry enquiries, not just for 2019, but for 2020 and 2021,”* says event organiser, Stacey Cook.

*“The J Class Association has also accepted our invitation to race in 2021 and we know having the strikingly elegant classic yachts race alongside the NZ Millennium Cup fleet will add an extra dimension to our racing.”*

The NZ Millennium Cup 2019 will be raced in the beautiful Bay of Islands from January 30 to February 2. It’s the world’s most southerly superyacht regatta and is becoming recognised as a must-do event for yacht owners who like to get off the beaten track.





New Zealand  
Marine industry  
*celebrates*  
signing on central  
marine precinct  
development

**Auckland's Orams Marine and the city's redevelopment agency, Panuku Development Auckland, have reached an agreement which will see a comprehensive marine facility built in central Auckland.**

The area known as Site 18 will be developed into a facility capable of hauling out and servicing superyachts and other large vessels up to 620 tonnes.

Orams plans to complete the marine elements of the site in time for the next America's Cup in early 2021 in order to take advantage of the influx of commercial and spectator vessels which will arrive with the regatta.



"The Orams Site 18 project will further enhance our capability of providing quality refits and maintenance on the world luxury yacht market," adds Orams Marine Services Managing Director, Craig Park.

"The latest 620 tonne travel hoist will allow us to triple our capacity for vessels out of the water. This is a momentous project that will put Auckland and New Zealand at the forefront of the world refit and maintenance industry."




New Zealand Yard nominated as finalist in  
*World superyacht awards*

**Twelve-month refit completed in 184 days, sees Auckland refit yard named a finalist for top global superyacht award.**

Auckland's Orams Marine was named one of only six category finalists for the prestigious 2017 World Superyacht Award. The major Refit project involved the 45metre motoryacht, Latitude which saw 12 months of work completed in exactly 184 days - a target time frame set at the start of the project.

As the Captain explained *"After a hard, history-making three years in the Arctic, Latitude needed more than just a touch-up when we sailed back to warmer waters. She needed a complete face-lift."*

The interior of the flybridge was removed in its entirety so that the structure and joinery could be completely remodeled. The addition of a bar and jacuzzi as well as mood lighting created a completely new space for the yacht's owners to enjoy. The structure was rebuilt in composite which reduced the weight of the upper deck of the yacht and future-proofs against corrosion of the additional structure.

The refit also involved a complete Engine Room Refit including the two main engines rebuilt, two complete generator replacements, shaft seal and bearing replacements, hydraulic system overhaul, bow thruster overhaul and watermaker overhaul among other projects. Plus, the Crew Area Refit and Passarella upgrade.

As the Captain commented, *"Overall given the scope and design challenges of this refit, it should have taken 12 months we did it in 6 without sacrificing quality or costs going completely out of control. I truly believe we could not have achieved so much in such a short period of time if we had gone elsewhere."*





Fiji continues to be a

# Superyacht Charter destination

It's anticipated to be an extremely busy year for Fiji as we expect over 700 transient vessels visiting our shores this season. Last year Fiji saw just over 600 vessels in Fiji waters. This would be a 14% increase with approximately 70 superyachts estimated to have arrived into the country in 2018, many for the first time.

Record year for Superyacht Charters with 46 weeks of charters sold into Fiji, showing continuing interest in Fiji as a Superyacht Charter destination. Fiji continues to be a destination of choice for many visiting yachts, a land renowned the world over for its welcoming smiles and laid back persona. After seeking reforms for nearly a decade Port

Denarau Marina became Fiji's newest Port of Entry in June 2017. This has seen significant reduction of fees and improvements in the check in and out facility at the marina. Visitors this year are pleased with the clearance process claiming that it's without any hassles and is done in record time in true friendly Fiji fashion. The marina arranges for cruising permits as well which means that the whole process is seamless.

Fiji was part of the NZ pavilion once again at the Monaco Yacht Show that was hosted at the iconic Port Hercules in Monaco from the 26th to 29th September 2018. Cynthia Rasch, General Manager and Nigel Skeggs, Director Port Denarau Marina met one on one with a number of industry partners, agents from Australia, PNG and Tahiti and discussed promoting the South Pacific as a destination and showcasing the South Pacific culture in Monaco in 2019.



The Ambassador to Europe and Director Monaco Invest met at Port Denarau Marina booth at the show to discuss potential layout and location for a bigger South Pacific presence in the future. Port Denarau Marina have also been in discussions with America's Cup organisers for Fiji to host the J-Class Regatta in Fiji for 2020 before vessels sail to NZ for America's Cup. Watch this space...

At present, MDF has partnered with Port Denarau and Vuda Marina to undertake an economic impact study on the yachting segment in Fiji. The output of the study will enable the industry to better quantify its economic contribution of the yachting and marina operations, both direct and indirect, which will allow local industry stakeholders to better advocate for incentives and regulatory reform to facilitate future growth. The results of the independent survey are expected to be available towards the end of 2018.





## New format and dates announced for the 2019 ASMEX Conference

**The Australian Superyacht, Marine Export and Commercial Marine industry conference (ASMEX) is heralded as the leading marine industry conference within Australia and continues to attract a high calibre of delegates, speakers and media contacts from both within and outside the industry.**

Held in the stunning surroundings of Sanctuary Cove, this year's conference did not disappoint with the quality and seniority of the international stakeholders attending surpassing previous years. Many of these companies have first-hand experience with AIMEX and a close relationship. Other delegates who attended are key decision makers within their companies allowing them to support the promotion of Australia's capabilities and facilities.

The comprehensive programme for ASMEX 2018 saw registrations from new comers and regular attendees alike with approximately 180 delegates at the conference and 280 guests attend the Industry Awards Gala Dinner.

The Queensland Government used the occasion to launch the Queensland Superyacht Strategy. The Superyacht Strategy envisions that by 2023, Queensland's share of the global superyacht sector will have increased by 10%, and that Queensland will be recognised as the key superyacht hub in the Asia Pacific region. This growth would create thousands of new highly-skilled jobs across the state and contribute hundreds of millions of dollars to our state's economy.

The 2019 ASMEX Conference will again be held at Sanctuary Cove on the Gold Coast with confirmed dates of 20th to 21st May. The conference format will be amended to commence at lunchtime on the Monday to include the popular Breakout Sessions from this year with the grand finale of the Gala Dinner and Industry Awards on the Tuesday night. As in the past, the speakers and networking opportunities at ASMEX means this is the must-attend event of the year for anyone in the marine export, commercial marine or superyacht industries in Australia or beyond.

## Leading global yachting brands select GCCM as strategic partner

Gold Coast City Marina and Shipyard (GCCM) has been selected by both leading yacht builder, Benetti, and marina powerhouse, IGY Marinas, as a strategic partner for exceptional service delivery in the South Pacific region.

In separate discussions, GCCM has been appointed the Preferred Service Provider for Benetti Owners and Crew whilst IGY included the facility as a Strategic Partner in their Anchor Club. These are two of the latest strategic partnerships for GCCM whose connections also include being the Australian chapter in the Seal Superyachts network.

Trenton Gay, CEO of GCCM stated, "We are humbled that both

*Benetti and IGY Marinas have recognised the facilities and services we have at GCCM. These relationships, and the incredible response to our recent site upgrades add enormous confidence to our growth plans. We are continually reinvesting into our soft and hard infrastructure to offer our clients the very best, but also to strengthen Australia's position in the global superyacht industry."*

The Benetti and IGY partnerships come at the end of 12 very exciting months for GCCM where the 175,000m<sup>2</sup> facility took out the greatly contested Superyacht Australia Service Provider of the Year Award and became the first shipyard facility in the Asia Pacific region to be awarded the highly coveted 5 Gold Anchor Marina Accreditation.





Australia's Best Marine Industry brands showcased at the

## Monaco Yacht Show

© Monaco Yacht Show

With strong support from Tourism Australia, Superyacht Australia, Australia's peak body for the superyacht industry showcased the best of Australian brands at the 2018 Monaco Yacht Show. Superyacht Australia ensured a good cross section of industry was present to promote and profile the capability of the Australian Superyacht Industry and promoting Australia and the South Pacific as an idyllic cruising destination offering first class service, quality refits, repairs and world class events.

Australian companies present in the Darse Sud Pavilion included award winning Muir Engineering who specialise in the manufacturing of windlasses and anchoring systems for vessels from 5 metres to 150 metres; VEEM Propellers & Gyro - Stabilizers who showcased the powerful abilities of the Gyro stabiliser; and Down Under Refit & Repair: Destination Australia, showcasing the best refit and repair yards located in Brisbane, Queensland: Rivergate Marina & Shipyard, and The Yard Brisbane. Key Australian superyacht players profiled on the Tourism

Australia/Superyacht Australia stand were Abell Point Marina, located in the heart of the Whitsundays, Abell Point Marina is a premier destination on the East Coast of Australia. The Super Yacht Group Great Barrier Reef, a superyacht association in one of the key superyacht destinations. The Ahoy Club, offering a new formula for yacht chartering.

Superyacht Australia hosted an AFL Grand Final Breakfast on the last day of the Monaco Yacht show, formatted to encourage Captains and crew to attend and network with key Australian stakeholders.

David Good, CEO Superyacht Australia said, "With the increased vessel interest in the Pacific over the next three years, it is exciting to present the best that Australia has to offer at the world's preeminent yacht show. Superyacht Australia will ensure maximum yacht visitation to Australian shipyards and marinas over the next few years in the lead up to the next America's Cup in Auckland."

## Emotional support for yacht crew

Mental health remains one of the most neglected global health issues, and the yachting community is no exception.

While recent high profile incidents have again brought the issue to the forefront, there is still a gap between acknowledging a problem and providing crew access to the support they need.

Crew members may be too embarrassed or uncomfortable letting their captain know they are struggling. They may not want their personal issues to affect their professional growth or reputation. The ability for crewmembers to access quality mental health assistance – easily and without barriers – should be a shared goal in the industry.

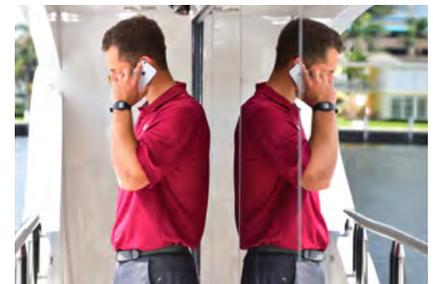
To aid captains and crew, MedAire now offers expanded emotional support services to remove the barriers to getting crew the help they may need, when they need it.

### Create a culture of emotional support

- Foster open communication. Let your crew know they can access professional emotional support services privately and confidentially.
- Ensure support is available 24/7, anywhere in the world. Struggles aren't limited to daylight hours.
- Emotional issues can quickly escalate. Have a service to coordinate emergency medical services and referrals to mental health facilities.
- If in doubt; reach out.

More information at

[www.medaire.com](http://www.medaire.com).





# 6<sup>th</sup> Edition

of the Superyacht Australia magazine launched at the Monaco Yacht Show

The annual Superyacht Australia publication, a world renown magazine that showcases the best that Australia has to offer, now at its 6th year of production, has been launched at the 2018 Monaco Yacht Show.

The glossy publication, with a cover that is unmistakably Australian gives readers a taste of the high-end tourism experiences on offer, along with the strong capabilities of refit and repair, and services available down under.

Australia takes pride in their workmanship, stamina and skills with an appetite for innovative solutions to unique challenges. The Superyacht Australia Magazine features the best of industry who hold up to these morals.

David Good, CEO Superyacht Australia said, "It's with great pride that we launch this striking magazine showcasing our stunning country and the amazing workmanship and expertise available here in Australia."

Check out [www.superyacht-australia.com](http://www.superyacht-australia.com) to view the online digital copy!

If you would like to receive a hard copy contact Lhamo Johnson – [ljohnson@aimex.asn.au](mailto:ljohnson@aimex.asn.au).



## SLAM available for uniforms on Superyachts

Quality Marine Clothing (QMC) is proud to announce the latest brand to enter its stable– SLAM from Italy.

SLAM is a new and fresh approach to a sailing apparel brand, celebrating 40 years in business in 2019. SLAM has been under a complete revamp of late with a new owner, new head office (in Genoa Italy) and a new logo.

SLAM designs, tests and conceives sportswear and technical sailing apparel for those with a genuine passion for sailing, from weekend amateurs to pros. The first collection, which is focused on CREW & CORPORATE apparel (which will be followed by its Sportswear and Yachting collections), is characterized by elegant lines and a slim cut.

QMC is proud to represent SLAM in Australia (and Uniform Shelf in New Zealand), having recently signed an exclusive arrangement for both Australia and New Zealand. Duncan Curnow of QMC says "We are thrilled to represent this stylish new brand in Australia, that although has a new look is still a remembered favourite from when it was available in Australasia some years ago. Knowing how big SLAM was here, and how proactive the team behind the brand are, we look forward to more products and a great impact in the market – it will be an exciting ride."

Duthie Lidgard from Uniform Shelf in New Zealand says "We were honoured to represent SLAM for QMC in New Zealand with a few Superyachts asking for the brand directly upon hearing it was once again available in New Zealand."

Stock arrives in October and will be available from your favourite retailers nationwide, including Sturrocks of Sydney in Sydney Australia and Sailors Corner in Auckland, New Zealand with other locations being added each month.



## Australia and the South Pacific:

# *the roadshow*



**In September, Ocean Alliance's Charter Experience Manager, Laurie Foulon, embarked on a tour of the South of France meeting up with other MYBA accredited agents to promote Australia and the South Pacific.**

Over six days, Laurie held successive meetings with leading brokerage houses, including Burgess, Fraser Yachts, Edmiston, Y.CO, Ocean Independence, Northrop & Johnson and IYC armed with virtual reality headsets, suggested itineraries, video and yacht specifications.

*"Many of the charter brokers and managers in the Mediterranean have not experienced Australia or the South Pacific for themselves. It's important for us to give them a sense of what their clients will discover. Through Tourism Australia, I was able to take virtual reality head sets of key Australian destinations; the virtual experience was very well received,"* said Ms Foulon.

Introducing European brokers to new destinations is a way of

refreshing their value offering for clients, empowering them to become proactive charter brokers. A chart of the South Pacific enabled discussion on cruising areas from Western Australia to French Polynesia, best seasons to cruise, applicable taxes, and Captains personal recommendations.

*"Australia and the South Pacific have, to a certain degree, been the great unknown. Yet as the fleet grows in size and we can now place our business with MYBA accredited charter management brokers located in this market. Charter clients will benefit from that combined expertise and relationships based on reliability and trust. Ultimately, it would be reasonable to expect a higher level of interest in these exciting destinations."* Gaye Joyeau-Bourgeois, Charter Director, BURGESS.

For a copy of the presentation and details on the destinations/ charter fleet, please contact Laurie Foulon via email: [laurie@oceanalliance.com.au](mailto:laurie@oceanalliance.com.au)

## Grit, gumption & redemption - Tom Hill rides for Blue Marine Foundation

Professional and personal objectives, plus a commitment to saving our marine environment, underpinned one determined Aussie cyclist's return to the saddle for the grueling 2018 London to Monaco ride.

The Australian flag flew high, through eight countries over seven massive days of cycling to raise funds for the Blue Marine Foundation in the 3rd London to Monaco ride, 19 to 25 September – arriving in Monaco on the eve of the Monaco Yacht Show.

Tom Hill, Director at Rivergate Marina & Shipyard, Brisbane, Australia, took on the 1,000km ride for the second time, an attempt which is as much a personal challenge as a professional one.

*"The London to Monaco ride unites my great passions – the superyacht industry, cycling and the marine environment."*

This year's ride was the largest to date with 100 riders participating – 50 taking part in the whole seven-day ride.

*"Rivergate has been a long-time exhibitor at Monaco Yacht Show,"* Tom said. *"I am pleased and proud to have returned in 2018 as part of a very high-calibre Australian contingent. Australia may have distance against us, but our message of world-leading services and superyacht facilities has sunk in."*

*"From speaking with superyacht owners and superyacht Captains, Australia is seen as the next frontier, a pristine cruising ground that should be on every yacht owner's itinerary, underpinned by highly professional, skilled operators and world-class facilities."*



# America's Cup 2021: The Islands of Tahiti poised to draw more superyachts

TAHITI TOURISME is stepping up its support of this prestigious niche market by creating the "TAHITI TOURISME Superyacht Cluster": a group of committed yachting professionals rising to the challenge of 2021, when twice as many superyachts are expected in The Islands of Tahiti before, during and after the America's Cup in New Zealand.

Captain Michael Gooding was kind enough to host a press conference on board [MY Silentworld](#), and to share his enthusiasm for [The Islands of Tahiti](#) as a superyacht destination.

TAHITI TOURISME's efforts to promote *The Islands of Tahiti* to the luxury yachting community, and to superyachts in particular, are being rewarded with a significant increase in traffic. This year, about 60 of the most prestigious yachts in the world cruise the pristine waters of French Polynesia, a playground as large as Europe and as diverse as its many islands. That number is expected to double by 2021, driven by the America's Cup in New Zealand.

*The Islands of Tahiti* is especially well suited to become a world-class superyacht destination: it's the gateway to the South Pacific, its size and navigation conditions are optimal even beyond the May-November high season, it offers a unique level of privacy and safety from international upheavals, and provides professional yacht services to the most demanding owners and captains.



## The Islands of Tahiti stepping up its superyacht game



TAHITI TOURISME's promotion efforts include participating in major international boat shows such as Fort Lauderdale, Singapore or Monaco; organizing famil trips and seminars for international professionals; encouraging trade media outlets and television production companies to cover Polynesian yachting; and maintaining contact through newsletters, web sites and promotional media.

This month, TAHITI TOURISME introduced the "TAHITI TOURISME Superyacht Cluster" and its founding members, three major yacht services companies ([Tahiti Superyacht Support](#), [Tahiti Yacht Services](#), [Tahiti Océan](#)) and [Tahiti Private Expeditions](#).

Together, they will prepare for 2021: "We can expect to see many superyachts crossing the Pacific to and back from New Zealand, sailing through French Polynesia which is the gateway to the South Pacific. A positive impact for The Islands of Tahiti, but at the same time, an important challenge for our destination: our infrastructures are not quite ready yet to welcome so many superyachts. It will be the main focus of our work," says Vaihere Lissant, Marketing and Communications Director at [TAHITI TOURISME](#).

# One happy sailor

Captain Michael Gooding



"I came for the scenery, and then I came back for the people," says the captain of M/S Silentworld, Michael Gooding. For the last ten years, he has spent three months a year in French Polynesia with the ship's owner or with charter clients. And he's happy to act as an ambassador for The Islands of Tahiti : *"French Polynesia is my favorite destination, he says, because I know I can get my clients anything they want : five-star hotels, haute cuisine, fresh local produce, scuba diving, cultural events, incredible seascapes and landscapes... all the things that travellers dream of."*

While expecting its next charter at Tahiti's [Marina Taina](#), Silentworld hosted the press conference that introduced the new TAHITI TOURISME Superyacht Cluster. Captain Gooding expressed his appreciation for Tahitian crew members. He always recruits local help, mostly stewardesses and deck hands. But he also found a Tahitian Pearl : since June, his first officer is Shirley Puth, a 26-year old from Tahiti who put herself through maritime school, and the first Tahitian woman to rise to that rank. He hopes that her example inspires other young Polynesians, and that the upcoming America's Cup allows more superyachts to discover the magic of [The Islands of Tahiti](#).

## The Islands of Tahiti, home for Bravo Media's Below Deck Season Six

The stunning environments of The Islands of Tahiti, specifically the islands of Tahiti and Moorea, are the home for the sixth season of Bravo Media's hit TV series "Below Deck" which premiered on October 2, 2018. Below Deck follows the young, hardworking crew members who live, work and play onboard a multi-million dollar mega yacht, giving viewers a rare glimpse into the elusive world of yachting. This season marks the first time Below Deck has set sail for The Islands of Tahiti, and features the beloved Captain Lee and Kate Chastain (Chief Stewardess), along with a new crew, chartering the 185-foot custom motor luxury M/Y Seanna yacht for an array of clients.

The series features some of the top attractions on the islands of Tahiti and Moorea, including hiking trails, waterfalls, aquatic sea life, restaurants, land excursions, and more.

The Islands of Tahiti, an ideal cruising and yachting setting, offers a seamless transition from the deep rolling waves of the South Pacific to the serene crystal clear water of the destination's dreamlike lagoons.

Just eight hours by flight from Los Angeles, The Islands of Tahiti offer various cruise lines that sail around the islands, as well as a diverse variety of luxury catamarans, yachts and sailboats to fulfill the needs of any dream voyage. Rich with life on land and in the

water, The Islands of Tahiti is home to abundant coral reefs providing diverse aquatic life and is one of the world's top scuba diving locations. The destination's warm waters are ideal for activities such as jet skiing, windsurfing, paddle boarding, snorkeling and also idyllic experiences such as enjoying a classic Polynesian picnic on a motu (islet). When docked on land, travelers can explore lush jungles and mountainous terrain by 4x4 or ATV, visit local villages to experience Polynesian culture, roam UNESCO-designated cultural sites, and enjoy an array of local and fine dining restaurants, cafes and bars.

