

WATERLINE



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marine17

BOATING FOR THE FUTURE

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- ~ Congratulations to the latest 'Fish Friendly' marinas



myMarina Recognised at METS

myMarina, a leader in CRM software solutions for marinas won a Special Mention Award at METS 2016 and was formally presented at ICOMIA 2016.

myMarina is a new integrated cloud-based CRM developed by IRM Ltd as part of the Marina Master brand. It focuses on improving the boater's experience via a direct and efficient tool for communicating with the marina with features including:

- access of a complete overview of boat data.
- order of basic services (check in/out, payment, assistance per arrival, boat lifting, launching, painting and more) or individual services (newspaper or bottle of champagne on arrival etc.) anytime anywhere from any mobile device.
- receipt of notifications of ordered services and invoices.
- access to new advanced services (boat sharing, berth sharing, yacht club membership and more) possible.
- ability and flexibility for myMarina customers in communicating with marina anytime anywhere from any mobile device.

myMarina benefits:

- the boater has an improved boating experience through peace of mind knowing that his expectations will be met.
- the marina management is provided

with a very powerful tool for efficient planning and service organisation/control.

- creates a new and unique improvement of customer - marina relationship.

myMarina users can download the **myMarina app** (IOS on App Store and Android on Google play). Operation system requirements are iOS 9.3 or later and Android 5.0 or later. As a Cloud Based Solution, **myMarina** enables marina customers and marina management to follow the trends and stand out from competition. It is designed for marina specifics and the innovative functionalities result in continuing development of customised solutions according to boaters' needs,

which is especially important in a rapidly changing marina environment.

"Visiting a marina should be an unforgettable holiday experience, not just an urgent search for a berth, fuel or water pump. Nowadays customers are looking for more personalised solutions and are becoming more demanding in the digital area. Consequently, they can more easily change their primary marina as they did in the past. If a marina wants to proliferate in a competitive market it needs to focus on the customer, systematically follow them and understand their needs to achieve long-term relationships with customers" said Tone Britovsek, M.Sc., Marina Master's founder.



Rivergate Assists South Pacific Communities

In the wake of devastating Tropical Cyclone Pam in 2015 and Tatiana in 2016, New Caledonia, Fiji and the islands of the South Pacific were in the headlines. While most communities have since recovered, many are still without access to some of life's basics, such as clean drinking water, clothing and school supplies.

Captain John Crupi, skipper of Dorothea III, reached out to his Australian contacts to collaborate on a mission to deliver much-needed goods to this region. Rivergate answered the call and received donations of water containers, crew uniforms, clothing, bedding, stationery supplies, books, toys and sporting equipment.

From the collection points of Sydney and Brisbane, the goods were transported to Cairns and then on to the

Pacific, thanks to the assistance of Chloe from Noumea Ocean and the tireless work of Sea Mercy in Fiji.

Geoff Majer said the objective of the mission was to help the island people who are so generous to the superyacht industry in their hospitality and friendliness. "The South Pacific is a key region for our industry. We rely on the local people in many ways and this is about giving back. There's the feel-good factor of being able to make a difference to communities, and the recycling imperative of giving quality goods a second life."

Carrie Carter agreed. "Every little bit helps. When the call comes from our clients to help assist other areas in need due to crisis, of course we will do our best to help out. The superyacht

fraternity works together to help those iconic island areas that offer so much to the industry, being places of such beauty and culture. Superyacht owners and charter guests love to explore this idyllic region and as a return for that experience, of course they are going to assist as they can easily access these areas."

Andrew Cannon, General Manager at Rivergate was only too pleased to act as a conduit and collection centre for the initiative. "We have worked with YachtAid Global in the past and are always eager to lend our support in any way we can. We have the network of reliable contacts who act swiftly to supply goods and move them through the chain to the distribution points for people who are truly grateful for the kinds of things we take for granted."