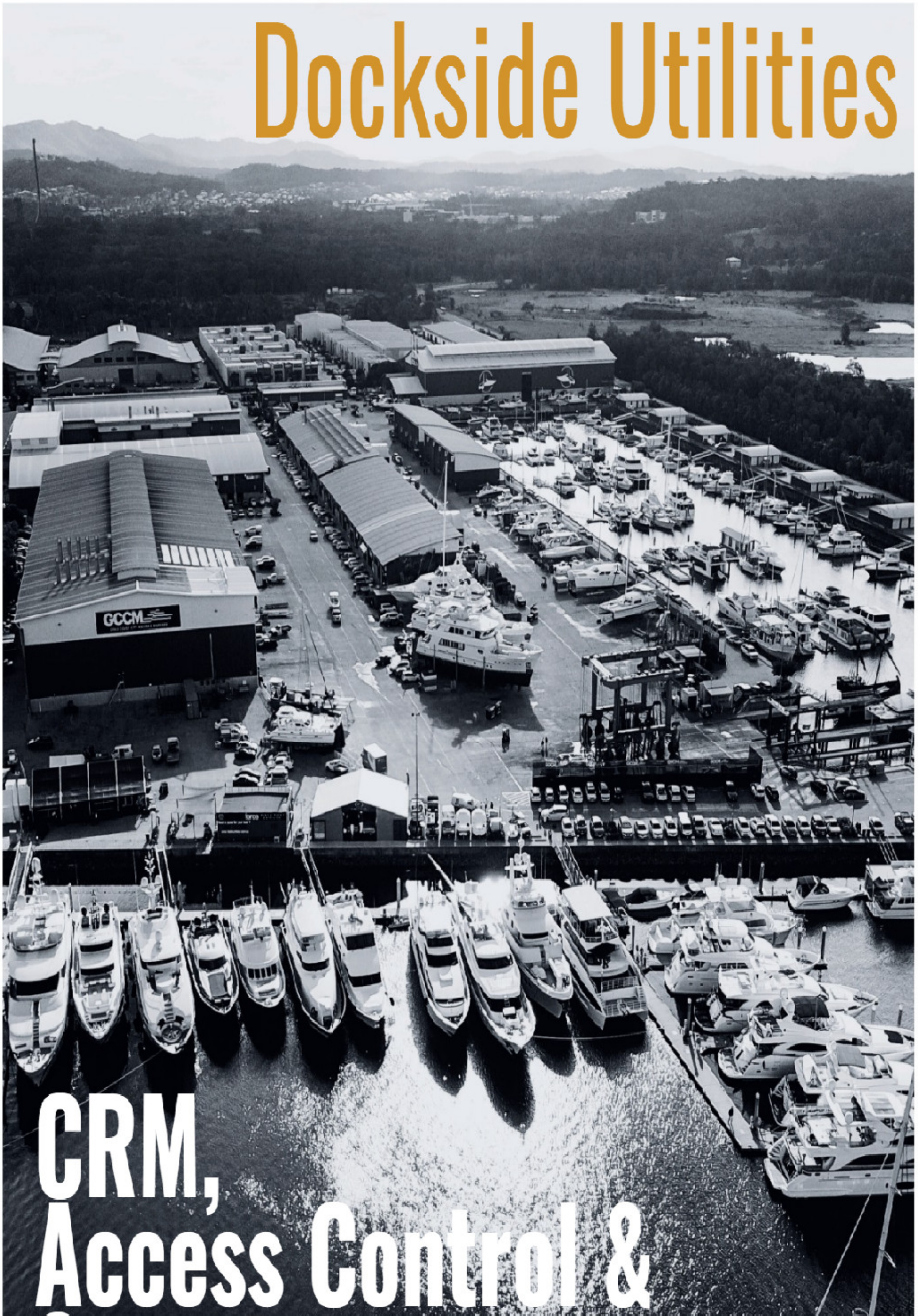


WATERLINE

September 2025

Dockside Utilities



**CRM,
Access Control &**



Over the last 20 years, through the careful management of the successive Boards, the Marina Industries Association (MIA) has retained small surpluses which were conservatively invested with a view to someday securing its future and investing in its own premises.

Having been intimately involved in the management of the MIA for well over a decade, commencing in 2012 as a director & treasurer and its CEO since 2020, it was with tremendous pride that I could announce that the MIA had **invested in its own office premises**. This is an exciting milestone in the history of the MIA as this strategic investment provides the Association with a permanent home, a secure investment and reduces its on-going occupancy expenses by 57% annually, strengthening our ability to deliver enhanced services and support for our members.

To remain connected to the businesses and industry we represent being located close to a major marine hub was essential. This also increases the likelihood of being able to attract and retain suitably qualified staff into the future. After thorough evaluation of the locational benefits, investment security, value and affordability, the Northern Beaches was selected as the precinct that could best position the MIA for long-term success. The office will be located in the vibrant hub of Mona Vale, 28km north of the Sydney CBD and the entry point to Pittwater, home to one of the largest marine precincts in NSW with over a dozen marinas and scores of marine businesses.

At 125sqm, it will allow room to grow if needed and provides the amenity of a good meeting space. Members who are visiting the area are welcome to drop by, say hello, and grab a desk for a few hours if needed.

While this has all been taking place, we march on. Lily has knocked out three **Intermediate Marina Management** courses this year

(Dubai, Sydney, Phuket) and by the time this magazine hits your desk, the **Advanced Marina Management** course in Auckland will have concluded. It is great to see so many marinas investing in their people and the professionalism of our industry. The motivational and professional benefits of these courses is unquestionable. Delegates leave the course with greater confidence, visualising the industry as a long-term career choice and having made new industry connections, both with their counterparts and suppliers.

Straddle Carrier courses have been popular and four have been delivered so far this year. Our online & virtual **induction compliance courses** focus on operational compliance and preparedness continue strongly. These courses have been designed to help marina operators and owners to easily carry out their obligations to train operational staff in a timely manner in areas such as WHS, environmental compliance and emergency preparedness and response (including weather events and spills).

Marinas26 is shaping up well. The exhibition space is close to sold out and registrations are well over 100. The committee is engaged in designing an informative and motivational conference program and this year we are pleased to bring you a choice of two study tours: a local tour will take in the three new luxury marina facilities on The Spit and then up to Coomera to see the new undercover, in-water work berths at The Boatworks, followed by a large drystack facility and the Akzo Nobel Paint Training Centre at the Gold Coast City Marina and Shipyard.

Thank you to all members who completed our biennial **Member Survey**. The survey gives us important feedback to ensure we understand how members view the support we provide to industry and monitor shifting needs and expectations. It informs us on what we need to continue doing, how we can improve and keep an eye on services that we can provide to further assist members in managing their operations. There is a full rundown on the outcomes on page 26.

We look forward to welcoming members to our new permanent home and continuing to work together in building a strong, vibrant future for the marina industry.



THREE PILLARS FOR MARINAS OF TOMORROW

by Irena Cadez M.Sc, CEO Marina Master

As marinas have evolved from simple docking spaces into all-in-one vibrant lifestyle destinations, visitors and boat owners have also raised their expectations. Today's marinas are not just places to berth a vessel; they are offering more leisure services and foster community engagement. To meet these growing demands, three pillars stand out as critical to modern marina management: Customer Relationship Management (CRM), access control, and security.

PUTTING CUSTOMERS AT THE HELM WITH CRM

At the heart of any successful marina lies its customers. A robust CRM system ensures every interaction — from booking a berth to scheduling maintenance — is smooth and tailored. By tracking boat details, preferred docking times, service history, and customer preferences, marinas can offer personalised touches that foster loyalty.

CRM platforms also simplify administration. Automated billing, contract renewals, and targeted marketing campaigns, while reducing paperwork and keeping customers engaged. For marina operators, this means clearer insights into occupancy trends and the ability to anticipate needs before they arise. That's the power of effective CRM. Understanding customer preferences and usage patterns allows marinas to optimise pricing, marketing, and facility improvements.

CONTROLLING THE FLOW: ACCESS MANAGEMENT

A bustling marina sees a constant flow of people — boat owners, guests, contractors, and tourists. Without proper access control, this activity can quickly compromise safety. Integrated facial recognition technology will become the new standard, eliminating the need for costly access tags, cards and keys while providing seamless entry to your facility.

Modern access control isn't just about controlling gates. Many marinas integrate these systems with utility pedestals, activating power and water only for authorised users, protecting resources, ensuring accurate billing, and reinforcing a sense of exclusivity and safety for berth holders.

SAFEGUARDING ASSETS: SECURITY AS A PROMISE

Security is arguably the most visible commitment a marina makes to its customers. With millions of dollars often moored at the docks, comprehensive security measures are non-negotiable. High-definition surveillance cameras (CCTV) monitor docks, parking lots and storage areas. Additionally, integrated alarm systems and environmental sensors detect everything from unauthorised access attempts to fuel spills. Security personnel or trained marina staff also play an important role when responding quickly to incidents.

Importantly, security today is not a standalone feature. It works hand-in-hand with access control, CRM databases, and emergency protocols, creating a seamless protective network around marina owners, staff, boat owners and property.

FORWARD-THINKING MARINAS' TRIANGLE

Bringing all three pillars together; a well-run integrated CRM, access control and security into a unified approach will enhance the marina customer's experience and protect the marina's reputation and long-term success. CRM ensures happy and loyal customers through personalised services and streamlined operations. Access control safeguards and control marina facilities. Security systems protect customers' assets and maintain a safe environment.



Southport Yacht Club, QLD

Here is what customers are saying about Marina Master, Marina Management Software Solutions;

"Marina Master's loyalty program software integration has been a very seamless process. The Marina Master development team incorporated the many features for discounts and perks across the board by each membership tier for transient dockage, merchandise, fuel services, etc."

Chuck and Ann Lagasse, Principal Ocean Havens LLC., USA.

"Our aim is to preempt the customers' needs before they know that they want that service. The Marina Master software enables flexibility in customising a personal solution according to our requirements and ever-evolving customer service needs. The software not only improves the day-to-day operations but is saving us money every year in operational costs."

Darrell Barnett CMM, General Manager, Soldiers Point Marina, NSW.

"MMFace ID is a valuable addition to Southport Yacht Club, offering seamless access through doors—especially convenient when carrying provisions or pushing trolleys. Superyacht crew and captains particularly appreciate the system, as it allows them to visit the beach or local clubs without worrying about losing access cards or fobs. It also reduces the administrative burden on the marina office, eliminating the need to track returned fobs or charge for lost ones."

Mark Riddell, Waterfront Manager, Southport Yacht Club, QLD.

"The CCTV cameras are a powerful tool to ensure marina operations run smoothly. The system is integrated with the Marina Master system and provides a live feed available to our customers, giving them the ability to see in real time what is happening with their boat."

Darrell Barnett CMM, General Manager, Soldiers Point Marina, NSW.

