



MEDIA RELEASE

For Immediate Release

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Marine17 fronts the 50th Sydney International Boat Show

Asia-Pacific's largest recreational marine business and safety conference will be held in Sydney in 2017. The Marine17 International Conference and Trade Exhibition will be presented at the new International Convention Centre in Sydney, a \$1.5 billion redevelopment at Darling Harbour creating Australia's premier exhibition and event precinct.

Marine17 will bring together hundreds of key boating industry leaders and boating sector stakeholders to share views and gather market intelligence to help prepare for the boating sector's future.

Hosted by the Boating Industry Association and Marina Industries Association, with State and Federal safety partners, Marine17 is scheduled for Sunday 30 July to Tuesday 1 August 2017. Making the event even more special, Marine17 will run immediately prior to the 50th Sydney International Boat Show - the leading recreational marine event in Australia, which is being held at the new ICC venue for the first time.

ICC Sydney CEO Geoff Donaghy said the team was thrilled to be welcoming the boating industry back to its rightful convention and exhibition home in Darling Harbour. "Marine17 and the Sydney International Boat Show are both feature events on the Sydney eventing calendar. ICC Sydney is ready to make 2017 a very special year for delegates and attendees to the shows as we welcome this stand out event back to Darling Harbour," Donaghy said.

The dates are ideal because organisations can exhibit at both Marine17 and the Sydney International Boat Show, as part of a week of events to showcase the boating lifestyle in one of the world's top boating destinations.

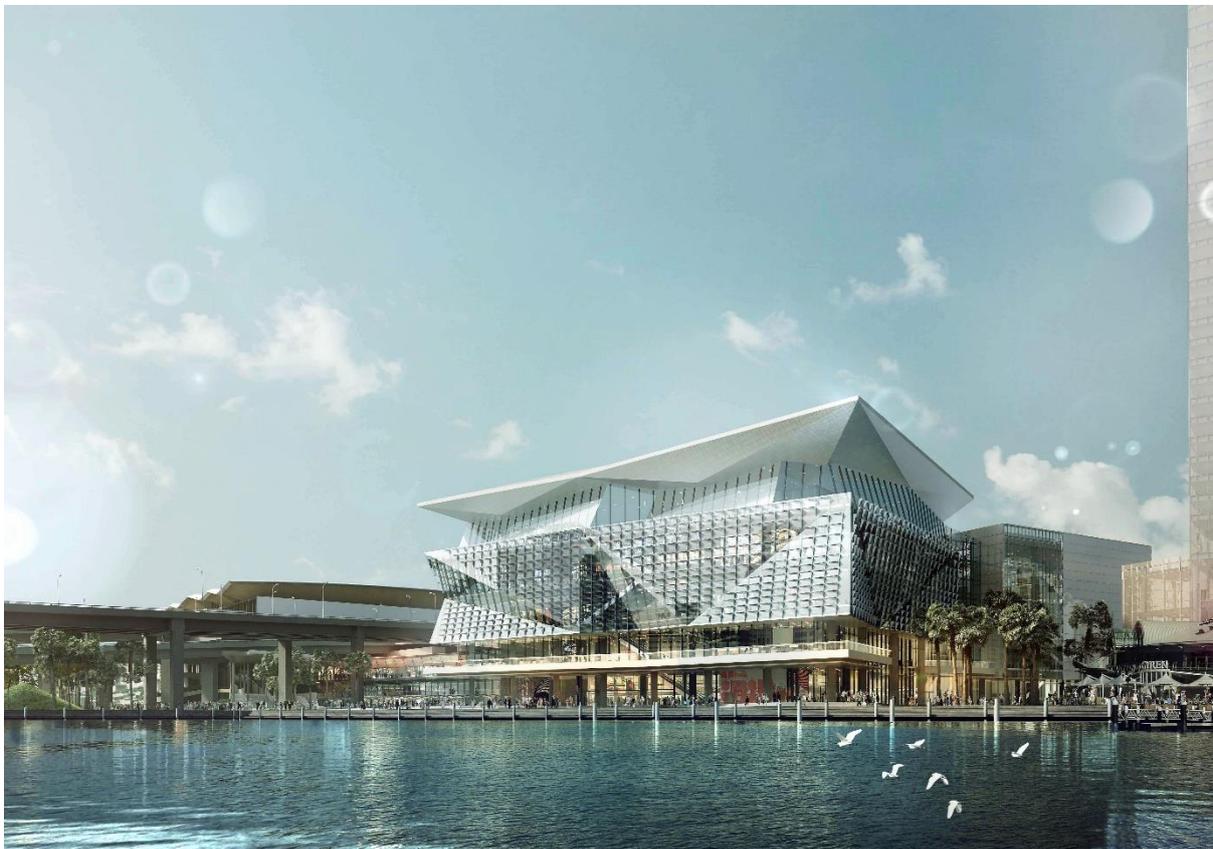
National CEO of the BIA, Howard Glenn said, "Early discussions with industry, conference partners and government departments have resulted in keen support and positive input.

“Our planning will involve widespread consultation to ensure the conference delivers content that will help boost confidence, empower industry leaders, promote safe boating and address the challenges and opportunities ahead.

“The boating sector consists of businesses that manufacture, wholesale or retail products and provide services to the recreational and light commercial marine markets, all working with government and NGO safety organisations. Marine 17 will be a critical event that will allow industry and government to work out which paths will lead to the growth and health of our industry, and ongoing support for safe, responsible and enjoyable boating.”

Dates for the diary:

- Marine17 – 30 July to 1 August, 2017
- Sydney International Boat Show – 3 August to 7 August, 2017



Pic. The north-east entry to the ICC Sydney (artist's impression)

Early enquiries about partnership opportunities can be directed to
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