



Australian Marine Industries Federation Limited (AMIF)

Suite 14/795 Beaufort Street
MT LAWLEY WA 6050
Ph: (08) 9371 8872 Fax: (08) 9371 3973
Email: amanda@amif.asn.au Website: www.amif.asn.au

PARLIAMENT OF AUSTRALIA
JOINT COMMITTEE ON CORPORATIONS AND FINANCIAL SERVICES
PO BOX 6100
PARLIAMENT HOUSE
CANBERRA ACT 2600

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The Australian Marine Industries Federation (AMIF) is the peak national body for the recreational marine industry. Established in 1976, the AMIF represents the State Boating Industry Associations (BIA) in matters of national significance.

As a result of a recent national survey of BIA members, I request that 'Motor Boats' be removed from the Trade Practices (Industry Codes – Franchising) Regulations 1998 – Franchising Code of Conduct (Part 1 – Definitions).

It would appear that the Franchising Code of Conduct Regulations is predominantly designed to serve the car industry, where there are a limited number of brands with a large volume of stock per franchisee.

This is in direct contrast to the Marine Industry, where there are currently 868 listed manufacturers/importers (brands) of 'Motor Boats' on the AMIF database. Many of these may only produce or import a limited number of 'Motor Boats' per year. In addition there are over 400 dealers and retailers through which these 'Motor Boats' are sold. Many of these dealers/retailers would have a relatively small revenue.

The turnover of many of the dealers/retailers is relatively small compared to the car industry and the onerous cost, necessary to comply with the Franchising Code of Conduct, to both the franchisor and the franchisee in these instances would be crippling. As indeed, are the penalties for non-compliance.

In order to generate an acceptable turnover, almost all dealers/retailers sell a multitude of 'Motor Boat' brands and models all sold from the same premises and sourced from various suppliers. This makes the concept of franchising, where usually one major brand is promoted, impractical.

All manufacturers/importers listed on the AMIF database are members of a State BIA and as such are bound by the National BIA Code of Practice for the Marine Industry, which governs the ethics and obligations which all members are to observe in the conduct of their business and in their dealings with others. This Industry Code is strictly governed by the BIAs and maintained by all 1 604 members of BIAs across the nation.

It is my understanding that the removal of 'Motor Boats' from the Franchising Code Regulations would not dilute the intent of the Franchising Code and nor would it preclude any marine manufacturer/importer from adhering to the Franchising Code of Conduct Regulations on a voluntary basis.

The marine industry in Australia currently employs in excess of 28 000 people. In these troubled economic times, the industry is seeking to ensure that its focus remains on manufacturing/importing and selling product to ensure optimum employment levels, rather than on conformance with regulations which may not be necessary or relevant.

Should you require any further information, please contact:

Sherry Donaldson
Chief Executive Officer
Australian Marine Industries Federation