

28 July - 1 August 2011

Sydney Convention and Exhibition Centre
& Cockle Bay Marina, Darling Harbour

www.sydneyboatshow.com.au



MEDIA RELEASE

FOR IMMEDIATE RELEASE

14 March 2011

DARLING HARBOUR - SET TO STAND TALL AS THE HEADQUARTERS OF THE AUSTRALIAN BOATING INDUSTRY

It's still four months away, but it's all hands on deck for the members of the Boating Industry Association (BIA) of NSW in preparation for the annual Sydney International Boat Show.

The gala exhibition is spread over five action-packed days, Thursday, July 28 through Monday, August 1 and encompassing the Bank Holiday long weekend.

Despite it being 'early days', the show is shaping up to be one to remember.

As usual it will feature an astonishing array of attractions aimed to entice more than 80,000 visitors.

There'll be many millions of dollars worth of boats to suit an array of budgets along with scores of marine engines, electronics, fishing tackle and all manner of boating equipment and accessories.

A highlight, as usual, will be spectacular marina on Cockle Bay, just a stroll from the show headquarters in the Darling Harbour Exhibition Centre.

For the boating enthusiast, Darling Harbour rates #1 on the 'must do agenda'.

For detailed information visit the show's informative website, www.sydneyboatshow.com.au or call 1300 7BOATS.

Show information:

Venue: Sydney Exhibition Centre and Cockle Bay Marina, Darling Harbour Sydney.

Dates: Thursday 28th July to Monday 1 August

Times: 10 am to 8 pm in the Halls, and 10 am to 6 pm on the marina.

BOATING INDUSTRY ASSOCIATION OF NEW SOUTH WALES LTD ABN 61 000 618 468

53 Hume Street CROWS NEST NSW 2065 Australia • PO Box 1204 CROWS NEST NSW 1585 Australia

Phone: (02) 9438 2077 • Fax: (02) 9439 3983 • Int'l Phone: +61 2 9438 2077 • Int'l Fax: +61 2 9439 3983 • Email: info@sydneyboatshow.com.au

Proudly
owned &
organised by



Proudly supported by

Maritime

Members of



Tickets are available at the door or can be pre-purchased on-line – See www.sydneyboatshow.com.au for details.

Ends/.....

For further information contact:

Domenic Genua – Event Manager on (02) 8197 4752 or 0412 642 357

Natalie Walker – Event Coordinator on (02) 8197 4756 or 0400 301 612

Notes to editors

About the Boating Industry Association of NSW Ltd

The Boating Industry Association of NSW (BIA) is a not-for-profit industry organisation, which represents more than 90 percent of the recreational boating industry in New South Wales. Member companies include boat builders, retailers, engine distributors, yacht brokers, trailer manufacturers, ship chandleries, hire and charter boat operators, marinas, shipwrights, mechanical and electrical engineers as well as ancillary services. All BIA members adhere to a voluntary Code of Practice and Code of Ethics. In addition, the BIA is involved in responding to issues relating to the recreational use of NSW's waterways, including the environment, boating safety, access and public facilities. For more information, please visit www.bia.org.au.

The BIA is also responsible for the Sydney International Boat Show (28 July – 1 August 2011). For more information, please visit www.sydneyboatshow.com.au.