



**NEW ZEALAND**

# **Boat manufacturing and marine industry in New Zealand**

**August 2008**

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## **Overview**

As an island nation, New Zealand's people have long had a love affair with the sea. That passion has been the catalyst for a world-class marine industry.

New Zealand's marine industry is growing in response to international demand for technologically-advanced and innovative design and production processes.

The New Zealand marine industry exported goods and services in excess of NZ\$717 million in 2008 and is forecasting exports worth close to NZ\$1.8 billion by 2020.

New Zealand is a world leader in the design, manufacture and marketing of a wide range of marine products.

Its marine industry brand sets the benchmark for high performance and advanced technology when it comes to superyacht and launch boat building technology, especially around composites and design, refits, sails, spars, electronics, technology, software and systems.

There is also significant capability in the workboat and commercial new build and refit sectors.

## **Fast facts**

- The New Zealand marine industry is one of New Zealand's largest manufacturing industries with over NZ\$2.2 billion in annual sales.
- Its growing export market contributes over NZ\$717 million every year.
- The three key sectors of superyachts, equipment and services, and refits comprised over 80 percent of the value of exports in 2008.

This information was prepared by New Zealand Trade and Enterprise. Visit [newzealand.com/business](http://newzealand.com/business) for more information about New Zealand and its export industries.



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- The industry employs over 10,000 people.
- Over 200 companies collectively employ almost 650 apprentices.
- Over the past five years over 500 people have graduated with relevant marine industry skills.

### **International innovations**

#### **Alloy Yachts International**

New Zealand's largest alloy superyacht builder, Alloy Yachts recently commenced construction of the biggest superyacht built in New Zealand – the 58-metre Kokomo. In 2008, Alloy Yachts will launch three superyachts, Red Dragon and Mondango, both 52-metre sailboats designed by Dubois Naval Architects, and Allogante a 40-metre motoryacht. Mondango is the 25th sailing yacht and the fifth over 50-metre built by Alloy Yachts. The company is one of the world's leading custom builders of aluminium motor yachts and sailing yachts from 30 metres to 68 metres.

#### **Yachting Developments**

Yachting Developments has just launched the largest composite sailing yacht built in New Zealand. The 37-metre Philippe Briand-designed sloop Bristolian II demonstrates Yachting Developments' ability to blend the long tradition of classic boat building with cutting edge composite construction.

#### **High Modulus**

A world-leading composite technology and structural engineering company, High Modulus recently began the structural design of the largest all-composite motor yacht ever to be built. High Modulus offers composite structural engineering to boat yards and naval architects around the world through its New Zealand and overseas offices. It also offers the B3 SmartPac solution, combining optimised laminate design and pre-cut materials for performance and production efficiencies.

#### **Southern Spars**

Southern Spars has established its place as a world leader in the design, construction, installation and servicing of carbon-fibre masts, booms, composite components and EC6 rigging. Its rigs power a wide range of yachts, from one-design to grand prix racing, cruising yachts and superyachts. Southern Spars' operations extend to four corners of the world, with centres in New Zealand, the United States, France, and South Africa.

#### **Doyle Sails New Zealand Ltd**

Doyle Sails has invested in a five-year programme to perfect its sail manufacturing method and has injected NZ\$5 million into specialised machinery to ensure its world-class Stratis sails can be designed, built and finished locally. Throughout the spectrum of high performance sailing, Doyle Sails are the choice for many of the world's most spectacular yachts and the company has crafted sails for grand prix and open ocean racing, America's Cup, traditional tall ships and superyachts.



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### **Fitzroy Yachts**

Fitzroy Yachts is recognised as a world leading builder of custom superyachts. Salperton was launched in 2007 and won both the World Superyacht Awards Best Sailing Yacht 30-44m and Showboats International Best Sailing Yacht Award 30-45m. Fitzroy's launch this year of Inmocean, the first Dubois classic styled yacht, has been well received and the company has a further three Superyachts in build, including a 50m Dubois for launch in 2010.

### **Electronic Navigation Ltd**

Electronic Navigation Limited (ENL) manufactures a range of multibeam sonar products used around the world by industries such as commercial fishing, marine survey, salvage, marine police and Customs activities, as well as the super yacht and leisure markets. ENL's expertise has been developed through many years experience integrating marine electronics for demanding applications.

### **Vaudrey Miller**

Vaudrey Miller builds composite sailing and motor yachts, as well as hand-crafted tenders used by owners of some of the world's largest superyachts. Each tender is designed to meet the unique needs of the customer. Orders have included an open sports and an enclosed limousine tender to service a superyacht, while two classically-styled tenders powered by diesel engines and water jets have been built for a large motor yacht often anchored offshore.

## **International collaborations**

### **McDell Marine**

McDell Marine is a specialist FRP (fibre reinforced plastic) project boat builder, building for marketers of established international brands. They represent the prestigious global brand Oyster in New Zealand, for the entire range of Oyster yachts and power boats, and are currently building a series of Oyster 54 deck saloon cruising yachts.

## **Inter-industry developments**

### **The Boating Industries Training Organisation (BITO)**

One of the country's most proactive industry training organisations, BITO has over 630 apprentices working with a network of public and private training providers. It also offers leadership and management training for experienced boatbuilders. BITO is looking to expand its range of industry qualifications including Advance Trade to encourage more people into the industry, and is expanding its range of services and training opportunities.

## **Historical milestones**

- 1956: Peter Mander and Jack Cropp win New Zealand's first Olympic Gold medal in the Sharpie class at the Melbourne games.



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- 1969: Rainbow wins the One Ton Cup, New Zealand's first international keel boat sailing success.
- 1986: New Zealand first challenges for the America's Cup with the "Plastic Fantastic" composite KZ7.
- 1990: Steinlager 2, skippered by Sir Peter Blake, wins the Whitbread Round the World Race – winning all six legs on line and handicap.
- 1992: Barcelona – New Zealand's most successful Olympic games. Gold for Barbara Kendall, Silver for Leslie Egnot and Jan Shearer and Rod Davis and Don Cowie, and Bronze for Craig Monk.
- 1992: Alloy Yachts wins New Zealand's first Show Boats International Award for super yachts for sail innovation with Espada 33m (108ft) sloop.
- 1995: New Zealand's Royal New Zealand Yacht Squadron wins the America's Cup from San Diego Yacht Club and Denis Connor.
- 2000: Team New Zealand successfully defends the America's Cup - the first country to do so outside of the United States.

### **Industry contacts**

#### **[Marine Industry Association](#)**

The Marine Industry Association represents New Zealand's leading designers, builders, importers and marine sales and service companies.

#### **[New Zealand Marine](#)**

The New Zealand Marine Export Group Inc (New Zealand Marine) represents companies involved in the marine export sector. It aims to increase profitable export growth for the New Zealand marine industry.

#### **[Boating Industries Training Organisation \(BITO\)](#)**

The Boating Industries Training Organisation (BITO) is a division of the Marine Industry Association. It builds on the long tradition of apprenticeships in New Zealand's boating industry.

#### **[New Zealand Trade and Enterprise](#)**

New Zealand Trade and Enterprise (NZTE) is the New Zealand government's economic development agency and works with the boat manufacturing and marine industry to build up its capability and increase its international connections.

#### **[Investment New Zealand](#)**

A specialist unit within NZTE, Investment New Zealand is New Zealand's investment promotion agency and assists corporate investors to relocate their businesses to New Zealand, establish greenfield operations, and invest and work with New Zealand companies. It also matches strategic sectors like boat manufacturing and the marine industry to international investors to help fill gaps in New Zealand's value chain.



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## **Endorsements**

“There is probably more advanced thinking in big yacht building going on in the environs of Auckland than in any other yachting centre of the world. The marine ‘cluster’, in the aptly named City of Sails, includes everything from yacht builders and carbon spar makers to cabinet makers and refit specialists. It really is a hotbed of supersailing technology.”

David Glenn, editor, Yachting World

“After 10 years of regular visits to the Land of the Long White Cloud (New Zealand), it has become a favourite place within the large-yacht world – not only in terms of lifestyle but also the people and the energy they demonstrate in the way they approach their projects. In addition to their ability to innovate and generate fresh ideas and solutions, they ultimately thrive on solving problems and developing products that have a global appeal. And all this from a tiny pair of islands slightly larger than the City of London .... They are a nation to be admired and enjoyed as they have great minds in their midst and great personalities too. In essence, they are just bloody nice people to do business with.”

Martin Redmayne, editor in chief, The Yacht Report