

2014 ANNUAL REPORT



BOATINGBC
ASSOCIATION™

MESSAGE FROM THE PRESIDENT



Changing our name to Boating BC marked a pivotal moment in our Association's journey; the transition from an industry focused trade association to one that is public facing with a broadened mandate to raise the profile of boating across British Columbia. 2014 was our first year operating as Boating BC, and it was one of growth and positive change.

To support this transition and leverage the opportunities that lay ahead, we evolved our staffing model from part-time contracted support to permanent employees dedicated to the work of the Association. In June, Lisa Geddes joined us as our first full-time Executive Director. Lisa formerly worked in the marine industry and brings deep experience in marketing, communications and executive leadership. Our Association has already benefited from her dedicated attention to our business interests.

This is our first Annual Report, and I encourage you to read the details of all we were able to accomplish in 2014. We hosted our two annual signature events – the Vancouver International Boat Show and the 2014 Boating BC Conference, both to great success – and invested in a number of marketing initiatives to get the word out about Boating BC and the boating lifestyle. Of course, we continued to diligently represent the interests of the recreational boating industry to all levels of government, and to invest in our community through our Grants and Sponsorship program.

This year we are particularly proud to have launched, in partnership with the BC Institute of Technology and the Training Institute Authority, the new Marine Mechanical Training Apprenticeship program. There is a dire need

for skilled tradespeople in our industry, and we strongly encourage our members to embrace this program; hire its graduates and provide the necessary support and encouragement for employees to enroll.

We continue to look for opportunities to add value for our members and this year announced our strategic partnership with the Association of Marina Industries (AMI). We are working to tailor AMI's training programs to our regional needs and to create training opportunities locally. We will soon be formalizing a marina sector group to join our other trade sector groups, the BC Yacht Brokers and BC Bareboat Charters.

Looking ahead to 2015, there is an air of optimism. Our membership is up 16 percent over last year and we're encouraged by the traction we've gained as Boating BC Association. As an industry, we have benefited greatly from last season's record breaking weather, a mild winter and low oil prices – all indicators for another strong boating season.

Thank you for your continued commitment to our Association and our industry, together we will ensure it remains vibrant and strong.

Sincerely,

A handwritten signature in black ink, appearing to read "Don Prittie". The signature is fluid and cursive.

Don Prittie
President

2014 BOARD OF DIRECTORS

EXECUTIVE

Don Prittie, President
Canoe Cove Marina

Mike Short, First Vice President
Vancouver Marina

Ian MacPherson, Second Vice President
Nanaimo Yacht Charters & Sailing School

Alan Stovell, Past President & Treasurer
Western Marine Company

DIRECTORS AT LARGE

Jaye-Lynn Gooch (resigned June, 2014)
M&P Mercury

Brendan Keys
GA Checkpoint Yamaha

Paul Mendham
Navis Marine Insurance Brokers

Morley Munro
Canmar Yacht Sales

Glenn Spartz
Volvo Penta Canada Inc.

TRADE SECTOR GROUP REPRESENTATIVES

Lawrence Fronczek, BC Yacht Brokers Association
Specialty Yacht Sales

Ian MacPherson, BC Bareboat Charter Association
Nanaimo Yacht Charters & Sailing Schools

STAFF

Lisa Geddes, Executive Director

Kaylee Jerez Torruco, Admin & Marketing Coordinator



GOVERNMENT + INDUSTRY RELATIONS

Government relations has been a cornerstone of our Association's work from the very beginning. In 2014 we continued to represent the interests of the recreational marine industry in British Columbia through our role on the following government and industry committees:

CANADIAN MARINE ADVISORY COUNCIL (CMAC):

CMAC is a national event hosted bi-annually in Ottawa by various federal government agencies including Transport Canada, Department of Fisheries and Canadian Coast Guard. It is where industry and government meet to discuss issues, recommend and debate changes to current regulations and the development of new standards.

PACIFIC REGIONAL BOATING ADVISORY COUNCIL (RBAC):

The Pacific Regional Boating Advisory Council complements the National Recreational Boating Advisory Council, which is chaired by the Director General, Transport Canada Marine. The mandate of the National Council is to assist the

Director General on how best to address the needs and interests of the recreational boating community in Canada.

PACIFIC COAST MARINE ADVISORY REVIEW PANEL (PACMAR):

PACMAR liaises with Canadian Coast Guard and other Government agencies on matters related to safety of life, protection of property and the marine environment on the Pacific Coast of Canada on behalf of commercial and recreational marine users.

NATIONAL MARINE MANUFACTURERS ASSOCIATION (NMMA):

As a member of the NMMA, Boating BC works collaboratively with the other regional marine trade associations across the country, and with the NMMA on issues that affect our industry nationally.



Additional 2014 government relations activities include:

NMMA'S DAY ON THE HILL, MAY 2014

In May, we attended the NMMA's Day on the Hill in Ottawa where we met with federal politicians and senior civil servants to inform and educate them on the social and economic benefits of recreational boating.

Meetings held with the Canadian Border Services Agency have resulted in progress towards making Canada more welcoming for marine tourists regarding the temporary importation of non-resident boats.

RECREATIONAL BOATING SCHOOL STANDARD TP15136

This standard was issued in July 2014, and while it was widely embraced by recreational boating schools, it failed to address the needs of the offshore and advanced sailing schools. We are currently working with Transport Canada to address these issues to ensure our members can continue to offer advanced training programs.

Boating BC was also called upon to provide comment and input regarding:

- Proposed Changes to Vessel Pollution and Dangerous Chemicals Regulations
- Proposed Amendments to the Small Vessel Regulations



GIVING BACK: GRANTS + SPONSORSHIP PROGRAM

"We would like to thank Boating BC for your continued strong support of the WaterWise team. This safe boating initiative would not be possible without your contribution."

– Dale Miller, Lifesaving Society of BC & Yukon

Boating BC offers financial support to not-for-profit organizations that undertake projects related to education, training, safety, environmental stewardship and community benefit. The intention of the program is to promote and improve boating interests in British Columbia.

2014 GRANT + SPONSORSHIP RECIPIENTS

Clean Marine BC Program, Georgia Strait Alliance \$5,000

Clean Marine BC is a voluntary environmental recognition program for marinas, harbour authorities, yacht clubs and boatyards in BC.

WaterWise Boat Safety Team, Lifesaving Society, BC & Yukon Branch \$20,000

The WaterWise Boat Safety Team travels the province, visiting schools and attending events throughout the summer, spreading their safe boating message to youth and boaters on and off the water.

Victoria Boat Show, BC Yacht Brokers Association \$10,000

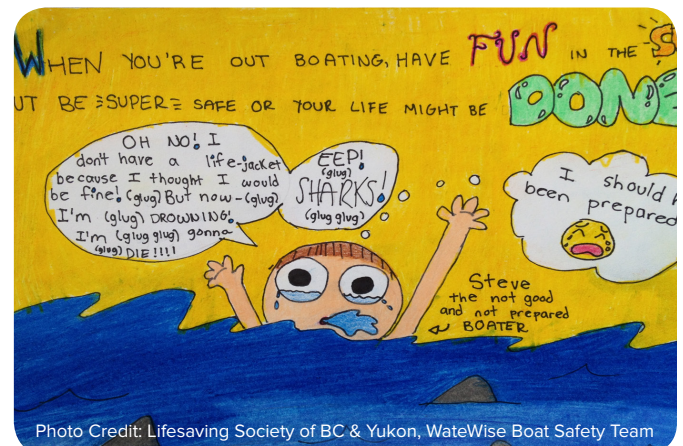
The Victoria Boat Show is an annual floating show presented by the BC Yacht Brokers Association.

Canadian Safe Boating Council Annual Symposium \$3,000

The CSBC Annual Symposium brings together boating safety organizations from across Canada and internationally to share knowledge and best practices in promoting safe boating.

Canadian Power & Sail Squadron, Pacific Mainland District, AGM \$300

The CPS, Pacific Mainland District's AGM and Change of Watch is attended by 100 local boaters each May.

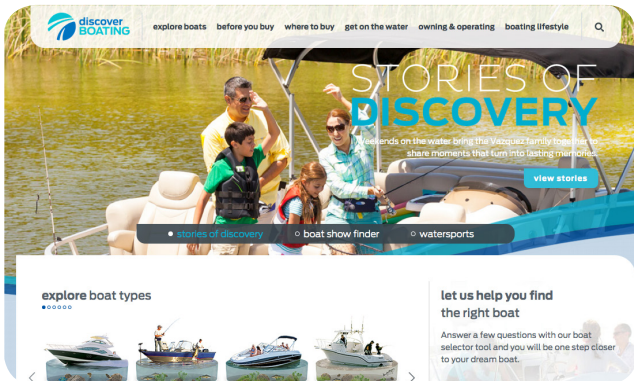


MARKETING

Throughout 2014, the Association invested in a variety of marketing initiatives with the aim to increase the profile of Boating BC and the boating lifestyle. These included:

Discover Boating

Boating BC holds two seats on Discover Boating's board of directors (one voting, one non-voting), and contributes financially to this national industry collaboration. Discover Boating works to raise the profile of recreational boating and to provide easy-to-understand information about how to get involved in boating.



2014 saw much success with the Discover Boating campaign:

- 363,000 online visitors (13% increase)
- 118,600 referrals to manufacturer sites (up 19%)
- 38,563 Facebook likes (up 11%)
- 160 news stories generated nationally

AM650 Radio Series

This six-part series ran monthly through the boating season and showcased all aspects of boating in BC. Videos of this series can be viewed on our YouTube channel.



Social Media

In November, we launched the Association's social media channels – Facebook, Twitter, Instagram and LinkedIn – and have already established a solid presence with the boating public and other stakeholder groups.



Show Exhibits

Boating BC exhibited at the Vancouver International Boat Show, the Victoria Boat Show and Western Marine's Dealer Show. With each event, we continue to raise awareness of our Association, engage new members and expand our engagement opportunities with the public.



PROMOTING MARINE CAREERS

The marine industry has been void of skilled tradespeople trained in the latest technologies. We are proud to report that, after ten years in development, the new Marine Mechanical Technician Apprenticeship (MMT) program officially launched in 2014 and the inaugural course, offered at the BC Institute of Technology's (BCIT) new marine campus on Annacis Island, commenced in January 2015 with a full complement of students.

The program was heavily promoted by Boating BC to ensure its success in this first year including participation in The Province newspapers Skilled Trades Campaign.

The new MMT program became a reality thanks to the close partnership of Boating BC, Industry Training Authority (ITA) and BCIT and all of the marine engine manufacturers who donated state-of-the-art equipment and provided input throughout the development of the program.

Spanning many industries: The trades provide variety and opportunity

Thousands of jobs await B.C. youth in the trades.
Learn more about the various opportunities available for you.

For many bright young Canadians considering today's job market, the landscape can seem dire. The simple truth is that a university education no longer offers the return on investment or guarantee of employability that it once did. To this cohort, weighing the value of a minimum wage job versus a degree and a minimum wage job, an apprenticeship in the trades is an increasingly appealing career path.

Changing perspective
While some may think only of plumbers and electricians when they think of the skilled trades, the possibilities go far beyond that and include some of the most advanced and technical jobs in a variety of industries. Water well drillers find and access clean



portable underground water for residential and industrial installations. Production horticulturalists grow crops in nurseries and greenhouses, caring for the plants and controlling pests.
In British Columbia, Boating BC has recently launched a new program for marine mechanical technicians at the British Columbia Institute of Technology. Students

can enter the program straight out of high school and be accumulating hands-on work experience almost immediately, augmented by in-class learning.
The program, in total, encompasses 600 hours (20 weeks) of classroom learning and 4500 hours (roughly 2 years) of paid work-based training. Upon completion of this program, a

student is a member of one of the most engaging professions around. "There is no typical day in this trade," says Glenn Spartz of the Boating BC Association Board of Directors. "One day you may be diagnosing an electrical problem, the next day installing a new engine in a boat, the following day doing a sea trial of that boat with the new engine."

THINKING OUTSIDE THE BOX
There are so many different trades available in B.C. Find the one that is right for you.
www.ita.ca

finding work for the foreseeable future. This is definitely a jobs-in-need-of-people situation.
The same story is true in so many of the skilled trades. It's no wonder that young people are increasingly looking at apprenticeships as an attractive alternative to traditional post-secondary education. An apprenticeship offers a real-world, hands-on education from professionals currently employed in the field, rather than from full-time teachers in a classroom environment. And it's not at all uncommon for newly minted journeymen to start at \$50 thousand or more per year.
So, young Canadians (and parents of young Canadians), you owe it to yourselves to consider the merits of an apprenticeship, whether it's as a climbing arborist, a chef, a welder or a cranioanalyst.

There is plenty of information online. Resources like the ITA provide insight on the multitude of trades, like marine mechanical technician, available to you.
D.F. MCCOURT
editor@theadaptation.com



MARINE MECHANICAL TECHNICIAN APPRENTICESHIP PROGRAM

OPEN FOR REGISTRATION

New BCIT Campus
on Annacis Island
Starts January 2016

ALREADY
QUALIFIED?
Apply now to



SPONSORED BY:



BOATING BC EVENTS

Vancouver International Boat Show

The 2014 Vancouver International Boat Show was held on its new dates in January attracting 31,338 visitors. While numbers were down slightly over the previous year, exhibitor sales were very strong at BC Place and Granville Island and our media reach exceeded all expectations with Marianne and the SS Minnow on board. The Boat Show is a long-standing tradition for our industry and we look forward to its continued growth and evolution.

"This year has been our best year ever at the Vancouver Boat Show. We were selling steadily throughout the show and saw crowds of enthusiastic buyers. We were also excited to see new customers from Alberta and the interior of BC come down for the show."

- Dave Turner, Port Boat House



BOATING BC EVENTS

2014 Boating BC Conference

In November we hosted the 2014 Boating BC Conference, our fourth annual. This year's theme focused on marketing – disruptive thinking and fresh ideas – and we saw the immediate impact as attendees reached for their phones to change marketing plans on the spot. Magic happens when we come together, share ideas, learn and connect, and this year's conference had all of that and more.

"I never miss our annual conference. It's the best place to get some education and inspiration – and it's the best place to meet new peers in the industry."

– Ian Binstead, Galleon Marine



Of course, the 2014 Boating BC Conference would not be possible without the generous support of our sponsors:

Gold



Silver



GE Capital
Commercial Distribution Finance



VOLVO PENTA



Bronze



Looking to Buy or Sell a Boat?
Canada's #1 Boat Listing Site



NAVIS



MEMBERSHIP

In 2014 Boating BC's membership grew an astonishing 16 percent over 2013! We continually strive to add value to our members – this year we revamped our Member Savings Program and added new affinity partners Mills Basics and the Sandman Hotel chain.

We also established a strategic partnership with the Association of Marina Industries, whose benefits and training programs now extend to Boating BC marina members. Moving forward, we will continue to grow our membership and strengthen our voice across the province.

Boating BC Membership Summary

	2014 (Dec. 31, 2014)	2013 (Dec. 31, 2013)	2012 (Dec. 31, 2012)
Regular	207	187	190
Affiliate	21	15	16
Associate	1	N/A	N/A
Not-For-Profit	11	6	7
TOTAL	240	208	213
TRADE SECTOR GROUPS			
BCYBA	33	34	33
BCBCA	4	4	4



BOATING BC 2014 FINANCIALS

For the last few years Boating BC has invested cash held in reserve in order to advance the work of the Association. This was a strategic decision made by the board and included a subsidy of our annual conference to ensure its successful launch, investments in a number of marketing initiatives and some extraordinary expenses such as the recruitment of our Executive Director. While this decision resulted in a net operating loss for 2013 and 2014, the board agreed these investments were necessary for the industry and to ensure the Association's future growth and success. Boating BC continues to be financially strong and the goal for 2015 is to complete the year in a balanced financial position.

Boating BC Association Statement of Financial Position, December 31, 2014

	2014	2013
ASSETS		
Current		
Cash	\$ 122,181	\$ 168,283
Term Deposits	550,787	550,151
Accounts + accrued interest receivable	7,447	34,348
GST/HST receivable	763	1,046
	681,178	753,828
Investment in Vancouver International Boat Show	546,653	546,653
Equipment	795	-
	\$ 1,228,626	\$ 1,300,481
LIABILITY		
Current		
Accounts payable + accrued liabilities	\$ 23,948	\$ 8,797
Net Assets		
Unrestricted	1,204,678	1,291,684
	\$ 1,228,626	\$ 1,300,481

Boating BC Association
Statement of Operations, December 31, 2014

	2014	2013
REVENUES		
Vancouver International Boat Show	\$ 167,712	\$ 195,253
Membership	73,370	70,112
Conference	59,027	56,544
Discover Boating Levy	47,635	47,566
Interest	6,173	15,545
Miscellaneous	262	243
	<u>354,179</u>	<u>385,263</u>
EXPENSES		
Administration Fees	\$ 80,127	\$ 138,455
Conference	75,957	90,049
Wages & Benefits	71,341	-
Professional Fees + Industry Research	54,475	24,682
Grants + Sponsorships	38,300	47,800
Marketing + Advertising	26,769	150
Boating Promotion (Discover Boating)	21,000	21,000
Rent	16,047	10,691
Meetings	14,415	14,957
Web Development + IT Support	12,202	49,208
Office	6,905	6,060
VIBS Booth	6,474	7,295
Government Relations	4,296	3,683
Bank Charges + Merchant Fees	3,751	4,149
Annual General Meeting	3,152	3,378
Insurance	2,321	2,310
Meals + Entertainment	1,667	-
Memberships	1,573	310
Bad Debts	111	-
Sector Group Expenses	-	2,104
Miscellaneous	-	80
Amortization	302	-
	<u>441,185</u>	<u>426,361</u>
Excess (deficiency) of revenues over expenses for the year	\$ (87,006)	\$ (41,098)