

NEWSLETTER NOVEMBER

2008



Message from the New Chair

Dear Members,

At this time of enormous economic and social change, I am very pleased to have been elected chair of AYSS but must admit to a little trepidation having come into this position in a time of such huge transition. This will, I predict, to paraphrase Dickens, be the best of times and the worst of times. At least it should be interesting.

The growth in the yachting industry in recent years as is the whole world economy boomed has been quite astonishing. The current downturn seems to be a mystery to economists worldwide so its effect on our industry remains to be seen. However we remain positive and intend to strengthen our Association in the coming years. Our move away from being the referral association we have been until now, to a fully fledged Trade Association, is underway and we expect that this year will prove a seminal time for us all. We are convinced that we will all gain from this new initiative.

Our aim to raise the general status of yacht agents within the industry can only be realized through a huge effort on the part of the whole Association. At this time we are still a small club in many ways and we need to make a leap of faith, all together, to grow and mature. That will mean creating a framework by which we can work to ensure that we are prepared for the future. Already many of these are being worked on by some of our members. We also intend to re-brand the Association with a new image to go with our new status. This will mean a new-look handbook as well as new advertisements. A group of members are working hard on promoting the Association to its clients and trying to find new ways to present our message successfully to them at events.

One of the best ways to promote the Association though, remains word of mouth and distribution of the AYSS handbook by each and every member. There can be no more powerful message than that of an agent bringing the Association to the attention of a client.

Each handbook delivered in this way has 100 times the power of a handbook dropped on a yacht deck as so much other advertising material is. So please take the time to introduce the Association to your clients. It is the most powerful tool any of us has and we will all benefit if we each take some time to do this.

I would also like to ask you all to participate as much as you can in the Association. For us to succeed will take a huge effort which cannot be made only

by the council. We have created committees lead by council members, with individual tasks driving us to our goal of increasing awareness and strengthening our position in the industry. Please offer your services in your off-season, whenever that is, to help the Association. If you contact Jenny or myself, we can direct you to a suitable committee for your talents.

We have a lot to do in order to accomplish our aims for this year but I am confident that we can make huge inroads if we believe in the Association.

Thank you all for being members of the Association and for supporting it. Please make sure that you too benefit from membership by helping to promote AYSS because by doing that you are increasing your own presence and helping the cause of raising awareness of the professionalism of yacht agents worldwide.

Rosemary Pavlatou
A1 Yacht Trade Consortium – Athens

Update on Australian Superyacht Crew Visa

The Australian Department of Immigration released the "Super Yacht Crew Visa" on the 27th of October 2008.

The visa is especially designed to allow crew on super yachts to enter Australia, either on foreign charter or private yachts. The visa is free of charge and can be applied for in writing or Online.

MYS has successfully processed several Super Yacht crew visas and can be contacted for more information.

Geoff Major
Major Yacht Services

FLIBS A Report from Rex Westergard in Alaska

Our operations manager, Paul Axelson and two yacht agents from Alaska Yacht Services, Julia Black from our Juneau office and myself, Rex A. Westergard from the head office in Ketchikan attended the FLIBS.

The weather was cooler and not as humid as last year, with no appreciable rain (last years torrential downpours dampened the Show quite a bit!).

We talked at length with Matt Celesti from National Marine Suppliers at their booth. Specifically, we are going to work together to find the best logistical solutions for sending supplies, parts and provisions to our Alaskan communities on Alaska Airlines air freight when we cannot get them locally in Alaska; the remoteness of Alaska is a challenge. We are optimistic however that a three day window may be a possibility from the time we order, to delivery at the yacht.

This may be stretching it, but we are working towards that end.

We also spent three or four hours with Brian Donovan at Premier Marine Services out of Halifax, Nova Scotia, Canada. We found him very open and friendly. We discussed the workings of our two organizations over a cold beer (or two) on the Face Dock at the Boat Show.

Premier and YSA have geographic similarities. In addition, both agencies have pilotage issues which effect yachts cruising in our respective areas. We also talked about billing and found more similarities than differences in this regard. Brian is in a more urban setting but has the same work ethic approach. We both work around the clock to provide husbandry to our customers seven days a week, with almost identical seasons.

YSA's Boat Show experience was much better than the previous year. We now "cut to the chase" as they say, due to our familiarity with how the show works and who best to see.

Our conversations with yacht managers, agents and marina managers lead us to believe the global economic impacts probably won't have a major effect on the megayachts but may have a detrimental influence on the smaller yachts less than 25 meters. (Sheer conjecture at this point of course.)

We were very disappointed Mark Drewelow of C2C could not make it, but we certainly understood his need to be taking care of his vessels during a busy time in San Diego.

All in all the FLIBS was a good venue from our standpoint. It not only provided some business opportunities but also allowed the warmth of the "Sunshine State" to take the chill out of our Alaskan bones.

Rex A. Westergard
Yacht Services of Alaska

New Member

AYSS Welcomes:-

Integrated Marine Group Ltd
135 Halsey Street, Viaduct Harbour
Auckland, New Zealand

Contacts:
Mark Wightman and Jeanette Tobin
mark@integratedmarinegroup.com and
jeanette@integratedmarinegroup.com

Tel + 44 9 377 2142
Fax +64 9 377 2144