



Celebrating 30 years at the Cove

23 April 2018
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The Sanctuary Cove International Boat Show today is an integral part of the local boating industry and a key barometer of its fortunes. Turn the clock back 30 years, however, and it wasn't always that way. In fact, the origins of one of the world's leading boat shows were somewhat serendipitous. It could all have been very different.

Barry Jenkins, who has been with the show since the very beginning, recalls that in the wake of the Ultimate Event, he was given the task of coming up with a program of events to promote Sanctuary Cove, one of which was a boat show. Initially, in 1989, it was called the Queensland International Boat Show, before becoming the Sanctuary Cove International Boating Festival and then finally SCIBS as we know it today. It is the only event hosted by Sanctuary Cove to have been staged every year since if it's opened.

The inaugural show attracted about 123 exhibitors and the response from the public was immediate

"It stopped traffic north on the Pacific Highway back to Dreamworld and south down to Runaway Bay. You couldn't get near the place," recalls Jenkins

The concept of an on-water display and the marina village quickly captured the boating public's interest. The following year there were 200 exhibitors and thereafter numbers continued to grow year on year, breaking through the 400 barrier and hitting a top of more than 450 in 2008 just before the industry fell off a cliff.

While the exhibition figures speak for themselves - Jenkins says that over the years the shown has hosted 9,500 exhibitors, 12 million violors and generated an economic impact in excess of \$3 billion - the influence of the event in helping to build and sustain a local boating industry is inestimable. The success of global brands such as Riviera and Maritimo, the development of marine being to build and sustain a local boating industry is inestimable. The success of global brands such as Riviera and Maritimo, the development of marine being the build and sustain a local boating industry is inestimable. The success of global brands such as Riviera and Maritimo, the development of marine being the success of the Commerca Marine Precinct, have all been aided by the success of \$20BS in creating an internationally-recognised boating event. The relationship between industry and show has been symbiotic both have needed each other in order to grow and be successful.

In the years after 1989, what started out as an event to promote the Sanctuary Cove resort quickly took on a life of its own. This created its own challenges at the venue given that it is a gated co employed to manage the event's burgeoning logistics.

"The show became all-consuming," says Jenkins. "Year by year, it grew and grew and grew until it got to the stage where it became virtually everything I did at Sanctuary Cove.

Part of the industry

Increasingly too the show began to be seen not just an an evert in its own right but as part of the broader marine industry, Jewish instead was active and the concentrated of the Australian International Marine Export Cross (JAINEQ) of which it is a crusted as part of the proader marine industry, Jewish instead was active proader as a mean of beging beginned by an amount of beginning to a mean of beginning to a mean of beginning to a mean of the proader as a mean of beginning to a mean of the beginning to a me While the industry has played a major role in promoting Sanctuary Cove on the world stage as a desirable Gold Coast destination, equally SCIBS has been instrumental in fashioning a uniquely Australian boating market, not just on the Gold Coast but throughout Queensland and beyond.

Undoubtedly though the show's peak came in 2008 when the show saw a record 450 boats on water, 600 boats on land and a total of 53,700 visitors over the four days, it was not to last, however, and in the ensuing years SCIBS has followed the fortunes of the wider industry.

He gives credit to the current owners of Sanctuary Cove, Mulpha Australia, for keeping the show going despite the tough times

"Right through those not-so-good years, Mulpha underwrote the show to give the industry a continuing platform," he says. "Now it's starting to rebuild lited and as the industry grows, the show will grow in turn."

Today, with the 30th show in sight, there is a definite optimism about the future of SCIBS and the local industry. Last year was the biggest show in ten years, attracting 42,000 visitors and 300 exhibitors, with a palpable buzz of confidence throughout the marina and village

Buoyed by that result and the current positive outlook for the industry, organisers are hoping for another bumper year in 2018 and a well-deserved celebration of the 30th milestone The 30th anniversary Sanctuary Cove International Boat Show will be held from 24-27 May, 2018. Tickets are on sale

This article was first published in the February-March 2018 issue of Marine Business magazine

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