

# New Zealand Marine Industry Conference 2007

## High Quality Speakers "Star" at Marine Industry Conference

**AN IMPRESSIVE** collection of highly successful and very entertaining keynote speakers entertained and informed the more than 100 delegates at this year's New Zealand Marine Industry Conference. The conference, with a theme of Manufacturing, Management and Marketing was held at the Hilton Hotel on Princes Wharf in downtown Auckland, on April 19-20.

Delegates heard first from Mike Lee, Chairman of the Auckland Regional Council, who delivered the opening address. Mike Lee stressed that the ARC appreciated how vital the marine industry was to the economic well being of Auckland and said the ARC was committed to ensuring the future viability of the industry in Westhaven/Wynyard Point area.

After being updated by MIA Executive Director, Peter Busfield and BITO Training Manager Chris van der Hor on the current status and future prospects for the marine industry, delegates heard from Slingshot CEO, Annette Presley. In a dynamic and motivating address, Annette Presley urged the audience to "Feel the Fear and Do It Anyway", warned that "Opportunities Don't Come Twice" and observed that "It's Never the Right Time" to take risk (the risk just has to be taken anyway to progress).

She was followed by one of the most popular speakers from the 2006 Conference, Business NZ CEO Phil O'Reilly. Phil O'Reilly looked at what New Zealand businesses are doing right and where they can improve and stressed the importance of lifting our productivity if we wanted to grow New Zealand's wealth.

United States National Marine Manufacturers Association long time President and CEO, Thom Dammrich talked about the state of the recreational boating market in the US and the steps his organisation is taking to increase the number of people and families going boating.

In the afternoon, in a very popular change from previous years, delegates visited two iconic New Zealand marine businesses, Rayglass Boats and Marten Spars and were enthralled at the quality of what they saw.

The second day of the Conference began with a fascinating address from Glidepath founder and CEO, Ken Stevens about practical ways to grow a business.

This was followed by a presentation by Sean O'Sullivan Of Empower Software showing how manufacturers can increase their productivity while reducing labour costs.

Two Breakout Sessions (on Finance and Relocating a Business) were then followed by regular conference favourite, international finance commentator Rod Oram and superb motivational speaker Billy Graham.

There were also a number of opportunities for delegates to network, including a fabulous conference dinner at Mudbrick Restaurant on Waiheke Island.

