



GOVERNMENT OF
WESTERN AUSTRALIA

Superyachts in Western Australia



March 2024

Image: 84m trimaran White Rabbit,
built in Western Australia by Echo Yachts



Acknowledgement of country

The Department of Jobs, Tourism, Science and Innovation acknowledges the Traditional Custodians throughout Western Australia and their continuing connection to the land, waters and community. We pay our respects to all members of Aboriginal and Torres Strait Islander communities and their cultures, and to Elders past, present, and emerging.





What Western Australia offers

A superyacht is defined as a professionally crewed luxury sailing, or motor vessel, of at least 24m length overall (LOA), used for sport or leisure, with beds for 12 or fewer guests, and accompanying crew.

Unique untapped cruising grounds

Western Australia is brimming with wondrous otherworldly and dreamlike adventures. The state offers over 20,000 km² of unparalleled, remote, and untouched touring grounds that feature ancient natural lands, one of the world's longest continuous stretch of marine reserves in the world, including 18 tropical marine biodiversity global hotspots and numerous reef formations and adventurous harbours.

This dreamlike adventurous spirit carries through to our globally competitive design and vessel manufacturing industry, specialising in new builds, refit, and maintenance. Western Australia is home to Australia's largest superyacht builders and a substantial proportion of the nation's ship building base. This is a globally competitive edge that ensures commissioned superyachts are designed, built, and maintained to be like nothing else on the planet.

Western Australia is renowned for providing world class services and facilities. The Australian Marine Complex (AMC) is a secure manufacturing, fabrication,

assembly, and maintenance facility close to large scale port infrastructure, Fremantle and Perth airport.

The AMC Common User Facility supports a 12,000-tonne capacity dock that provides direct water and hard stand access for large superyachts.

While vessels make their way down the coast, Western Australia offers welcoming harbours and offshore moorings, fuelling and service wharfs, as well as crew change out and recreational activities. The harbours and marinas are located down the coast from Broome to Exmouth, Geraldton to Fremantle, Rockingham to Busselton and around the Cape to Albany and Esperance. All harbours are adjacent to the best of Western Australian hospitality, premium food, wine, and craftspeople.

Globally competitive industry

Currently vessels cruise Australian waters across the top end to the east coast, and down from the top end to Western Australia's world-class maintenance and refit facilities, located at the Australian



Marine Complex in Henderson. Approximately 400 domestic superyachts, and 350 foreign superyachts, visit Australian waters bi-annually. Western Australia currently captures around 2.7% of this visitation market.

Quality facilities

Western Australia is the only state in Australia with a large 12,000 tonne lifting capacity floating dock with two large superyacht builders who specialise in the design, manufacture and export of large custom-made superyachts, superyacht refits and maintenance work. The national domestic fleet of superyachts (imported into and operated within Australia) has doubled between 2022-2023.

In 2023, the Western Australian superyacht sector is conservatively estimated to provide 1,395 full time equivalent (FTE) jobs, \$119.5 million in wages and salaries paid to Western Australian workers and \$180.6

million in contribution to the Western Australian Gross State Product (GSP), including direct and flow-on impacts. Our workforce is highly trained and skilled Project Managers, Naval Architects, Engineers, Designers, Fabrication/Engineering/Electrical/Fit-out/Painting tradespeople and apprentices.



Why invest in Western Australia

The vision for Western Australia's superyacht industry is one of increased, diversified, and dispersed superyacht activity across the state. Where possible, Western Australia is open to public and private investment to deliver the best experience, service, and personnel to grow this industry into the future.

A look over the horizon is pointing to incremental increases in visitation of vessels within Western Australia driving demand for maintenance and refit activity, vessel operations and associated vessel based and land-based tourism.



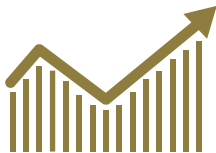
ACCESS TO INCREDIBLE NATURAL MARINE ASSETS

Western Australia is a destination like no other for explorer and adventure-based visitation.



A STRONG SUPERYACHT SUPPLY CHAIN

Western Australia offers world class superyacht manufacturing, secure facilities for maintenance and refit, and a robust supply chain with a skilled and experienced workforce for the industry.



INCREASED DEMAND AND VESSEL SUPPLY

Independent economic forecast modelling demonstrates a strong growth prospect in both visitation demand and vessel supply in Western Australia.



A COLLABORATIVE APPROACH TO INVESTMENT

The Western Australian Superyacht Working Group is a demonstrated example of industry, government agencies and experienced commercial leaders working together to find new solutions to accelerate growth in the sector.





Realising the growth potential

Opportunities for Western Australia's growth potential will be realised by:

1

FACILITIES SUPPORT

encouraging and facilitating private investment in infrastructure development through support, flexible arrangements, and opportunities for public-private partnership.

2

INDUSTRY EVENTS AND MARKETING

collaborating with industry and government bodies to promote and market Western Australian opportunities at international events and through our trade and investment roadshows.

3

SUPPLY CHAIN SUPPORT

establishing innovative and cluster strategies across the blue economy, training and apprenticeship programs, and industry support for provisioning, maintenance, and Chandler services to promote internal industry development.

4

RESEARCH AND DEVELOPMENT INVESTMENT

funding marine based research and development across the university and private sector to further elevate the quality, reputation, and naval shipbuilding on Western Australian shores.

5

TOURISM

ensuring bespoke regional and coastal attractions continue to be developed to suite luxury cruise, superyacht charter and crew experiences, and these are promoted across the globe.

6

POLICY SUPPORT

encourage first Australian port of entry via Western Australia ports, clarity of tax regimes and other policy support that can be provided through clear contact points across Western Australian State government agencies.

Image: Echo Yachts 84m White Rabbit (G),
pictured above 61m White Rabbit (E)





Exploring the waters

Across the Western Australia coastline, there are many pen, mooring and berth facilities suitable for superyachts. This unlocks access to unique cruising grounds and a wealth of natural, cultural and tourism destinations, as well as vessel refit and maintenance services:

- 1 Cruising The Kimberleys – homeport Broome**
A tidal port facility with three berths that sit high above the waterline including a 331m wharf, two inner berths at 170m with a 9,000-tonne displacement, and one additional berth to 96m with a 1,500-tonne displacement. 24-hour lighting, fuel, and power available.
Privately operated deepwater moorings available via TAMS Group, Broome Moorings & Roebuck Bay Anchorages.
- 2 Cruising Ningaloo – homeport Exmouth**
Exmouth Boat Harbour managed by DOT (Maritime) has up to 4 x 25m pens, and a longer service wharf offering fuel, power, 24-hour lighting and access to land based resort accommodation.
- 3 Cruising Shark Bay – homeport Carnarvon**
Carnarvon Boat Harbour's Bickley Wharf can service two 25m vessels, with the T jetty offering an additional two 25m vessels with a maximum load to 50 tonnes. Fuel, power, and servicing are available.
- 4 Cruising the Batavia Coast – homeport Geraldton**
Direct access to the Batavia Coast and Abrolhos Islands via the Geraldton Batavia Coast Marina with two floating docks alongside berths for vessels up to 25 metres. Fuel, power and servicing available.
- 5 Cruising Perth's newest Ocean Reef Marina**
Construction of its two breakwaters is underway and the whole marina, including an impressive 30m long ocean pool will be fully completed by 2036. The marina will include capacity for up to 550 boat pens with berth sizes yet to be released.
- 6 Cruising Historic Fremantle, Rottneest, and the Perth Canyon**
Fremantle's iconic Fishing Boat Harbour can service vessels at Sea Harvest Marine between 40m to 70m with direct access to Fremantle premium accommodation and hospitality. Voted by Time Magazine as one of 2023 Top Global Destinations, Fremantle provides for direct access to Perth Canyon and Rottneest moorings.
- 7 Australian Marine Complex – Superyacht construction, refit, and maintenance services**
- 8 Cruising Geographe Bay and Margaret River**
Margaret River is a globally recognised premium wine and food region accessible via Busselton's Port Geographe Marina with pens up to 30m. Moorings available at Eagle Bay for vessels up to 15m.
- 9 Cruising the Wild Southern Ocean – Homeport Albany**
The Albany Waterfront Marina is located at the foot of the townsite on Princess Royal Harbour Foreshore. The harbour has 6 x 20m berths with a fixed wooden jetty for larger vessels. Power water and 24 hour lighting available.
- 10 Cruising the South and Woody Island – homeport Esperance.**
Esperance's Bandy Creek Boat Harbour is designed to accommodate ocean trawlers and larger vessels up to 30m, with secure gate access, fuel, power, and CCTV coverage. A vessel mooring for up to 300 tonne is also available across the turquoise waters at Woody Island.

Prior to arrival at port and harbour facilities, vessel captains and charterers must contact the relevant Harbour Master. Further information is available on p.16





World class construction maintenance & refit

Western Australia's connection to the superyacht industry is much deeper than just cruising.

The impressive and secure dry dock at the Australian Marine Complex in Henderson is home to world class marine and vessel manufacturers including Echo Yachts, Silveryachts and Austal Ships.

Here vessels are designed, manufactured, fabricated, assembled, and maintained by skilled naval architects, designers, and advanced tradespeople, in a facility close to Fremantle Port, Rottnest, and a gateway to the rest of Western Australia.

The industry is delivering a strong youth and apprenticeship training pathways program at the Australian Marine Complex, creating a future focused, digital and technologically capable workforce of the future.

LARGEST WESTERN AUSTRALIAN BUILDS

WANDERLUST

is an 85.3m Motor Yacht,
built by SilverYachts.

WHITE RABBIT

is 84m trimaran, built by Echo Yachts
Winner 2019 Boat Design & Innovation
Award for Best Naval Architecture

Yacht Designer	Espen Oeino International	Sorgiovanni Designs
Naval Architect	Silver Yachts	One2Three Naval Architects
Interior Design	Silver Yachts	Sorgiovanni Designs
Delivered	2022	2018
Top Speed	23 Knots	19 Knots
Cruising Speed	14 Knots	12 Knots
Maximum Cruising Range	5800 nm at 14 knots	5,000 nautical miles at 12 knots
GT	1561	2940
Beam	11m	20m
Crew	23	36
Guests	16	28



Let us impress

From 2016 to 2020 domestic and foreign superyachts spent approximately \$206.7 million on average per annum on operating costs in Australia. This includes bunkering/fuel (around 54.1% of expenses), however it also includes significant provisioning for owner and crew services, administration, and berthing.

For each vessel over ~90m LOA, the average operating expenses is around \$2.8 million – with around a quarter of that on provisioning, which equals a lot of lobster, fresh seafood, wine, flowers, ice, and other provisions.

And where better than to stock a yacht with the best local produce in the world than here in Western Australia...imagine Black Perigord truffles. Rock lobster. Premium wines.

Take advantage of an incredible array of food and beverages, from delicious fruit and vegetables, fresh meat, seafood and grains, to premium gourmet products, award-winning wines and more.

The passion of our growers and producers, combined with the pristine, bio-secure environment, creates high-quality products, recognised around the world for their unique characteristics, often only found in the western part of Australia.

With strong links to research and development, and a dedication to biosecurity, Western Australia offers an array of premium products which are sustainably and ethically produced.





Image: Echo Yachts 50m M/Y CHARLEY
off Rottnest Island, Western Australia



In summary

Western Australia is a special place like nowhere else in the world.

Western Australia delivers the experience, the expertise and the landscape that creates adventures like no other.

The superyacht industry is a valued part of our future marine economy.

HOW CAN WE HELP YOU?

Let us build a vessel beyond imagination...

Contact:

Echo Yachts - <https://www.echomarinegroup.com/luxury>

Silver Yachts - <https://silveryachts.com/>

INVESTING IN OUR INFRASTRUCTURE AND MARINAS?

Contact:

Invest & Trade, Western Australia

Department of Jobs, Tourism, Science & Innovation

Level 11, 1 William St Perth WA 6000

Email: investandtrade@jtsi.wa.gov.au

Phone: +61 8 6277 3000

Web: <https://www.investandtrade.wa.gov.au/why-wa#contact>

INTERESTED IN TOURING OUR WATERS, OR IN NEED OF SUPPLIES?

Contact:

Superyacht Australia

Email: dgood@aimex.asn.au

Web: <https://www.superyacht-australia.com/>

Department of Biodiversity, Conservation and Attractions

<https://www.dbca.wa.gov.au/>

Western Australian Ports

<https://www.transport.wa.gov.au/Freight-Ports/port-authorities.asp>

Department of Transport (Marine)

<https://www.transport.wa.gov.au/imagine/marine-information.asp>

Australia In Depth Video Series

<https://www.superyacht-australia.com/australia-indepth-documentary-series/>



Image: Cruising in Rottnest Island, Western Australia



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