

GENERAL INFORMATION AND APPLICATION FORM



GoldAnchor

International Rating Scheme for Marinas

Thank you for your enquiry about the Marina Industries Association of Australia (MIAA) Gold Anchor Rating Scheme. This nine page document outlines the Scheme and includes the Application Form for participation on the back page.

If you have any queries relating to this information or subsequently during participation in Gold Anchor please contact the Executive Officer at MIAA.

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Introduction to the Marina Industries Association of Australia

The Gold Anchors Rating Scheme rates marinas according to an independent assessment of its infrastructure, planning and service. The Scheme assists marinas to position and differentiate themselves in the market place. It helps marina users in selecting a marina aligned with their needs. This international Scheme is administered by the Marina Industries Association of Australia (MIAA). The MIAA is the peak body representing the marina industries drawing membership from marinas, yacht clubs, boat clubs, slips, boatyards, berthing, mooring and many other associated businesses. The MIAA has a growing membership from Australia, New Zealand, Asia and the Middle East.

Introduction and Background to Gold Anchor Rating Scheme

The MIAA mission is the *promotion of marinas and the marina industry generally through the provision of education, accreditation and research policy.*

The Gold Anchor Rating Scheme reinforces MIAA's promotional and industry development objectives. Gold Anchor rating is an international initiative.

The Scheme is based on desk top, then site assessments of 101 items across 10 areas to provide a rating for the benefit of marina users and the marina itself.

The MIAA Gold Anchor Rating Scheme reinforces MIAA's belief that marina (including yacht/motor clubs) clients want an integrated or seamless user experience. They also want a quality experience that represents good value for money. As with accommodation not everyone can afford; nor wants to pay for top of the range facilities and service. A Gold Anchor rating helps position and market the marina at the appropriate position and price points for the benefit of its target market. Ratings are provided at the levels of 5, 4 ½, 4, 3 ½ and 3 Gold Anchors.

Participation in the Scheme

Participation in the Scheme is straight forward (see P 6 for detailed procedures). Once the applicant has completed and submitted the application form and payment they are registered for the Scheme and sent the Gold Anchor Audit Booklet. The completed Booklet is returned to MIAA and subject to compliance a date for the Auditors visit is set. A list of recent marina users is provided to enable the sampling of visitor satisfaction prior to audit. Post the audit the Auditors recommendation goes via the Gold Anchor Committee to the MIAA Board and the applicant is informed of their rating. The Gold Anchor marina is provided with the certificate and associated promotional material and marketed as part of MIAA's integrated strategy for Gold Anchor marinas. The applicant's rating is current for a period of three years during which time 'mystery shopper' audits will be conducted to uphold the integrity of the Scheme.

How Gold Anchor Status Can Benefit Your Marina

This Scheme is not for every marina. If your marina is purely a *working* marina then the Scheme will have limited value. If however you are a *destination* or *transient* marina or a *tourism/resort* marina; *club* or *combination* marina Gold Anchor will provide a range of benefits:

- ↳ Gold Anchor rating is an excellent marketing tool for participating marinas
- ↳ It provides consumers with additional confidence in the marina
- ↳ A Gold Anchor rating creates an additional sense of anticipation

- ↳ A Gold Anchor rating helps position your marina and reinforce your price points with existing and potential users in a competitive market
- ↳ It helps existing and potential marina users differentiate between marinas and select marinas best suited to their needs
- ↳ It benchmarks your marina against others locally, nationally and internationally
- ↳ The value of the targeted promotional exposure guaranteed as part of the Schemes marketing mix is greater than the application fee
- ↳ It provides a business 'service or health check' using well researched assessment criteria and your client telephone survey data to identify areas for improvement
- ↳ It provides you with independent and objective feedback on your marina
- ↳ Gold Anchor rating provides a very tangible reward and recognition for the efforts of staff and investors in the marina.

Scheme Entry Criteria

To be accepted into the MIAA Gold Anchor Rating Scheme and remain in the Scheme a marina including yacht/motor club must comply with and agree to the following criteria:

- ↳ The marina and any tenants and/or contractors operating from the marina have all the legally required permits (National, State and Local) for operation and that all said businesses comply with all relevant laws and regulations
- ↳ The marina has public liability insurance (minimum AU\$10m)
- ↳ Berthing clients have 24 hour marina access
- ↳ The marina is open seven days a week and available for year round bookings
- ↳ The marina must have a security system
- ↳ The marina must be clean and well presented
- ↳ Staff must be courteous to clients at all times
- ↳ That the final score and Scheme rating is the decision of the Auditor and the MIAA Board
- ↳ The Gold Anchor Rating Scheme official certificate with dates of currency is visible to the public at all times
- ↳ The marina is aware that MIAA will conduct 'mystery shopper' audits to uphold the integrity of the Scheme during participation in the Scheme.

Disclaimer: MIAA reserves the right to suspend or remove any participating marina from the MIAA Gold Anchor Rating Scheme.

Minimum Requirements for Scheme Participation

To be able to participate in this Scheme marinas must comply with the following minimum infrastructure and service requirements:

- ↳ Provision of a minimum of 50 vessels' stored in either berths, moorings or dry stacks
- ↳ Provision of bathroom facilities
- ↳ Provision of food facilities
- ↳ Marina representative contactable 7 days with 24 hour emergency contact procedures in place.

Essential Items

To achieve the specified Gold Anchor rating a marina must meet the following essential items as well as gain the required level of points¹.

Essential Items	5 Gold Anchor	4.5	4	3.5	3
Marina has excellent infrastructure, appearance, presentation & cleanliness	↓				
Marina has very good infrastructure, appearance, presentation & cleanliness		↓	↓	↓	
Marina has good infrastructure, appearance, presentation & cleanliness					↓
Floating berths ²	↓	↓			
Walkways very good condition, clear passage, required width & stability	↓	↓	↓	↓	
Radio/telephone contact 7 days	↓	↓	↓	↓	↓
Dock side assistance 7 days	↓				
Dock side assistance min. weekends & public holidays		↓	↓		
Utility pedestals: water, electricity incl 3 phase power ³ & 1 of pay TV or broadband/wireless internet.	↓	↓			
Utilities - electricity & water			↓	↓	↓
Sewerage pump-out facilities	↓	↓	↓	↓	
Fuel 7 days - on site	↓	↓	↓	↓	
Fuel 7 days - convenient: off site or bunker boat		↓	↓	↓	↓
Trolleys: 8 per 100 then 4 per 100	↓	↓	↓		
Trolleys: 6 per 100 then 3 per 100				↓	
Security	↓	↓	↓	↓	↓
Car parking min 20% on site/ adjacent or off site transfers	↓	↓			
Bathroom ⁴ ensuites: minimum of 2 for first 100 berths	↓				
Bathroom min. of 3 showers & 6 toilets for first 100 berths	↓	↓	↓		
Bathroom min. of 2 showers & 4 toilets per 100 berths				↓	↓
Laundry facilities	↓	↓	↓		
Restaurant minimum 7 days peak & 5 days off peak periods	↓				
Food & bar facilities 7 days	↓	↓	↓		
Up to date web site	↓	↓	↓	↓	
Terms & conditions & berthing agreement provided	↓	↓	↓	↓	↓

¹ More detailed information defining essential items is provided within the Gold Anchor Audit Booklet

² Where there is a rise and fall of water levels of greater than 30cms

³ Subject to having boats over 18m

⁴ Bathrooms & laundry for 5 Gold Anchor must have excellent infrastructure, appearance, presentation & cleanliness
MIAA 200412

Procedures for Achieving and Maintaining Gold Anchor Marina Status

1. Enquiry and application form provided by MIAA
2. Completed application form including payment processed by MIAA
3. Participant receives the Scheme *Applicant Information and Audit Booklet* which includes detailed explanatory notes
4. Participant completes *Audit Booklet* (allow 2 - 3 hrs) and returns *Booklet* to MIAA
5. Scheme Auditor reviews participant information provided in the *Booklet*; clarifies any outstanding matters and then arranges a mutually agreeable time for the Auditor to visit the marina
6. Auditor carries out on-site Gold Anchor audit (allow 3 hrs on-site)
7. Participant provides list of 30 names of marina customers to Auditor during on-site visit for telephone sampling regarding their marina experience
8. Auditor submits completed audit information including the rating to the MIAA Gold Anchor Committee for approval
9. MIAA Board formally approves recommendation of Gold Anchor Committee
10. MIAA inform the participant; provide certificate and associated marketing material
11. Official on-site presentation ceremony of participant as a Gold Anchor marina
12. Gold Anchor marina promoted according to the Scheme marketing plan
13. Up to three 'mystery shopper' enquiries take place over 30 months to monitor rating standard and maintain Scheme integrity. Written feedback reports to marina
14. 33 months from official announcement Gold Anchor marina informed of three year re-audit protocols

Note: time from steps 1 to 10 varies but we recommend allowing 2 - 3 months.

Rating Points Calculation and Assessment of Rateable Items

The point's calculation by the Auditor works on a points deducted basis with points allocated to each item being assessed. Points allocated to item differ according to their relative importance. Few points deducted or 94% to 100% is a 5 Gold Anchor marina. In a very few instances where a specific facility (e.g. swing moorings) is not provided no points will be deducted and this is spelt out in the *Applicant Information & Audit Booklet*.

The Scheme's point scoring is further refined by the % weighting given to each of the nine categories e.g. Booking Procedures. In this instance it is given a weighting of 5% within the totality of the Scheme.

The following is an example from the *Booklet* of one of the 103 criteria assessed.

Section 1 - Marina Design and Construction

Item & Points	Applicant information & summary comments	Auditor check & comments	Points (deducted)
1.91 Whalers - condition (4) points	Describe		

The following is from the *Booklet* - Attachment 1. It is an example of the supplementary information provided to inform the Scheme participant of what is considered 5 Gold Anchor standard.

Whalers

Whalers are in new or as new condition and very well maintained. Whalers are on all appropriate berth/boat interface surfaces.

The point scoring also recognises that missing a higher rating by 2% points across a 480 points scheme is unfair. Therefore the scoring has a grey zone as per the below table. If a marina scores in the grey zone at its first audit it is given the benefit of the doubt and rated at the higher level. If however at the subsequent audit it is still within this grey zone the marina will be rated at the level below the grey zone.

Gold Anchor Rating Score Table

No. Anchors	Points as a % Score
5	94% - 100%
4 ½	92% - 87%
4	85% - 80%
3 ½	78% - 73%
3	71% - 66%

Audit Criteria and Guidelines

The Audit criteria for Gold Anchor is broken into ten sections. The number of items audited (e.g walkways) in each section vary as indicated. The % figure indicates the sections contribution to the overall rating score. A weighted average is applied to reflect the relative importance of particular sections within the overall Scheme.

Section	No. items assessed	Relative importance
1. Marina design and construction aspects	12	8%
2. Dockside facilities and services	21	17%
3. Fuel dock, slipway/hardstand and environmental practices	14	15%
4. Land facilities and services	24	18%
5. Food and beverage outlets	6	9%
6. Local tourist attractions, sports/recreational activities	3	4%
7. Customer enquiry practices; web, telephone, walk- in	6	5%
8. Customer booking procedures:	5	5%
9. Customer telephone survey feedback	5	15%
10. Marketing and advertising	5	4%
TOTAL	101	100%

MIAA Gold Anchor Marina Marketing and Promotion

Participation in the Gold Anchor Rating Scheme means you benefit from a range of on-going marketing and promotional activities that are included in the price of Scheme participation.

On entry into the Scheme the marina will receive:

- ↳ Framed Gold Anchor certificate
- ↳ 2 high quality Gold Anchor flags per annum with designated rating
- ↳ 2 Window decals
- ↳ Electronic file Gold Anchor logos for use by marina in web and print communication along with a Gold Anchor Style Guide
- ↳ High profile on-site presentation and flag raising ceremony for launching each participating marina: media releases and MIAA participation at the launch
- ↳ Announcements of Gold Anchor status in *Waterline* (1,250 distribution), *MIAA E-News*, international, national and marine media releases and support with local media PR

On-going marketing initiatives to support Gold Anchor marinas include:

- ↳ On-line marinas directories highlighting Gold Anchor marinas including dedicated www.goldanchor.net promotional site with direct link to participant web sites and location map featuring of individual and Gold Anchor Marinas
- ↳ Print and on-line marinas directories highlighting Gold Anchor marinas
- ↳ Advertorial features on Gold Anchor marinas in boat users magazines and online outlets
- ↳ Gold Anchor brand advertising across seven national speciality boat owner online and print mediums to build targeted awareness and brand value
- ↳ Up to three ‘mystery shopper’ customer service audits to the value of AU\$450 with written reports provided to identify service gaps and independently quantify service performance
- ↳ Other marketing and promotion opportunities for participating marinas as they arise.

Payment Details

The participation fee for the Gold Anchor Rating Scheme is based on the Schemes’ 3 year validity period. MIAA members’ receive a 25% fee discount.

Payment	MIAA member 3 year participation	Non MIAA member three year participation
Payment with Application Form	Yr 1 AU\$ 1,000 Yr 2 & 3: \$600 pa if 5 GA; \$300 pa if 4.5 or 4 GA & \$250 pa if 3.5 or 3 GA	Yr 1 AU\$ 1,250 Yr 2 & 3: \$750 pa if 5 GA; \$375 pa if 4.5 or 4 GA & \$363 pa if 3.5 or 3 GA



Gold Anchor Rating Scheme Application Form

Title Mr. Mrs. Miss Ms Dr other please specify

.....

Name

Position

Company

Name of Marina participating in the Scheme (if different Company Name).....

Address

.....Postcode.....

Telephone Email

I have read the Scheme Entry Criteria and Minimum Requirements for Scheme Participation and I declare that the above mentioned marina meets the criteria and the minimum requirements as specified on P 4 of this document. Yes No

Signed.....Date.....

PAYMENT DETAILS

Amount Paid - MIAA member AU\$1,000.00 exc gst Non Member AU\$1,250.00 ext gst

Cheque / MasterCard / VISA / Direct Deposit (MIAA Ltd BSB 332 027 Account 552 615 097)

Card Number/...../...../..... Expiry Date/.....

Name on Card

SignatureDate.....

Please complete the application form with payment details or attached cheque and return to the MIAA: Att: Executive Officer, Marina Industries Association of Australia PO Box 1204, Crows Nest, NSW 1585, Australia
Enquiries Telephone: +61 2 9439 5806 Email: colin@marinas.net.au

(MIAA office only) Date Receipt and Scheme Information & Audit Booklet sent.....