



**ENSIGN**  
SHIP BROKERS



**A World Of Boats**

Cruisers | Yachts | Commercial | Luxury Superyachts | Catamarans | House Boats



Putting boating enthusiasts  
together with their perfect boat...



# The Essence of Ensign Ship Brokers

‘Dedication, integrity, clients for life’

Ensign Ship Brokers was established in 1980 and over the last thirty-six years has grown into the largest brokerage house in Australia, with close on a thousand direct listings plus an immense network of conjunction agreements extending worldwide.

We invest in better ways to promote our clients ‘pride and joy’ because we care about providing the best service possible. To provide the outcome our vendors require, it is imperative that we provide the after sales service and support that discerning buyers require.

We know that our unwavering faith in dedication, innovation and integrity has been responsible for our success. It has led to more buyers, increased competition for boats and therefore better results for our clients. Our reputation depends on our continual commitment to these guiding principles.

Our aim is to exceed our clients expectations in service, value and our ethical approach to buying and selling marine vessels.

For the best all-round results - Ensign Ship Brokers. A World of Boats.



**A**t Ensign Ship Brokers, we are continually evolving our business to deliver the best all-round experience when buying or selling your boat. We pride ourselves on listening carefully to client's requirements and developing a clear idea of their needs before sourcing the perfect vessel for them.

We are a respected national marine brokerage with 6 offices and more than 30 brokers working together as a team, to market your boat and deliver the best results. Ensign Ship Brokers offer a quantum leap in ship brokerage size, approach and attitude, encompassing the largest boating communities and achieving over 500 walk in buyers per month.

As a Boating Industry Association (BIA) accredited brokerage, you can be sure that Ensign Ship Brokers conducts business with the utmost ethical standards.

These standards protect the interest of the boating public when buying or selling a vessel and ensures there is a uniform manner of dealing with clients, including uniform listings, standard sales agreements, proper handling of funds and disbursements, as well as providing marketing and sales advice to achieve the best result for buyers and sellers.

We have a very experienced and strong support team including a dedicated Customer Service Manager to make sure your needs are always met and your expectations fulfilled. With in-house IT, marketing, finance and numerous support departments, Ensign are the only firm that truly protects buyer and seller throughout the process.







# Crew

Ensign has gathered together a dedicated group of marine specialists from various parts of the industry, bringing together expertise in marine architecture, sailing and vessel building. We are resolved to creating a workplace that respects the values of people from diverse backgrounds and enables all our brokers to do their best work. It is an inclusive environment where the unique combination of talents, experiences, and perspectives of the entire Ensign team makes our business success possible.

Respecting the individual means ensuring that the workplace is free of discrimination and harassment. Our commitment to equal employment and diversity is a global one as we serve customers and employ people around the world. We see it as a business imperative that is essential to thriving in a competitive global marketplace



**Andy Howden**

Director – Ensign Sydney

Having worked in the marine industry since 1992, Andy Howden is a qualified skipper and engineer. Andy has spent the past decades working in the industry all over the world including Australia, the U.S., Canada and the Caribbean, gaining experience in many aspects of the industry including charter, distribution, multi brand new and second hand sales.

Learning and developing a business model from large Multibrand USA based companies, Andy believes customer service is the cornerstone of any successful Marine business.

According to Andy, after sales service, delivery and commissioning are the most important aspects of the marine industry. Andy says “I cannot control what a supplier builds or how much it costs to deliver - but the one thing I can control and have ultimate passion for, is our customers experience with our company.”

Andy says “What vessel you buy will dictate how you use it and ultimately, at the end of the day, how you enjoy it and that is what our business is here for. To help you get the equation right!”

As an active member on the board of the Boating Industry of Australia’s Marine Brokers Association, Andy believes in ethical, professional business practice across the industry and is an advocate to ensure the industry has standards that all can be proud of. Andy has always been involved in nautical pursuits himself. Being a keen cruising sailor on both cats and mono hulls, rescue diver, competitive tournament fisherman, surfer, spearfisherman and all round water lover! He’s currently trying to find more time for competitive sailing!



**Tony Ross**  
Managing Director

It was a decision to get back to a childhood dream of building a yacht that led Tony into the marine industry and the Gold Coast.

Taking a year to construct a 50' Schooner "Carolina", Tony did the majority of the work with his own hands. Whilst this was good for the soul, he realised he could have his cake and eat it too, so with a strong sales and marketing background and a burning desire to be in the marine industry, he purchased the majority of shares in Ensign Ship Brokers in 2004.

Today, with over 22 years of experience in the boating industry, it is Tony Ross's tenacious commitment to ethical business standards that ensures you are dealing with an exceptional businessman renowned for results and the ultimate growth of Australia's largest boat brokerage.

Despite the economic climate, the last few years have been a time of rapid growth for Ensign Ship Brokers in the marine industry. The next few years also promise to be exciting times with selling rights for some of the world's most prestigious brands including Bavaria, IAG Yachts, Rhea, McConaghy Yachts and Nautitech.

Now Australia's leading brokerage with six Ensign brokerage offices on the East Coast plus two Bavaria appointed agents in South Australia and Western Australia. Ensign have satellite representation in Langkawai, China, Singapore and Korea. Tony and his specialist team of brokers are synonymous with achieving outstanding results for clients and repeat customers.

Ensign educates clients on how to use and care for their boats and that service extends well into the future of these relationships.

Tony has also ensured that Ensign is an all-encompassing brokerage. With international contacts, Ensign can foster a seamless purchase of overseas vessels including sourcing, inspecting, marine surveys, purchasing, registration transfers, insurance, delivery and importation.

A passionate sailor and owner of many sizes and styles of vessel, he is actively involved in the marine industry community.

Tony's visionary capabilities have also seen him establish Ross and Whitcroft - an online shopping website offering the very best marine gear available at the best prices, including brands such as Marinepool, Pontos and Kiwigrip.

Tony is looking to make Ensign Ship Brokers the leading brokerage in the world, and he doesn't measure that in monetary value, but in buyer and seller satisfaction.



**BAVARIA**  
MOTORBOATS



The measure of a man is reflected in the way he relaxes...



**SANLORENZO**





**European delivery is our specialty.  
Upgrade your life!**



# Our Office Locations

Ensign has 6 brokerage offices on the Australian East Coast plus 2 Bavaria appointed agents in South Australia and Western Australia. Ensign have satellite representation in Langkawai, China, Singapore and Korea, and we have an extensive range of listings that caters for all types of interests including yachts, powerboats, catamarans, cruisers, house boats and commercial vessels. Plus a division dedicated to worldwide superyacht sales.

We've travelled all over the world to source boats for our clients to places including the United States, China, Majorca, France, Malaysia, Germany and the Mediterranean to name a few. We can also arrange for your new vessel to be delivered anywhere in the world, ready for you to walk on-board and set sail.



Our office at the Boat Works, Coomera offers our clients the opportunity to put their vessel on secure, high-profile, hard stands at an extremely competitive price whilst our team professionally sell their vessel.

Gold Coast - Main Beach



The Boat Works - Gold Coast



Martha Cove - Victoria



The Spit - Sydney



RPAYC, Newport - Sydney



Sunshine Coast - Mooloolaba





# What you can expect from your broker...

Selling your pride and joy is not something you do every day. When you're selling, it's important to be fully informed and plan each step carefully.

- Exceptional communication with buyer and seller with all offers brought to the seller for consideration.
- An Ensign broker is trained to act in a professional manner, allowing potential buyers to commence negotiations based on their own due diligence. Your Ensign broker negotiates many contracts per week, so just like a top sports person they are always in training and on their game.
- An Ensign broker will recommend the most appropriate pre-sale preparations for your vessel including marina dock presence, professional detailing, servicing and documentation record collection. Recommendations on the interior presentation including pillows and bed linen, cleanliness and operation of TV's and sound systems, appliances and small things that make a difference like light globe replacement show the attention to detail that Ensign are renowned for. First impressions are often the make or break point in a purchase and our broker will define the very best methods for presentation.
- An Ensign broker will work with you to prepare the best marketing description and photos that will showcase your vessel in the marketplace.
- Your broker will recommend any additional marketing packages that will enhance your vessels chances of catching a buyers eye and placing your vessel in front of the maximum number of buyers.
- Your Ensign broker will speak to you at least every fortnight and detail the latest enquiry levels, inspections, market feedback, prospective buyer profiles and negotiations underway. Importantly every offer will be presented in writing for your consideration.
- Your Ensign broker will discuss and recommend the correct agency agreement to suit your outcome which will protect your asset being mishandled by other agents in the marketplace. Ensign protects the vendor from uncertain outcomes at settlement by providing the seller with a specification sheet which the vendor can clearly identify the gear and accessories that do or don't come with the vessel at handover.



# Matching your boat to the right buyer

Our database of over 38,000 boat owners and buyers means we can quickly and effectively match your boat to buyers looking for a similar vessel.



## Knowing you're in professional hands...

Boating Industry Association accreditation and compliance with boating industry processes with an in-house settlements department and agreements that protect both the buyer and seller. Ensign Brokers will only bring a written offer with a deposit to a vendor giving a fully transparent negotiation between buyer and seller.

Ensign have a dedicated contracts and settlement department that ensures a seamless process of sale including the benefits of audited trust accounts and BIA accreditation.



# Whatever you need...

## **Motor Yachts - Super Yachts - Mega Yachts**

Since the establishment of Ensign in 1980, the demand for luxury vessels exceeding 20 meters in length has grown exponentially. As a result, Ensign has a dedicated International division to showcase marques such as Sanlorenzo, IAG, Filippetti, NISI Yachts, Pachoud, Kingship, Maiora, Pershing, Bennetti, Hershine, Mangusta, Sunseeker, Princess, Nedship, Azimut and many other high-class vessels. Being members of the Superyacht Group, we have exceptional contacts with manufacturers and marina's alike. We also have on-staff, brokers who

have skippered, crewed, sailed, managed and operated at the highest level in Americas Cup syndications. In essence, we have yacht crewing and management available at your service. Our international reputation has been built on our ability to match boats to clients. We pride ourselves on our experience and in bringing each and every client incredible service, through our high degree of accuracy in documentation, meticulous inspections, surveys, and organised delivery world-wide.

## **Power Boats - Motor Yachts and Cruisers - Power Catamarans**

Ensign Ship Brokers massive market presence benefits both sellers and buyers with its 38,000 plus database forming a sales conduit that often results in vessels being sold before they get to the open market. From Alaska trawler style, Sea Ray, Mustang and Sunrunner sports,

Princess and Sunseeker Prestige European quality and everything in between, Ensign have the market covered. Ensign Ship Brokers research department plays a major role in maintaining constant contact with the Australian marine sales market.

## **Yachts**

Many individual Ensign brokers are highly seasoned sailors with Sydney to Hobart, round the world, offshore Yacht-masters and sailing instructors amongst them. One of our team members will find a vessel to suit your needs, not sell you the boat that benefits them.

Ensigns listing base of over 250 Yachts and sailing catamarans represents a broad cross section of the market, if we don't have what you need right now, there is a good chance we can find it from our 38,000 client owner database.



## House Boats

Here at Ensign we have launched Houseboat HQ in order to provide an informative service, a helpful hand and of course the very best options for houseboats and homecruisers both pre-owned and new. Whether moving into, or out of this lifestyle, Houseboat HQ is designed to help fulfil your requirements in an easy and informative manner. From listing your boat with a full understanding of the sales and marketing process that will be performed, to organising quotes on repairs and upgrades for current owners and purchaser's alike. Our well qualified brokers

are dedicated to matching your needs with the best suited options, and can guide you through the buying or selling process with information on marina berthing, vessel handling and restrictions, transportation, pre-purchase inspections and much, much more. We can provide you with the information that will give you the confidence to achieve this lifestyle or to move into another, and provide you with the experience gained from many years of research and countless houseboat and homecruiser sales achieved.

## Commercial

Due to constant and increasing demand for commercial vessels such as ships, barges, ferries, trawlers and other business-attached commercial vessels, Ensign has created a division that specializes in the sales and sourcing of vessels for businesses from parasailing to seismic research ships. Ensign has people who understand the products we sell - people who have operated and run commercial vessels. We have a number of qualified commercial skippers on staff that have driven tankers and operated barges in many

challenging environments, from evacuations to building resorts in remote locations. Experience is abound in the team regarding large ships and the fishing industry as well: A fully-qualified and experienced REIQ-approved broker operates to ensure we can sell and advise on the purchase and sale of entire marine businesses, such as tourist operations, houseboat fleets, river cruises and the like.





ENSIGN RACING  
YACHTS & BOATS

ENSIGN *Racing*

# Ensign Racing

Ensign Racing is a collaborative effort between passionate people within the company and external experts. The premise was to form a core group of sailors and support staff that can make any boat go faster.

The initial plan was to have experts in sail and hull form a group, as well as a technical wizard for go fast gadgets. The next piece of the puzzle was to ensure we had some good trainers and tactician type team members. We have been fortunate to assemble a very good group of people who like nothing more than helping others get the most out of their boat.

As an off shoot to the core business directive, Ensign Racing has become a bit of a brand in itself. There is now even a car racing team! I have seen a billy cart and a snail all emblazoned with the logo. In short the team will race anything!

We have numerous sponsored vessels sporting our expertise and, in most cases, people or crew placed by Ensign Racing.

Naturally we compete a fair bit ourselves. With Airlie and Hamilton Island Race Week featuring well on the calendar. We have campaigned Oceanis 43, First 40, 50' Schooners, Bavaria Vision 42 and Farr 40 just to name a few.

Not only is Ensign Racing about going faster and safer, it is about getting the best, being competitive and about maximising fun. A quick look at the crew and Facebook pages show this is one group who know how to party.

If you want something exciting to happen at your event, just ask the Ensign Racing Team along, sure to be some frivolity and most likely a bit of dress-ups....Oh, and we love to dance!







**Cruiser 46**  
**Winner of Yacht of the Year 2013 and 2015**

# Exclusive Australian Dealer

## The Only Bavaria Dealer On The East Coast Of Australia

Whichever Bavaria you choose you can rest assured that you are investing in Bavaria Yachtbau's reputation gained over 30 years for enduring quality in terms of style, design, construction, performance and safety.

Bavaria is synonymous with building sailing yachts and motor boats with our head, our hands and a whole lot of heart. A Bavaria boat combines boat building tradition, German engineering and the ability to manufacture yachts precisely to the millimetre through modern industrial production facilities.

From bow to stern, every Bavaria is a perfect combination of the highest quality, the best materials and the most innovative state-of-the-art fittings and equipment available for yachts today. Your Bavaria is a yacht that has been created to maximise your enjoyment on the water, creating memories for you, your family and friends, to last a lifetime.



Bavaria's latest range of sailing yachts, catamarans and motorboats are stunning examples of how Bavaria have made an exponential leap ahead of the competition by bringing superyacht styling and features such as hydraulic bathing platforms and joystick docking control, to mid sized craft without compromising on their unbeatable offer of incredible value for money, comfort and style.

In Australia, Bavaria is proudly looked after by a team of professionals, from sales staff to service centres and customer service contacts. There is also an exciting new Bavaria Service Centre reachable on our toll free number, and a customer service manager and spare parts consultant who gets out there and lives the Bavaria dream on the water.









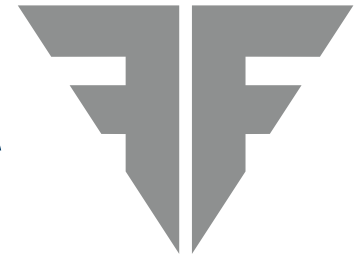
## Ensign - Exclusive Dealer

Ensign Ship Brokers is the Exclusive Australian Dealer for a range of the world's best brands.



**BAVARIA**

FILIPPETTI YACHT



**RHEA**  
*Marine*



**POWERPLAY**  
CATAMARANS

 **Nautitech**  
Catamarans

**SANLORENZO**





ITALIA 9.95 | 10.098 | 12.98 | 13.98 | 15.98







Passion, design and craftsmanship: words that clearly describe the values of Italia Yachts. Italia design and build high quality, solid and fast sail boats, finished with painstaking care, using only the best materials. To appreciate the unique qualities of an Italia Yachts, you simply have to simply touch them.

The brand was created in 2010 by the two founding partners, Franco Corazza and Marco Schiavuta, both keen sailors with prestigious experience in regattas and holders of “Sail and Rigging” (commercial reality already known as X-Yachts and Jeanneau dealer). The partners involved a lot of other well known

sailing world personalities such as the young yacht designer Matteo Polli, yacht builder Eleno Baruffaldi, yacht designer Maurizio Cossutti and architect Tommaso Spadolini, just to name a few.

The mission of the shipyard is simple: to build boats that meet the expectations of a passionate, demanding, knowledgeable and enthusiastic audience, combining high performance sailing with the highest level of comfort; boats well designed equally for racing as they are for long trips and cruises.





According to the 2015 Global Order Book issued by Boat International, **HeySea** was ranked 25 in the worlds “Top 30 builder” globally based on the total length of yachts under construction in 2015.



ASTERIA 108



In 2007 the founders of Heysea made an important decision. Their vision - to create a world-class luxury yacht brand and to introduce their creativity to the world.

Shortly after, the well established shipyard cut all its commercial operations and switched focus to building medium-to-large luxury yachts (60ft-165ft). Today, Heysea has risen to be one of the world's most popular brands of the last decade, with more than 90 yachts over 60' delivered to clients. Ranked 25th in the world by Boat International Media for 2015, Heysea is rightfully very proud of their achievements in an era when most other companies were reeling from downward slumps.

When it comes to motor yachts, Heysea recognised that personal leisure often mixed with corporate requirements. This inspired HeySea to develop a vessel that offered numerous entertaining zones and separate private living quarters. Additionally, Heysea offer a more customised interior design service, giving the owner more flexibility with interior style, materials and layout.

Every year, a new model is introduced and further establishes the company's presence in the marketplace. A design team of 40 headed by top Naval Architects ensure each new model is developed on time and a direct reflection of current market trends.

HeySea are very committed to building an International business focussed on Superyacht builds and constantly work hard to ensure the right team is in place to develop the best result. The recent acquisition of George Mei, formally the Head of Production for Kingship, Nisi and IAG – is seen as a reflection of the companies desire to make a solid impact on the global stage. Mr Mei and his growing team of experts in the field will build on recent success in seeing Heysea firmly established as a quality shipyard comparable to current top European and American yards. Construction has commenced on additional world class facilities to cater for the demand.

In 2016, HeySea displayed at their first International Boat Show in Fort Lauderdale. In an outstanding result, an order was placed by a discerning client for a 117' tri-deck yacht. This will be the first of no doubt many orders for the highly selective USA market. Ensign Ship Brokers is very proud to be involved with such a strong and forward thinking company, committed to excellence.





Custom made  
Timeless design  
“Makes me feel at home”  
A yacht for the connoisseur

SD 112





Made to Measure *Yachts* Since 1958

Sanlorenzo is Europe's most renowned bespoke Super Yacht builder specializing in:

- Planing and semidisplacement fibreglass yachts from 72' to 122'
- Alloy and steel planing, semidisplacement and displacement yachts between 40m and 60m.
- Sanlorenzo conceives, manufactures and distributes unique yachts that are widely recognizable because of their outstanding design and custom-made build, bringing the concept of "made to measure" to a higher level
- Sanlorenzo has manufactured and sold more than 600 yachts in its 50-year history.



Sanlorenzo Australia



# The Range

## The **SL** Range



SL 78



SL 86



SL 96



SL 106



SL 118

## The **SD** Range



SD 92



SD 112



SD 126

## The **SUPERYACHT** Line



40 ALLOY



46 STEEL



460 EXPLORER





The Build

A large white expedition vessel, the Bering 65 Steel, is shown from a side-on perspective, moving across a body of water. The ship has a multi-level superstructure with a prominent bridge area featuring large windows. The hull is white with a red stripe along the bottom. Several portholes are visible along the side. The background shows a clear blue sky with some clouds and a distant shoreline with trees.

**Bering**

An Invincible Platform for Your  
Next Expedition

**Bering 65 Steel**





Bering Yachts design and manufacture steel expedition yachts ranging in size from 50 to 130 feet. Strength, durability, resistance to fire and abrasion, ease of maintenance and repair – these are the benefits that make steel the optimal choice when building a serious offshore vessel. Unlike fiberglass, steel boatbuilding requires no molds, so Bering can design without extensive tooling and pass on cost efficiencies to clients.

The roots of Bering's design and construction approach lie in modern steel North Sea commercial ships, which are built to highly regarded Scandinavian naval architectural standards. These ships, able to withstand the severe storms and icy conditions of the Baltic and North Seas, set the standard that Bering Yachts founder, Alexei Mikhailov, follows in his mission of creating semi-custom heavy vessels that provide safe and stable rides.

Recognising the need for ultimate reliability and functionality, Bering uses only rugged commercial grade equipment and fittings aboard its trawlers. Internationally sourced continuous duty pumps and motors are found in the plumbing and electrical

systems and Cummins marine diesel engines. Cummins have a longstanding track record for reliability and performance as well as an unequaled international service network which makes them Bering's engine of choice. Bering trawlers adhere to a number of internationally recognized standards established by the American Boat & Yacht Council, the American Bureau of Shipping and Lloyd's Register, ensuring the highest construction standards and vessel reliability.

All Bering yachts are built to CE Ocean A sea state endurance standards, even if the vessel is not destined for sale in the European Union, they can be built to comply with most classification standards, where applicable, upon request. Stability calculations are carried out for each Bering and provided with each vessel. As well, Bering goes to great lengths to ensure that their vessels are quiet under way. Bulkheads and overheads are insulated using a combination of acoustic and thermal insulation, all of which is fire retardant. All interior doors are gasketed. The saloon floor floats on a cushion of rubber and relies on lead sheathed insulation.



# Super Yacht Brokerage

## Ensign Select - Australia and International

**We believe it is the intricate knowledge and the level of detail that sets us apart, to build value we need to understand and promote customised options and quality of each vessel on its details and merits.**

Super yacht sales requires a combination of knowledge, experience and the ability to negotiate at the highest level. Ensign Select brokers possess these skills in abundance.

In our experience, the best approach is to appoint a central brokerage to handle all aspects of the sale. As your central brokerage, Ensign will circulate full details of the yacht to our international network of brokerage companies. They, in turn, present the yacht to their prospective purchasers. Throughout this process, all enquiries, requests for information and offers are channelled through Ensign Brokers. The main benefit of this approach is that it ensures wide marketing of the yacht, whilst maintaining control of the manner in which it is executed. Our proactive approach is designed to ensure comprehensive marketing to suitable target individuals and companies globally.

Firstly, we prepare a detailed and informative package on the yacht, based on the information we obtain from the captain and crew, and also from our own personal visits. This package will highlight all aspects of the yacht's equipment and performance.

Next, we contact potential clients from our extensive database of previous owners, charterers and purchasers, as well as current owners and clients who are looking to trade. We will also circulate the yacht's details to hand-picked co-operating brokers.

Throughout the whole process, we engage in extensive advertising in the yachting press and other appropriate publications. We will be on hand to assist with co-ordinating events such as boat shows and sponsor events, and will work with strategic partners around the world to promote your yacht to the right target audience.

Finally, our website is fast becoming our greatest marketing tool, enabling clients to access full specifications, on-line brochures and all the information they require about the yachts they're interested in.









# Available for Sale



**Sanlorenzo 46m** - Central Agency



**Westport 130 'Endless Summer'** - Central Agency



**Sunseeker Yacht 82 'ALANI'** - Central Agency



**Ocean Fast 110 'Beneta Blue'**



**RIVA 86 Domino**



**Sunseeker Predator 130** - Central Agency



# World-Wide Liquidation Specialists

Ensign International Brokers have developed relationships over many years with Receivers, Managers and Liquidation appointed experts in Australia and in particular Europe.

Importantly for our clients, our expertise is not just limited to Yachts and Super Yachts but includes commercial ships, ferries and even cruise liners.

Ensign Brokers also has access to liquidation stock on behalf of European banks and Receiver

Managers that include Hotels, Luxury Motor Cars, Shopping Centres, Resorts, Castles and Villas, Penthouses and Jets.

With access to over 3,000 liquidation items worldwide, Ensign will keep you notified of any opportunities that fall within your defined category.



# Our Global Network

Ensign Ship Brokers International is centered around Australasia, encompassing the world's most popular yachting destinations and important financial hubs. Ensign has associated offices covering Europe, Asia and the USA, with solid relationships including the worlds leading yacht designers and shipyards.

As an industry leader, Ensign Ship Brokers International are committed to developing our regional, national and international brokerage associations.





# Marketing

Ensign Ship Brokers has an in-house professional advertising, marketing and promotions department that is an accredited media buying outlet. This means we can obtain the best advertising rates in a wide range of boating publications, press, television, radio and high definition video for digital marketing. This opens your boat up to local, national and international buyers.

We will work with you to produce quality, “cut through” marketing that will receive the best results. There are many promotional options available and these can be customised to suit any marketing requirement and budget.

Another option is presenting your boat at one of our many marina berths where buyers have immediate access. The presence of your boat on a marina significantly improves the opportunity for a sale.

Electronic Marketing is one of the most cost effective and responsive forms of advertising today. Ensign Brokers uses e-blast technologies weekly to highlight new listings, price reductions and other special marketing initiatives to their always expanding database.

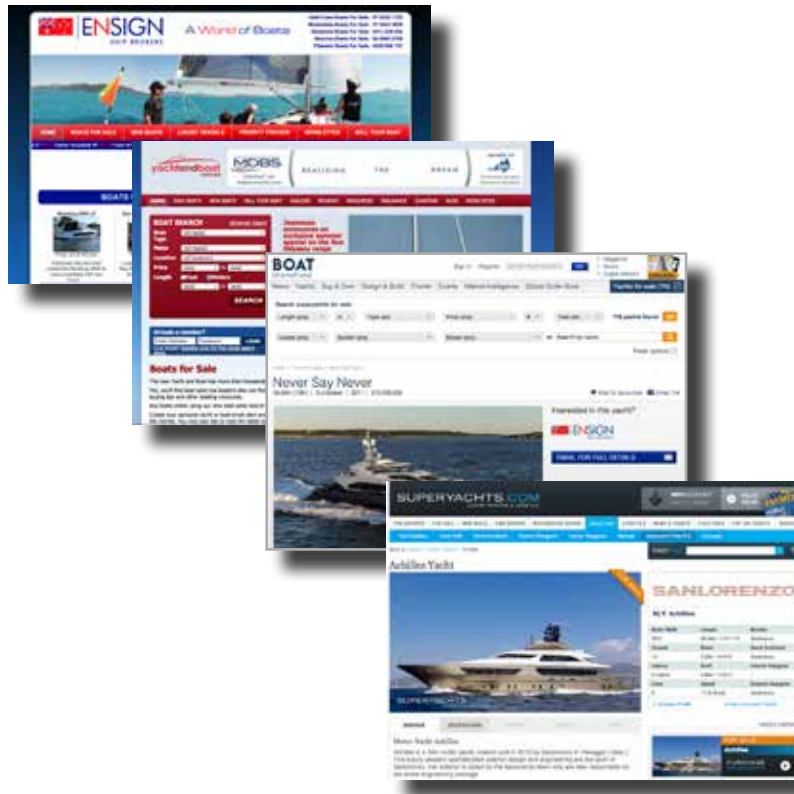
## 30 Experienced marine brokers working directly for you...

(plus each brokers network of associates this equates to direct marketing to the power of 10)



Electronic flyers are sent to our entire database of over 38,000 potential buyers.

The Friday Flyer highlights new listings, price reductions and specials for the week. This is the perfect way to launch your vessel onto the market and sent directly to boating enthusiasts.



**Reaching the world by utilising the most active marine websites, capturing local, national and international buyers -**

Ensign engage in a full suite of online portals and other websites. It is important for us to constantly evolve and reach out to new audiences, the web is one of the most effective tools for us to do so. It gets us results, and more importantly – it gets you results!

Ensign Ship Brokers - [www.ensignbrokers.com.au](http://www.ensignbrokers.com.au)

Boat International - [www.boatinternational.com](http://www.boatinternational.com)

Super Yachts - [www.superyachts.com](http://www.superyachts.com)

Yacht World - [www.yachtworld.com](http://www.yachtworld.com)

Boats On Line - [www.boatsonline.com.au](http://www.boatsonline.com.au)

Boat Sales - [www.boatsales.com.au](http://www.boatsales.com.au)

Yacht & Boat - [www.yachtandboat.com.au](http://www.yachtandboat.com.au)

Boat Point - [www.boatpoint.com.au](http://www.boatpoint.com.au)

Yacht Hub [www.yachthub.com.au](http://www.yachthub.com.au)

Trade Boats - [www.tradeboats.com.au](http://www.tradeboats.com.au)



## Professional Photography

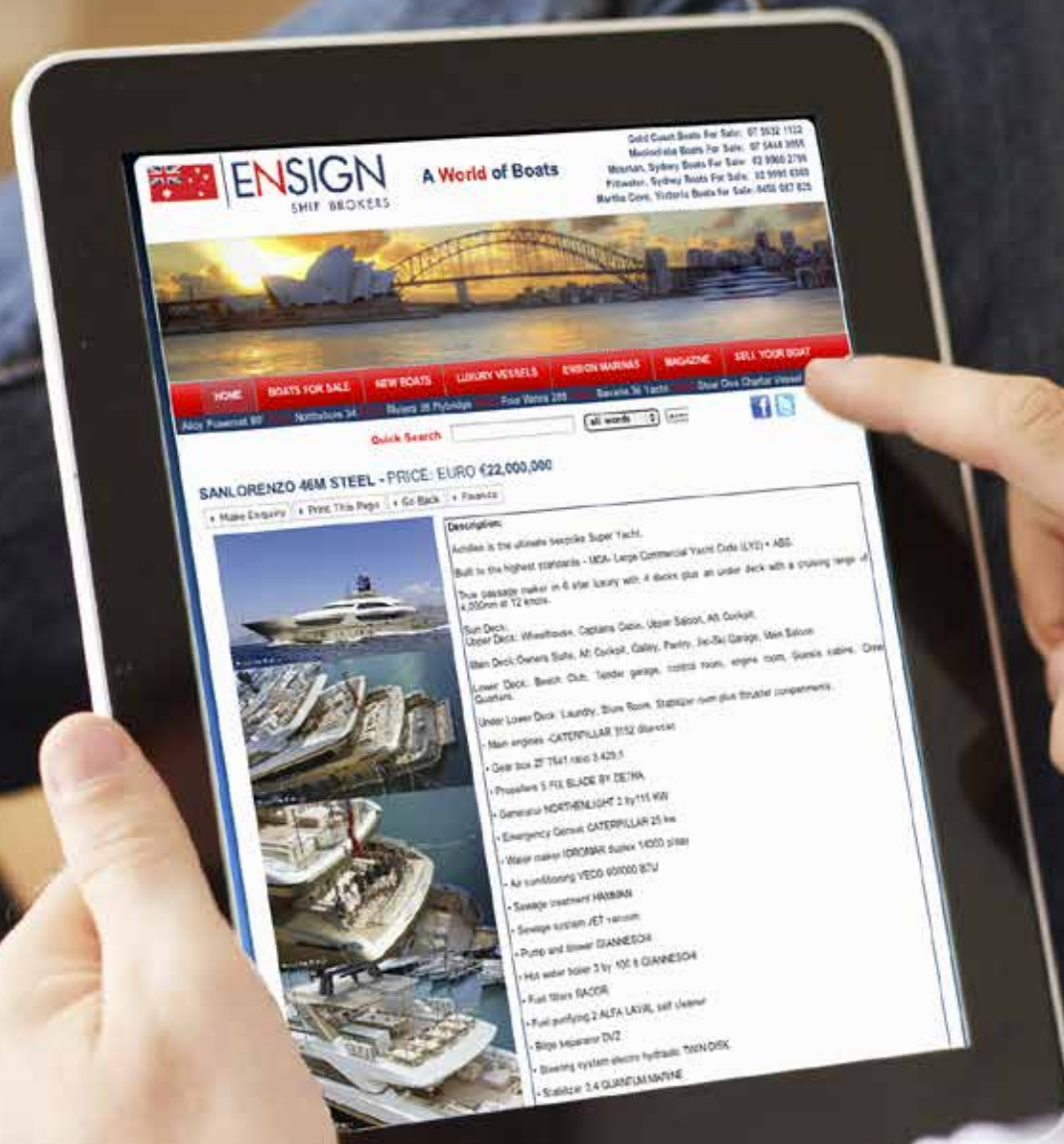
Professional high resolution photography of your boat is highly recommended to make sure that your boat always looks its best in all marketing material including magazines, web listings and window displays.





## International Marketing Solutions

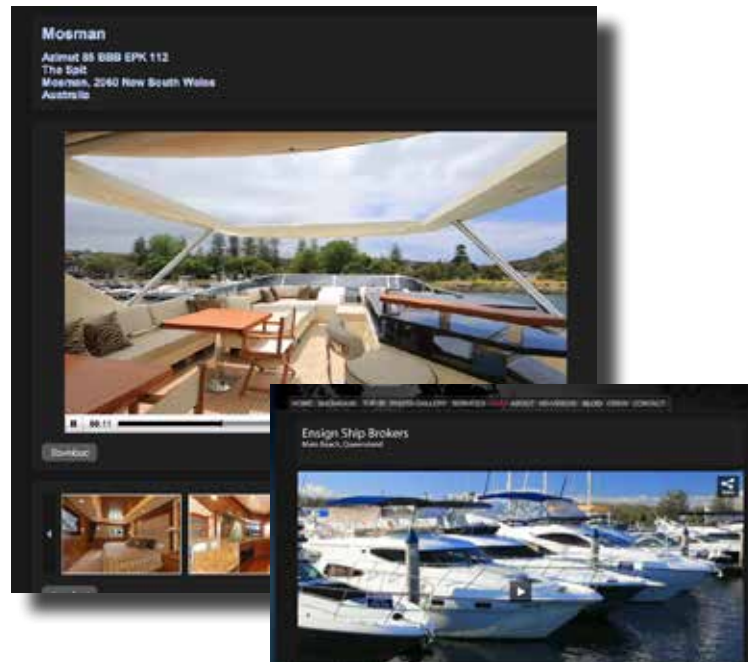
With a dedicated Media Manager, Ensign Ship Brokers works closely with our brokers and owners to deliver strong media solutions in print and online. We develop custom media plans to make sure we get maximum coverage, resulting in maximum impact.



Video is most powerful when used as part of a media mix that includes print.

Respected advertising and marketing industry specialists B&T recently revealed:

“Online video and display ads have an ‘exceptionally positive’ impact upon awareness when used together on a campaign, rather than individually”.



### High Definition Video Marketing

Enhance your professional photography and integrate your marketing with the story-telling power of high definition motion picture.

Unlike static images, video has the potential to, literally, take a potential buyer on-board the vessel and show the layout and space. Video gives the viewer an opportunity to dream about the lifestyle. Now you've sparked their imagination, the chances are they will book a physical viewing.

Emotion Drives Sales! Through online and mobile video we can effectively promote your vessel to the greatest number of buyers and engage them in an emotional attachment to the boat. High definition videos enables us to stream your vessel on all websites, smart-phones, iPads, YouTube and Social Media.

Another advantage of embracing Video Marketing is that it gives your potential buyers access to the vessel 24/7 and from anywhere in the world.

Team up video marketing and **IP Address digital marketing** and you have an amazingly powerful tool with unlimited viewing potential, customised to your target demographic.





## Ocean Magazine

Now in its eleventh year of publication, Ocean is a specialised maritime journal dedicated to luxury motor and sailing yachts and the exclusive lifestyle surrounding them. A premium publication for the Australian, New Zealand and Pacific region. Ocean leads from the front; presenting the finest brands, destinations, personalities and products both on and off the water. Ocean's editorial profile and readership is strictly top-tier, reaching a circle of discerning, high-earning enthusiasts who appreciate the best life has to offer.

Media Partners include: Five Star Australian Hotels & Resorts in room, Luxury Resorts and Lodges in New Zealand and Fiji, Emirates Lounges, Qantas Lounges, Execujet, Hawker Pacific and Executive Airlines private jet terminals, the Finest Yacht Clubs and Marinas nationally, and clients such as: Trivett Group (Aston Martin, Bentley, Rolls Royce), Pilatus Aircraft, Aeromil (Cessna Citation Jet Aircraft) and BMW, plus many more luxury boating media partners.

## Ensign Magazine

Ensign's own lifestyle boating magazine is specifically targeted to qualified prospective buyers in Australasia.

- Handed out at International Boat Shows
- Prominent placement in International Hotels and Restaurants
- Hand Delivered to 8,000 waterfront home in Sydney, Melbourne and the Gold Coast
- Distributed in 9 of Australia's most prominent yacht clubs and marina



Digital version sent directly to identified boat buyers from Ensign's extensive database.



## Trade-a-boat

Trade-a-Boat readers are boating enthusiasts. Trade-a-Boat readers are sophisticated, highly-skilled individuals. Fifty-six per cent of readers are employed as either managers or professionals, with 42 per cent having a combined income in excess of \$80,000. With a large amount of disposable income, these readers love to spend money on their favourite pastime, boating.

Tradeaboat is a must for anyone wishing to sell their boat.



## Window Display

Prominent full colour display specification sheets in the front windows of our Gold Coast, Mooloolaba, Spit Sydney, Pittwater Sydney and Martha Cove Victoria offices.

Over 500 new registered clients per month walk through our front door.

## Corporate Branding





## Choosing the best publication or your vessel

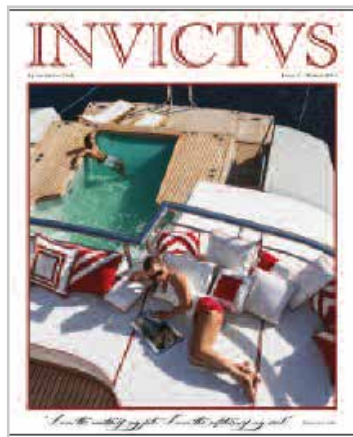


## Newspapers

Advertising can be organised in all national, international and local media including, but not limited to:

- Wall Street Journal
- The Financial Review
- Courier Mail
- The Melbourne Age
- The Sydney Morning Herald
- The West Australian
- New Zealand Business Review

## International Luxury Marketing



## Luxury Targeted Print Media

Utilizing magazines for the world's most discerning connoisseurs – those who have made luxury superyachts a way of life. Communicating with the exceptional, the extraordinary, the priceless, the indulgent, the esteemed and the ultimate luxury purchasers.





# B

## uilding your dream

### Superyacht and New Build Project Manager

Building a custom yacht is a long-term project and a major investment. It is critical that the right team is selected for your specific needs and a good broker will serve as an invaluable liaison between the client and the shipyard, keeping the yard informed about decisions and requirements on behalf of the owner and maintaining the balance between both parties.

Our dedicated Project Manager has worked in the shipbuilding and super yacht industry for over 30 years in Italy and Internationally as a Production Manager consultant and is now permanently based in Sydney Australia.

He has worked with some of the biggest shipyards in the world such as Benetti, Azimut, McConaghy and Sanlorenzo Yachts.

Was a crew member of the Azimut Atlantic Challenger in 1988 for the Blue Ribbon trophy and has worked with the Italian America's Cup challenger team Malscalzone Latino in Valencia, Spain.

Mauro's Superyacht expertise is a key element in Ensigns International client quality and relationship management and oversees all Superyacht builds and commissioning.

# Insurance

Club Marine, as an insurance provider to Ensign Ship Brokers can tailor make comprehensive cover for your marine vessel.

Club Marine has been in the marine industry for over 45 years, with offices in all states and New Zealand we give our customers the confidence they need in life's important moments.

## Cover To Suit Your Needs

Club Marine's pleasurecraft insurance cover gives you complete peace of mind and protection to safeguard your boating lifestyle.

Club Marine's pleasurecraft insurance includes items that some other insurance providers may offer as add-ons at an additional charge. At Club Marine, we go the extra distance to give you and your boat specialised pleasurecraft insurance to protect your boating lifestyle.

- Accidental loss, damage, fire and/or explosion and theft to your boat
- Cover for liability to other people, including death or injury, and damage to their property
- Club Marine Assist - 24 hour emergency assistance and personal service on and off the water.
- Choose between agreed or market value policies if your boat is less than 20 years old

- Always there for you with 24/7 claims assistance
- Cover for the discharge and escape of fuel, lubricant and sewage from holding tanks on your boat of up to \$500,000

## Third Party Insurance

Club Marine's third party insurance gives you protection if you accidentally cause damage to another person's boat or property.

Your third party insurance continues to cover you if you are in charge of someone else's boat, provided your boat is not in use.





# Finance

If you want to splash out on a new boat, make the finance process as simple and streamlined as possible with 1800 Approved Finance Solutions - Low Rates, No Deposit, Quick Approval

From jet-skis to super yachts, dinghies to charter boats, being out on the water is an integral part of life for many Australians. As a result, marine finance has become a specialised industry, and one which can be hard to navigate.

There are secured and personal finance loan options for individuals who want to buy a boat for personal use, commercial marine loans for companies who use boats as part of their business, and all sorts of other credit options in between.

Leisure goods are not the easiest thing to finance and most banks will say no, even if you're a great existing client of theirs, so we would highly recommend getting expert advice when it comes to such specialised lending.

The 1800 Approved team have decades of combined marine finance knowledge and experience. Let us help you every step of the way, from choosing the best finance package to suit your circumstances, to applying for credit and ultimately getting the funds you need to make that purchase. They even offer warranty products to help you protect your new vessel.

Phone 1800 277 768



# Business Integration

Our integrated business platform is for the benefit of introduction and combined exponential growth.

We differentiate ourselves by the way we listen, think and deliver. Our advice and thinking is always centred on the commerce of the project to ensure profitable projects.

Developing business integration is about unlocking additional value from relationships over and above our primary business as ship brokers.

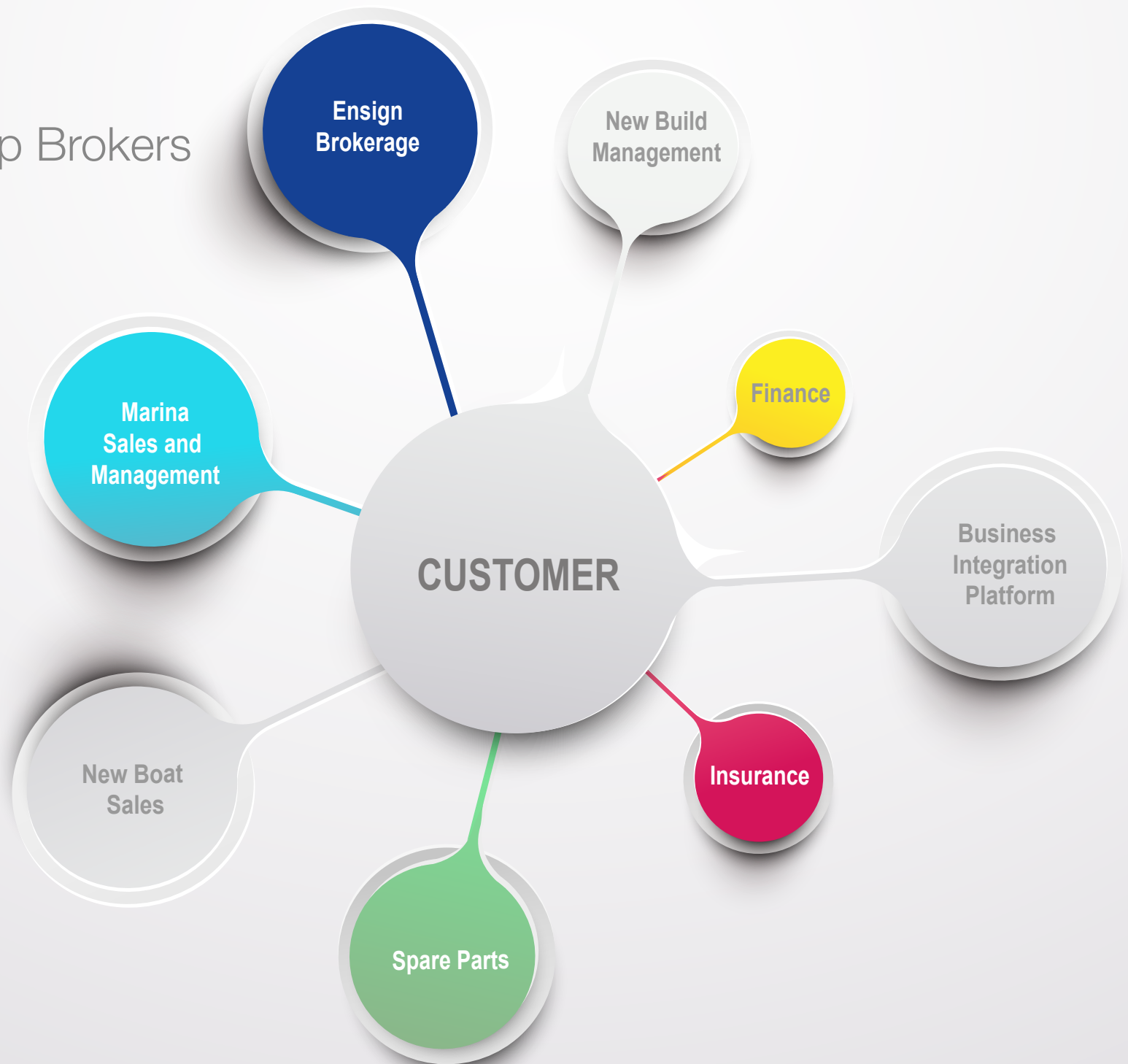
Challenges may be identifying development initiatives with the potential to create additional value from boats, business, property assets or property development, that is where we can help you.

Utilizing our business relationships to put opportunities together.





# Ensign Ship Brokers



# Marinas

## Marina Berths for Sale and Lease

### **Hidden Harbour - Martha Cove - Victoria**

#### A Lifestyle Opportunity

Sailing, fishing, water sports or pleasure boating, whatever your aquatic lifestyle, Hidden Harbour Marina has the mooring for you, with a range of sizes - big enough to accommodate double hull vessels.

Make your way through Martha Cove Marina and out onto Port Phillip Bay where your playground awaits. Not forgetting the activities of neighbouring Safety Beach Sailing club.

Getting on and off the water has never been so easy. There is ample parking at the foot of the pier and the easy access via Peninsula Link will have you heading back to town or further down the Peninsula in minutes.

Hidden Harbour Marina gives you the luxury of more time with your family and friends.







# ROSS & WHITCROFT

Marine Equipment

Boating gear for boaties by boaties....

Ross & Whitcroft was formed to pass on years of boating experience to help you find the best products for your boat.

We're self-confessed boat nuts. Whether it's racing, cruising, sail or power - we enjoy any time spent on the water - and as a result we've been hunting for the best gear to make your experience as good as possible.

We know boats, and we know what gear is essential for your safety and on-water enjoyment. Whether it's the best lifejackets, winches or boat hardware - we've got it here.

Our Mission is to be the easiest, most experienced and best value supplier of boating-related products and services. We constantly strive to achieve the highest possible standards of service.

We are committed to providing excellence in customer experience - we recognise the power of a positive experience.

We will work to conserve marine resources, reduce our impact on the environment, and promote boating.

[www.RossWhitcroft.com.au](http://www.RossWhitcroft.com.au)





Marinepool - Clothing Sponsor of the Extreme Sailing Series



**Gold Coast**

Shop 16 Mariners Cove  
60 Seaworld Drive  
Main Beach QLD 4217  
07 5532 1122

**Boat Works**

1 Boatworks Drive  
Coomera QLD 4209  
07 5532 1122

**Mooloolaba**

33 Parkyn Parade  
Mooloolaba Marina  
Mooloolaba Qld 4557  
07 5444 3055

**Sydney**

The Spit, 2/81 Parriwi Road  
Mosman NSW 2088  
02 9960 2799

**The Royal Prince Alfred Yacht Club**

#8 Upper Level, 16 Mitala Street  
Newport Qld 2106  
02 9999 6360

**Victoria**

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