



AUSTRALIAN
WOODEN
BOAT FESTIVAL

Our Plan

2023-2028





Acknowledgment of Country

The Australian Wooden Boat Festival
and our maritime activities are staged in
nipaluna / Hobart, lutruwita / Tasmania.

We acknowledge the traditional owners of
country throughout Australia and their continuing
connection to land, waters, and community.

We pay our respects to them and their cultures;
and to their elders both past and present.





John Bertrand AO
Patron
Australia Wooden Boat Festival

The Australian Wooden Boat Festival is one of the most exciting events on the maritime calendar, drawing crowds from all over the world to Tasmania.

The Australian Wooden Boat Festival has grown exponentially since being started by a core group of volunteers nearly 30 years ago. Recognised in 2020 with the Gold award for Major Festivals and Events at the national Qantas Australian Tourism Awards, the festival is now a remarkable, award-winning event supported by a big team of passionate volunteers.

The vision set out in the plan - to be a global leader in promoting and celebrating wooden boat culture and artisanship - is one I am proud to support as patron.



Joy Phillips
Chairperson
Australian Wooden Boat Festival

The Australian Wooden Boat Festival holds a unique place in the culture of our beautiful state, Australia, and the community bound together by a love of wooden boats. We welcome everyone to join and share in celebrating wooden boats.

As an organisation we have committed to stewarding wooden boat culture. While we are most well known by the Festival - a remarkable, award-winning event; supported and created by a community passionate about celebrating our rich wooden boat culture - our committed team can and does have broader impact and potential.

This is why we have developed a plan setting out our contribution to the wooden boat community, and goals over the short, medium, and longer term.

We have also thought deeply about our values - community, stewardship, and authenticity - and why having these values at the core of all we do supports our success.

I am proud to lead this organisation at a time of great potential and look forward to continuing to offer unique opportunities to connect with the artisanship and culture of the wooden boat community.





OUR VALUES

COMMUNITY - *we welcome everyone to connect with, share, and celebrate wooden boat culture through our Festival, initiatives, and events.*

STEWARDSHIP - *we respect the knowledge, experience, and skills of the wooden boat community, and seek to foster understanding and artisanship, to steward wooden boat culture sustainably.*

AUTHENTICITY - *we offer a unique opportunity to connect authentically with the artisanship and culture of the wooden boat community.*





OUR PURPOSE

We nurture,
celebrate, and promote
our wooden boat community
and maritime culture.

OUR VISION

To be a global leader
in promoting and celebrating
wooden boat culture
and artisanship.





OUR CONTEXT

Since 1994, the Australian Wooden Boat Festival has grown to become one of the world's premier maritime festivals. Over that time, it has been delivered and sustained through volunteering from passionate wooden boat devotees, to become a successful celebration of the community and culture of wooden boats.

The Festival enjoys a natural home in lutruwita / Tasmania. Nestled under the beautiful backdrop of kunanyi / Mt Wellington, the Festival complements the state's rich maritime history, and nipaluna / Hobart's status as a major Australian seaport.

During the Festival, activities span the length of the Sullivan's Cove waterfront - from Macquarie Point to the Institute for Marine and Antarctic Studies (IMAS). Beyond the biennial Festival, a growing number of initiatives provide greater opportunity for fostering passion for wooden boats. These include the successful Maritime Trail (occurring in 2021 and 2022), growing the Festival beyond nipaluna/Hobart, to embrace more of Tasmania's maritime culture through new regional initiatives.

This is the context in which the Australian Wooden Boat Festival nurtures, celebrates, and promotes the skills, artisanship, and design of wooden boats; to promote the wooden boat community and its maritime culture.



OUR CONTRIBUTION & ACTIVITIES

We produce both public and economic good by delivering:



- a vibrant visitor economy;
- a stronger Tasmanian brand;
- a thriving Australian wooden boat community;



- a large, free event with strong social inclusion outcomes;
- and an expanding community supporting wooden boat artisanship and culture.



OUR ACTIVITIES

Our most visible activity is the four-day biennial Festival attracting over 500 vessels and tall ships, along with thousands of boat owners and participants to Hobart. Its popularity makes the Festival the largest maritime event in the southern hemisphere attracting tens of thousands of visitors.

Interstate & overseas tourists stay multiple nights and take the opportunity to visit other regions across the state.



OUR ECONOMIC IMPACT

Biennially, the AWBF injects around \$4 million directly into the wooden boat industry and its supporters. The ripple effect generates a further \$25 million for tourism and the local economy.

However, the true value of the Festival is priceless in its contribution to the broader community. This cultural impact can be seen on the faces of those visitors and supporters who share in its joy.



OUR CULTURAL IMPACT

- Celebrating traditional wooden watercraft, and culture - including indigenous craft.
- Fostering and developing a deeper appreciation of our maritime culture.
- Educating and inspiring others to pursue their creative and artisanship potential.
- Showcasing talented boat designers, shipwrights, owners, and the industry.
 - Supporting connection and networking for wooden boat enthusiasts around the world.
 - Encouraging intergenerational knowledge sharing and appreciation of wooden boats.
 - Providing opportunities for young people to connect with their wooden boat heritage.
 - Creating video and other media, running workshops, activities, and affiliated events.
 - Supporting the backbone of the wooden boatbuilding industry - the hard-working boat builders, designers, and artisans - by showcasing and celebrating their work.



WE KNOW WE ARE SUCCEEDING WHEN:

NEAR TERM

(2023)

Momentum is building around the 2023 Festival through the support of our community, the media, our Patron, and the prominence of the Australian Wooden Boat Festival in the global wooden boat calendar.

We promote and celebrate the culture, skills, and people that are central to wooden boats and the wooden boat community.

We are acting on our fundraising plan - including strengthening relationships with partners, our Patron, and other financial supporters.

The AWBF has a broad support base that is committed to celebrating the culture of wooden boats

The board is operating at a strategic level to build community engagement with wooden boats.

The AWBF's structure is fit for purpose and the AWBF's policies reflect its values and compliance obligations.

The board supports an exceptional management team working to build and connect with a passionate community focused on wooden boats.

MEDIUM TERM

(2025)

Wooden boat initiatives and events run by AWBF are growing and strengthening, including our core biennial Festival.

The AWBF is recognised as a well-governed and trusted not-for-profit organisation.

The organisation, board, and Festival are representative of the Australian population and are inclusive.

The board draws on the full range of skillsets which make it a strategic and strong governing board: bringing governance, legal, financial, strategic thinking, and marketing expertise, together with subject matter expertise and a passion for wooden boats and maritime culture.

The AWBF is prospering financially, supported by members and stakeholders.

The AWBF is perceived as an integral part of the wooden boat network and as central to telling the stories about this artisanship through our promotion of the culture, skills, and people that are central to wooden boats and the wooden boat community.

LONGER TERM

(2028)

We lead a wooden boat community which is engaged, connected, informed, motivated, and expanding.

The AWBF has diverse sources of revenue and is financially sustainable.

The core natural resources essential to wooden boat building are used sustainably and are available for future generations.

The AWBF is recognised as making a vital contribution to a vibrant visitor economy and a strong Tasmanian brand.

Education and training avenues, to learn the skills necessary to build and maintain wooden boats, are available for the next generations.

STEWARDING OUR FUTURE

The AWBF receives generous support through a core grant from the Tasmanian Government to deliver the Festival. While this represents the majority of the Festival's operating income, the support of sponsors, private supporters, and volunteers is critical to the sustainability of the Festival and its positive economic and cultural impact.

However, having successfully grown the Festival each decade since its beginnings in 1994, this very popularity poses challenges for the Festival's ongoing success. With this in mind, the board has taken steps to diversify its revenue, and optimise its structure to ensure the sustainability of the Festival for future generations of wooden boat enthusiasts.



CAPABILITY

The Australian Wooden Boat Festival and its 60 strong members are ably supported by five full-time equivalent staff (at peak times), a volunteer board, 400 volunteers, and our Patron. These groups work together to deliver our biennial Festival, and its activities and events. We are looking to further grow and enable our volunteers, supporters, and partners.

We seek partners who are keen to grow appreciation of the artisanship of wooden boats with us. Help us continue to present a Festival, events, and activities that play a vital role in supporting our maritime and wooden boat community and the place it calls home. Get involved - volunteer, register a boat, donate, or become an exhibitor, a partner, or a Festival First Mate, or join the Captain's Table.

All support is welcome and appreciated.
Join us! Jump aboard!



GOVERNANCE

The AWBF takes its stewardship and governance roles seriously and has engaged in review and reform of governance arrangements where necessary. This includes the current consideration of reforms of its legal and financial structures consistent with best practice in the not-for-profit sector. It also includes a commitment to review progress against this plan annually to ensure the organisation continues to meet its high standards.





OUR QUEST

Government funding – for which we are extremely grateful – doesn't cover all the AWBF's needs, or allow us to meet public expectations and opportunities. We seek forward-thinking partners who are keen to work with us to support our maritime and wooden boat community, culture, and industry, for the benefit of the broad community.

OUR INVITATION

There are many ways to get involved: volunteer, register a boat, exhibit with us, join as a partner, become a Festival First Mate, or join the Captain's Table.

All support, at any level, is welcome and appreciated.
Donations are the life blood of our organisation.
Funding partners can transform our future.

Join us! Jump aboard!

OUR ORGANISATION BENEFITS FROM AN ARRAY OF PARTNERS.

PRINCIPAL PARTNERS



MAJOR PARTNERS



PROGRAM PARTNERS



COMMUNITY PARTNERS



MEDIA PARTNERS





CONTACT DETAILS

www.awbf.org.au
office@awbf.org.au
(03) 6223 3375

Postal address: GPO Box 713, nipaluna / Hobart, lutruwita / Tasmania 7001Australia

Street address (by appointment): Space 229 Salamanca Arts Centre77
Salamanca Place, nipaluna / Hobart
lutruwita / Tasmania 7000

All images in this strategy are copyright by the photographer. We take our collective hat off to a brilliant crew of professional and semi-professional photographers who join us for the festival and our other events. We are grateful to all of them for sharing these wonderful images for the purpose of promoting the Australian Wooden Boat Festival. If you are interested in a particular image and would like to get in touch with the photographer, please get in touch with us.



@australianwoodenboatfestival



@awbfestival



@AusWoodenBoat



Australian Wooden Boat Festival

