

### Hastings Marine NSW Appointed As Streaker Boats Dealer

The market researchers tell us that there is quite a cross over between boating and caravanning. It makes perfect sense then that Hastings Marine has been appointed as an authorised Streaker Boats dealer.

Hastings Marine is situated on the mid north coast of NSW at Port Macquarie.



Hastings Marine is owned by the Watson family who also owns Watsons Caravans of Port Macquarie immediately alongside the marine business. With existing franchises for Mercury Outboards and a line of quality aluminium hulls, Hastings Marine is an excellent addition to the growing group of elite Streaker Boats dealers.

“We actually bought Hastings Marine because we wanted the land to expand our Jayco caravan dealership,” Dane Watson of Hastings Marine explained.

“However, when we had settled on the purchase and we looked more closely at our situation, we reconsidered. We decided to use some of the space for the caravans but we also decided to continue the boat business.”

“There was an untapped opportunity with the marine business and we firmly believed that if we could apply our caravan methodology to selling boats, we could do well. So here we are in the boat business and trading successfully already.”

Hastings Marine had an existing business relationship with Peter Benston, the Dealer Manager of Streaker Boats. As a Mercury dealer they were an ideal candidate to take on the Streaker Boats dealership.

“This was an opportunity made in heaven,” Peter Benston reflected.

“A Mercury dealership on the mid north coast, looking for a quality fibreglass brand and run by an astute Jayco caravan dealer. What more could we ask for?”

The Streaker brand is an ideal fit for the Port Macquarie region. This is an all-round fish, ski and cruise market and there is a Streaker boat in the range which satisfies each of these demands.

From a business perspective, Dane Watson brings a different kind of customer-focussed approach to the marine business. Successful Jayco dealers have an approach to the customer which enables them to sell caravans, literally by the truck load.

“It comes down to three elements,” Dane Watson said.

“Professionalism, customer service and carrying stock. If the customer can’t see it on the lot, then they’re not going to spend tens of thousands of dollars buying something which they have not seen.”

“The stock, sales staff and all aspects of the business need to be professional in every detail. And of course customers need to be properly serviced with information and after sales support.”

“We are applying these standards to Hastings Marine and although it is early days yet, we are already seeing the benefits start to flow.”

The appointment of Hastings Marine as a Streaker Boats dealer is an important one for Streaker Boats. Not only is the Mercury dealership a key fit with the Streaker/Mercury BMT packaging approach, but Hastings Marine has the style of management which represents the future of boating.

“This is a very professional operation,” Peter Benston said.

“Dane Watson and his family know exactly how they want to shape their dealership and we’re excited to be a part of the transformation. We don’t have to convince them about the need to carry stock or why BMT packing is important. They embraced this years ago and have been practicing it in their caravan business with great success.”

Hastings Marine is committed to stocking a variety of the Streaker models across the range.

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Streaker Boats Australia is long established Australian boat manufacturing business, based in Queensland. Established in 1973, Streaker Boats is a quality fibreglass boat manufacturer. The product range includes stylish bow riders, offshore fishing models and open runabouts. Streaker Boats are distributed exclusively through a network of Authorised Dealers throughout Australia.

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