

Taking business to the next level

A local Whitsunday business is set to take the boating industry to another level.

Only 12 months old, Fusion Catamarans is already an industry leader in innovation with a combination of technology and design setting the business aside from other competitors.

The business specialises in new age catamaran kits.

A revolutionary break through in Australian kit forms, Project Manager Doug Holliday said the manufacturing process is not only environmentally friendly but produces a lighter and stronger overall product when compared to conventional manufacturing methods.

Mr Holliday said the process relied on moulds and a computer aided design, a first for the industry.

Producing one kit every six days and one complete boat every month Fusion Catamarans has a strong following at a local and international level.

Fusion Catamarans CEO Jim Gard said the business continued to expand.

"We in Airlie Beach do lead the way in what we do," Mr Gard said.

After visiting the business yesterday, Minister for State Development and Innovation Tony McGrady said he was delighted with the outcome that Fusion Catamarans had achieved in such a short period of time.

"It really is music to my ears," Mr McGrady said.

"It's a win win situation in that it provides jobs and has massive potential for exports.

"There is massive potential for an industry such as this and it fills me with great expectations of what can be achieved."

Mayor Mario Demartini agreed.

"It's a great thing for employment and development in the area," Cr Demartini said.

Already in high demand the catamarans have attracted interest



around the globe including South Africa and New Zealand.

With three boats on order for the Whitsunday region and another 17 on order in Australia this is one local business that is

set to expand.

The company is already hoping to employ another 24 staff members by Christmas, contributing to the economic growth of the region in a big way.

AFLOAT: Minister for State Development Tony McGrady was full of praise for Fusion Catamarans CEO Jim Gard and his growing Whitsunday business.



\$59.95

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