

Turning pleasure into business



DIANE and Glenn Shaw with sons Todd and Ben and their award winning business — boats. PICTURE: LISA CASTLE-TAUROA

By SHIRLEY WHITWELL

THE Shaw family of Whakatane have turned their passion for recreational boating into an award-winning business.

Glenn and Diane Shaw, owners of Extreme Boats have won two Boat of the Show awards at the recent Auckland Hutchwilco New Zealand Boat Show for their 570 Sport fisher (aluminium fishing boat under six metres) and the extreme 650 Game King (six-seven metre fishing boat).

Both were designed by Scott Robson and built at the Extreme workshop which Mr Shaw says will now have to be expanded.

"We started six years ago. We used to

make agriculture machinery and I built myself an aluminium boat. I sold that and built another one for a mate and it just grew from there. Now we are sending 80 or 90 boats a year to Australia and New Caledonia."

The company has grown to seven full-time staff.

"From the outset we could see no benefit entering the trailer boat market without boats with a major point of difference," said Mr Shaw.

"So we introduced a new design of the hull which gives high speed sea performance without compromising the sea handling."

Since the win, orders have increased and Mr Shaw said plans were under way to increase the size of the workshops

and the number of employees.

"I can see us having to double the number of staff over the next few years."

As the business gets bigger so do the boats. For four years the company has been the major sponsor of the Whakatane SportFishing Club Tuna Tournament, with Mr Shaw saying targeting the local scene is more than just good marketing. "it is putting something back into the local economy which supports us." "All our family love fishing. Both my boys like nothing better than getting out in the boat so we do that as a family every weekend."

Except for July, when he will head across the ditch to tackle the Melbourne boat market following success last September with a visit to Sydney.