



## SPIRIT MARINE

Gold Coast Marina: 1 John Lund Dr, Hope Island QLD 4212

Showroom: 52 Frank Street, Labrador QLD 4215

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### MEDIA RELEASE

Tuesday, 17th June 2025

**HEADLINE:** Spirit Marine Queensland appoints new CEO to drive its expansion

**Gold Coast, Queensland** - One of Queensland's largest boat dealers [Spirit Marine Queensland \(SMQ\)](#) is appointing a new CEO as it embarks on major expansion plans off the back of growing market demand across the state.

Seasoned corporate executive Randall Harper, will be taking the helm of the exclusive Queensland importer and dealer for globally renowned boat brands Beneteau, Chaparral, Robalo, Cruisers Yachts, and Sunpower Yachts.

This appointment is to drive the strategic growth of SMQ as it seeks to capitalise on the state's booming population growth across its coastal regions and demand for the marine lifestyle that sees its waterways used daily for boating, fishing and other recreational activities.

For Randall Harper, this appointment is coming at an opportune time as the business seeks to capitalise on these key trends and grow its presence across the Queensland coastline.

"This move marks the beginning of an exciting new era for SMQ as we seek to position it to meet growing demand, while reinforcing our reputation as the market leader in marine sales, service and quality vessels," said Mr Harper.

"We are proud to represent some of the world's most prestigious marine brands, and our expansion will ensure Queenslanders have greater access to the boats, service, and lifestyle that define our business. My goal is to see SMQ become aligned with the future of boating in this state and have our brand become synonymous with the passion for the marine lifestyle that is part and parcel of living on our coastline."

A qualified lawyer, Randall has held executive leadership experience in c-suite roles in multiple industry sectors across both established multinationals as well as within startups before joining SMQ - with a particular focus on scaling enterprises.

Founded in 2015 by former America's Cup sailor Peter Nicholson, Spirit Marine is a leading Australian bespoke boat dealer with operations spanning Queensland and is Beneteau's Queensland partner for their outboard power and sailboat ranges – including the highly successful Antares range which targets the cruiser market.

Headquartered at the heart of Australia's recreational boating industry on the Gold Coast, Spirit Marine is recognised for its commitment to quality, innovation, and customer satisfaction.

According to Spirit Marine Founder and Chair, Peter Nicholson, this appointment is a significant milestone for the business.

"Randall's appointment is a critical milestone for SMQ as we seek to shape the future of boating in Queensland, delivering best-in-class marine experiences backed by global brands and local expertise," Mr Nicholson said.



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“His leadership will focus on regional growth, brand development, and elevating the customer experience across all SMQ operations, and raising the necessary capital to underpin this market expansion. This will allow the business to move into the next phase of its journey as we seek to establish it as the clear market and category leader for the marine lifestyle sector within one of the country’s fastest growing regions.”

**About Spirit Marine:** Headquartered right at the heart of Australia’s recreational boating sector on Queensland’s Gold Coast, [Spirit Marine](#) is one of the country’s leading boutique dealers of both sailing and motorised vessels. It is the official Queensland distribution partner for the world’s largest recreational boat builder [Bénéteau sail & outboard](#), along with [Chaparral Boats](#), [Robalo](#), [Sunpower Yachts](#) and [Cruisers Yachts](#). It also distributes a select range of previously owned boats. Spirit Marine’s team are focused on providing outstanding service and knowledge and delivering great customer satisfaction and quality products.

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