



Certified Marina Manager

Application handbook

Global Marina Institute

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Certified Marina Manager

CMMs represent the elite in the marina and recreational boating industry. They value true personal and professional excellence and strive to maintain the highest levels of ethical and moral conduct in their commitment to the marina industry. CMMs have a deeply-rooted respect for the environment and recognize their role in keeping it safe for boaters and the communities that support them. CMMs are marina professionals who have completed an extensive training and certification process and embrace the continuance of education and training for themselves and those who work within the marina industry.

Marina owners and investors see CMMs as being qualified, professional, and committed to a career within the marina industry. CMMs are recognized as being most up-to-date in the latest procedures, techniques, industry regulations, and requirements.

CMMs have one of the tightest professional networks in the world and regularly share tips and information with one another, ensuring that each is up to speed with the latest technologies, processes, and regulations. The knowledge a CMM receives through this network makes him/her a highly qualified, respected, and able manager

The CMM qualification process assesses the following real-world abilities:

- Financial management.
- Sales and marketing management.
- Understand the regulatory obligations of the marina business.
- Successful bottom line management.
- Evidence of high character and ethical standards.
- Supervise and manage people.

The CMM designation provides a doorway to greater earnings potential and professional recognition. CMMs complete rigorous education and training developed by the national and international marina industry and must meet specific experience requirements.

CMM are committed to continuous professional development and annual reaccreditation.

Are you ready to apply to be a recognised Certified Marina Manager?

To be able to successfully apply to become a Certified Marina Manager, you need to meet the following criteria.

Use the following checklist to track your progress.

Five years marina management experience, with three of these years being the immediate past three years.	
Manage a marina operation with an annual gross operating revenue of US \$1,000,000/ £ 600 000 / € 750 000/ AU \$1,000,000	
or	
Manage a marina business with at least 100 boats in wet slips, mooring and /or dry stack slots	
Spent at least 60% of my time doing : financial planning, marketing, customer service and people management	
In full time employment , in which I have supervised at least six employees or subcontractors	
I perform 18 of the 26 management functions during each of the qualifying periods	
I am currently in the marina management business	
I am an active member of a Trade Association	
I have completed the Advanced Marina Managers School	

Instructions

Please complete the application form, and create a folder that includes.

1. **Application Form**
2. **Employment Narrative report**
3. **Letters from Marinas verifying your experience and dates of employment**
4. **Marina Organisation Chart**
5. **Photographs as per instructions**
6. **Marina Promotional Material**
7. **Latest Annual Marina Operating Statement (Please mark this as confidential and submit separately if you do not want this information to be circulated to the judging panel)**

Produce **one copy** of the folder to be forwarded to the appropriate regional office of GMI.
Email a PDF copy of the application form and narrative report to the appropriate GMI regional office.

Once the application has been approved the folder will be returned to the applicant.

Once the application has been reviewed an invoice for payment will be sent to the applicant.

The Current fees are £185 +VAT AU\$300 (includes GST)

Application Form supporting notes

1. Biographical Information

Please complete this section with your contact details

2. Employment History

List the names and addresses of marinas that you have been employed at in the last 10 years, most recent first.

Include in your portfolio, a letter from the marinas verifying you experience and dates of employment

3. Marina/Marine Association Membership

As a CMM applicant you are required to be an active member of your local or regional marine association, or if none are available on your area be an active member of another professional organisation

4. Education, training and Professional Development

Please list any college, university or professional qualification you have achieved, you **do not** need to submit copies of your certificates.

If you attended an Intermediate marina manager's course, please include the details required.

Please complete the details regarding the Advanced Marina managers School you attended, you must include a photocopy of your certificate into your portfolio.

List any courses you have attended in the last five years.

5. References (A copy of the form is attached at the end of the document)

To support your application you need **six letters** of recommendations as follows:

a. Current line manager

(If employed less than two years at your present marina, a further letter of recommendation is required from your previous employer)

b. Two CMM as references

(If only one CMM reference is given, a second past marina employer reference is required)

c. One reference from a local regional marine trade association, if not available a regional business group reference

d. Two other business professionals: examples include former employer, business associate from another company, professional body, or if volunteer work is carried out from the charitable organisation.

Only one reference should be from your present marina organisation

(Please see attached reference letters and mailing instructions.)

The referee should send the reference should be sent directly to the GMI.

6. Other information

This information will be treated confidentially. If you answer yes to any of these, you must provide a written explanation on a separate sheet.

7. Experience Credit Form

The information you provide here will determine whether your experience earns credit towards the CMM designation.

a. Part One Portfolio information

Indicate your management experience in each area below, beginning with column 1 to list your most recent experience.

The dates at the top of the columns should represent each marina job, and relate to the employment history provided.

Attach further pages if necessary.

b. Part Two Management Experience

To achieve CMM status you need to meet 18 of the 26 functions listed on page 6 and 7 of the application form across the five years experience needed to achieve CMM status.

When you complete the application form review each management function carefully, making sure you are or were fully responsible for it.

You will need to **give examples** of how you performed the functions in your **Employment Narrative Report**

8. Employment Narrative Report

The narrative report is examples as evidence that supplement information given in the Experience Credit form. Within your employment narrative you need to substantiate the functions you ticked on the experience credit form by providing details of your experience. This should be an extensive as this is the only way that our assessors know you have the competences for accreditation.

You need to provide evidence for each period listed.

In your own words, write an employment narrative, describing your marina job responsibilities and management experience. Do not include a CV or job describe, rather give examples of how you met the criteria that you ticked.

Give specific examples of how the management functions were performed, and using the functions descriptions as an outline; describe in your own words your ongoing management role in the company, as well as experiences.

If your marina is run differently to most marinas, or not very well known it is especially important to give as much detail as possible so that the panel are able to judge that your experience meets the CMM requirements.

9. Comparably sized facility information

Provide information regarding a minimum of five marina facilities that are comparable to your marina within your geographical area.

Reference

Return this completed form to:

UK AND EUROPE: Training and Events Co-ordinator, British Marine, Marine House, Thorpe Lea,
Egham, Surrey, TW20 8BF, UK Or email to training@britishmarine.co.uk
AUSTRALASIA: Industry Education Officer, MIAA, PO Box 1204, Crows Nest 1585, NSW, Australia.
Or email to education@marinas.net.au

Applicant Name	
Address	
To the individual completing this Recommendation letter: The person named above has applied for candidacy as a CERTIFICATED MARINA MANAGER with the Global Marina Institute and has asked you for a recommendation. Please answer the questions below in as specific and candid a manner as possible within seven days. When complete, mail this letter to the address above Completing this recommendation is a qualified privilege which attaches and absolves you and the Institute of liability, provided your communication is made in good faith and is limited to the issue at hand. You can be assured that your answers are confidential and the applicant will not have access to this letter	
Name of Person Completing This Form	
Position/Title	Employer
Address	
Telephone Number	
Are you: ___ a CERTIFICATED MARINA MANAGER? ___ an employer or former employer of the applicant? ___ other (explain relationship at right, please)	
My relationship with the applicant is:	
How long have you known the applicant? Under what circumstances have you known the applicant?	

Please give specific examples, below, where you describe the individual's character and fitness for the CMM award

I ____ can, ____ cannot, recommend this applicant for CMM® candidacy.

Date: _____ Signature: _____

Date: _____ Signature: _____

Signature: