

ADVERTISING FEATURE

Sailing through time of a proud legacy spanning 78 years

CELEBRATING 50 YEARS IN TAREE

BRUCE Steber has crafted a boat manufacturing dynasty spanning over 70 years. Now with son Alan managing day-to-day operations, achieving a century of service to the boating community is only a matter of time.

Bruce's remarkable contributions have left an indelible mark on boating in NSW and beyond.

Bruce, now an octogenarian, established Stebercraft in 1946 and today, he still has a huge commitment to the maritime community.

In the early 1940s, Bruce was apprenticed to W. Douglas at Dee Why before branching out on his own, building timber boats at Narrabeen, founding Stebercraft in the process.

Due to the scarcity of timber in the 1950s, Bruce switched to marine ply and

As a family business, we've weathered the waves.

Bruce Steber

built boats for Nock and Kirby, Port Jackson and Manly SS Co. and Kopsens.

In 1957, Bruce became one of the Australian pioneers to start building in fibreglass and, the following year, expanded operations.

Stebercraft continued to grow and, in 1962, opened new showrooms at the corner of Narrabeen Street and Pittwater Road, Narrabeen and a further expansion in Brookvale.

Bruce founded the Northern Waters Outboard Cruising Club in the early 1960s, promoting family fun days on the water for boating groups. He also assisted and attend-

ed the first BIA meeting. He is a founding member of the NSW BIA and has exhibited at every Sydney Boat Show.

Relocating to Taree in 1973, Bruce had the foresight to diversify from small boats to larger vessels, which ensured the company's future prosperity. The first FRP surveyed boat was built in 1978.

Staff numbers in the 40 years since have ranged from 20-60 at any given point in time. Around 150 apprentices have been trained at Steber, many going on to operate their own businesses in the area and nationally.

Bruce also set up Shearwater Marine on part of

their premises in Taree and has supported the business through three ownership changes.

Over the years, Bruce has helped found and fostered numerous industry associations and assisted a wide range of community groups

and programs such as school link program, factory tours, and men's sheds and has assisted the industry with the "Re-use, Re-new, Re-fit" program.

The company is still community-spirited through and through and has supported

an endless number of local community groups.

Today, Steber manufactures a diverse range of commercial and recreational vessels ranging in size up to 18 metres for domestic and overseas markets.

Steber is also a partner in



In 2016, Beryl and Bruce Steber celebrated 70 years of business and 65 years of marriage. Picture supplied