

scubaversity

Scubaversity Blue Ocean

Career Development Programme



IMMERSE YOURSELF IN THE BLUE OCEAN

What some Dive Instructors have to say...

The Love of Diving:

"I am doing what I love and love what I do."

Opportunity to Teach:

"It's a great opportunity to not only meet a lot of fantastic people, but to see somebody start out at the very beginning and progress all the way to PADI Master Scuba Diver, Dive Master or even Instructor."

Lifestyle:

"Diving is arguably the best job in the world. How many other jobs can you walk into wearing a pair of shorts, t-shirts and flip-flops every day? I am guessing not many."

Self-Improvement:

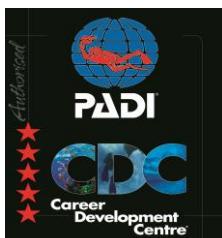
"To teach is to learn. Diving provides the opportunity to learn math, biology, physics, history, physiology and communication skills. What other sport really allows you to learn while having so much fun. Diving helps keep you in shape. Try doing that with a nine to five job."

Enjoy Outdoor Activities:

Diving allows you the opportunity to be outdoors, one with nature. The things you get to see underwater are amazing. I love the feeling of weightlessness, the ability to move freely. My office is the ocean. All desk bound workers out there eat your hearts out. You want to be *me*!

Scuba Diving is a multi-faceted Industry with opportunities in

- Instruction
- Sales/Retail/Marketing/Presentations
- Entrepreneurship
- Eco-tourism
- Equipment maintenance
- Skippers
- Business Management Dive Instruction up to professional level
- Tour Guide/Eco-Tourism
- Equipment Repair Technician
- Boat/Live Aboard Operator
- Business Management
- Movie Making/Film Industry/Professional Photographer/Entertainment Industry
- Commercial Diving
- Computer Software Design (EVE)
- Dive Resort Owner/Manager
- Editor/Website/Graphic Designer
- Marine Biologist/Geological Technician/Hydrologist/Hydro Graphic Technician
- Marine Resource Manager/Ecologist/Fish & Game Warden
- Travel Wholesaler
- Equipment Manufacturer/Importer



ABOUT SCUBAVERSITY'S BLUE OCEAN CAREER PROGRAM



Location

Training takes place at Scubaversity, South Africa's leading Five Star Career Development Centre, complete with purpose-built, heated, multi-level training pool with underwater cave, four fully equipped lecture rooms, a workshop, shop and compressor facility. Our Intern Village includes ten separate cottages as well as a social/braai area for Interns.

Scubaversity was founded twenty two years ago by Colwin Setzkorn. This facility has grown into the largest dive club in South Africa and the second in the world to hold a DAN HIRA certification. Our facility focuses on diver training from Bubblemaker (aged eight years and older) through to the top Professional levels (Master Instructor), free diving to Master Freediver including Freediver Instructor, equipment sales and local and international travel.

This program provides the Intern with a 'hands on' experience in running a busy dive centre as well as Professional Diver training, thus ensuring the Intern the best training, qualifications and confidence to utilise these skills to their fullest. Not only will the Intern be qualified as an Instructor at the end of their Internship, but they will be able to apply for and obtain a managerial position in any dive centre in the world.

We produce experienced instructors who have an in-depth understanding of the dive industry. However the onus is on the intern to produce the required results and the more time invested in the program the more the Intern will benefit.

Our aim

As a dive centre we understand the need for qualified instructors who are well versed in the nuances of running a business as well as the necessary professional diver training require for leaders in the business.

We intend to produce well-rounded individuals who are capable of graduating from the Scubaversity Blue Ocean Program and being able to walk into any dive centre or resort around the world and immediately add significant value other than pure diver training.

Our vision is to become the leading recruitment agency for instructors world-wide through providing top class, highly motivated, quality professionals.

The Candidate

The program is divided into segments during which time we focus on specific scuba training as well as a particular segment of the facility management, for example Marketing or Centre Operations. Candidates will be evaluated on each segment. Continual communication between the Intern and Management will ensure that the Intern is achieving their own goals. The Intern may leave the program at any time should they find that Scuba Diving is not a career he/she would like to pursue.

The value in Scubaversity's Blue Ocean Program is that candidates are not only taught pure diving skills but a host of other management and dive operator skills which can be added to their CV.



BLUE OCEAN PROGRAM



DIVER TRAINING SEGMENT

This section of the program pertains specifically to diving. It will teach you how to dive, and helps perfect skills learnt and ultimately enables you to become a first-rate dive instructor.

1. Entry Level Dive Training

- PADI Open Water
- PADI Advanced Open Water
- Emergency First Response
- PADI Rescue Diver

2. Master Scuba Diver Training

- PADI Enriched Air Specialty
- PADI Deep Specialty
- PADI Night Diver Specialty
- PADI Equipment Specialty
- PADI Peak Performance Buoyancy Specialty
- All PADI specialties are available for MSD rating (www.padi.com)

3. Professional Dive Training

- PADI Divemaster Course

4. Scubaversity Instructor Development

- PADI Emergency First Response Instructor
- PADI Assistant Instructor
- PADI Instructor Development Preparation
- PADI Open Water Scuba Instructor
- PADI Master Scuba Diver Trainer

5. Boat Captains Certificate (Skippers Course) - Optional

- General Seamanship, Rules of the Sea, Legal Knowledge and Marine Environment
- Safety Afloat
- Emergency Procedures
- Radio Procedures
- Chart work and Navigation, etc.
- Practical work



BLUE OCEAN PROGRAM (continued)



THE BUSINESS OF DIVING

This section of the program focuses on the business aspects of a dive centre/resort.

1. Admin and Paperwork

Electronic Virtual Employee (EVE)

- Invoicing
- Purchase orders
- Course admin and management
- Travel and trip logistics and organization
- Equipment rental control
- Equipment servicing & maintenance
- Inventory and stock control
- Database management
- Calendar and time management

2. Dive Equipment

Equipment Training

- Equipment purpose
- Learn the features and benefits of all equipment sold in your territory
- Learn all aspects of the various dive computers on the market
- Learn all about digital underwater cameras and housings
- How to assist a client with equipment selection and fitting
- Compatibility of equipment

Equipment Service Technician:

- Various brand maintenance courses
- Gear servicing practical

Compressor Operation and Maintenance:

- Mechanics of compressors used to fill cylinders
- Compressor operating safety
- Enriched air filling

Cylinder Training:

- Hydrostatic & Visual Testing

3. Hazard Identification and Risk Assessment (HIRA)

- Risk Assessments
- Standard Operating Procedures
- Emergency Planning
- Facility and Diver Health and Safety
- DAN Open Water Student dive insurance cover

4. Diver Knowledge

Discover Scuba

- Recruit Discover Scuba divers
- Organise and Conduct DSD courses





BUSINESS SAVVY

During this program the intern will be exposed to various operations which can be utilised not only within the realm of diving but across the business spectrum. This experience will be gleaned from a variety of practical assignments assigned by the dive centre and through the various lectures and modules presented by Scubaversity and industry professionals. A large proportion of these assignments will focus on marketing diving. Modules will include:

1. Marketing

- Creative brainstorming and design; working with various mediums including; Electronic marketing campaigns via email brochures, newsletters, website design, and development, and SMS communications
- Print media campaigns via brochures and flyers
- An Introduction to Photoshop and layouts
- Effective planning, distribution & communication of marketing campaigns

2. Retail Display Management will be required to:

- Set up and create innovative and visually appealing displays
- Create short term promotions
- To set up a dive education centre/resort

3. Sales

- Appropriate telephone techniques
- PADI positive approach to sales
- Customer care

4. Team Leadership & Management

- Leading and attending weekly staff meetings
- Managing course, trip and dive schedules
- Managing staff rosters

EXTRA OPTIONAL SKILLS, WORKSHOPS AND COURSES.

During the program we will present the opportunity as time allows for candidates to attend various 'soft skills' and industry training courses. These will be presented to the candidates to attend at their own discretion. The cost of these courses are not included in the program and will be extra, however these courses will be SETA approved and candidates will be presented with a certificate which can be added to their CV.

Business Soft Skills

- Self-Awareness
- Interpersonal Communications
- Conflict Management
- Gaining power and influence
- Group Skills - Empowering and Delegating
- Management and Leadership Skills

Business Industry Training

- Introduction to Marine Conservation
- Introduction to Marine and Eco-Tourism
- Introduction to PC's
- Microsoft Office Application Programs (Word, Excel, PowerPoint)
- Financials for non-financials
- Sales and Marketing
- Oral and Written Presentations
- Conducting Power Meeting



PRACTICAL TRAINING & EXERCISES



Marketing

1. Designing and distribution of brochures for entry level.
2. Effective running of a Discover Scuba Session, both theoretical as well as practical.
3. Effective ways to recruit entry level (discussion and practical)
 - You will need to recruit 20 Discover Scuba Diver students and conduct these confined water sessions
 - You will need to personally recruit 10 Open Water divers
4. Effective ways to recruit Advanced and Rescue Diver Candidates (discussion and practical)
 - You will need to personally recruit 5 Advanced Open Water divers
 - You will need to personally recruit 1 Rescue Diver
5. Effective ways to recruit Specialty Diver Candidates (discussion and practical)
 - You will need to personally recruit 15 Specialty Divers
6. As part of your practical training you will be required to assist on all of the courses to which you have recruited divers.
 - Setting up displays and Promotions.
 - How to display retail dive equipment.
 - How to set up a dive education centre.

Diving

1. Inland Training Practical
 - Invite divers on inland diving trips
 - Plan the trip in terms of transport for divers, equipment considerations, accommodation and catering.
 - Run an efficient and fun weekend away for divers.
2. Coastal Training Practical
 - Market a coastal trip
 - Manage Financial Aspect
 - Plan all aspects including transport, equipment needs, dive planning and catering
 - Attend & Assist on Trip
 - Lead dives (once Divemaster certification has been obtained)
3. Attend Service and Product Knowledge courses at suppliers
 - Service equipment
 - Present equipment to candidates

Portfolio

Candidates will be creating and updating a portfolio of all activities, courses and achievements during the programme. This portfolio will be presented during evaluation and will be a considerable measure of Candidate performance.

Exchange program

Candidates will also be eligible based on performance to work as exchange students at various dive centres/resorts around the country and possibly internationally.



ADMIN, FEES & OPTIONS



Course Prerequisites

- Applicants must be a minimum of 18 years.
- Applicants in possession of a driving license will be considered before those without a license.
- Applicants should be reasonably fit, and able to undergo fairly strenuous work.
- Applicants to supply a medical certificate stating they are fit to dive without restrictions.
- DAN personal dive insurance for the full period of the internship

Interview process:

Acceptance on the course is not guaranteed, you will have to undergo a formal interview process. If you are successful in your application a non-refundable deposit of **R5000** is required with your application in advance as spaces are limited.

Dive equipment

Go Pro Candidates need to have their own basic skin diving gear to enter the program. Gear can be bought from Scubaversity at the intern program discounted rate.

Scubaversity Instructor Development candidates are considered dive professionals and need to own their own equipment, including BCD, Regulator, Dive Computer and Compass. Equipment can be purchased from Scubaversity at the internship discounted rate. We recommend Oceanic, Hollis and Scubapro.

PROGRAMME FEES 2017 – Subject to exchange rate.

Go Pro (GP)

Master Diver and Divemaster
Course Material

Scubaversity Instructor Development

PADI Assistant Instructor
PADI EFR Instructor
Course Material

PADI IDC Preparation
PADI Open Water Scuba Instructor
PADI Master Scuba Diver Trainer (5 Specialties)

Total Program Cost

Blue Ocean Career Development Program On Request
Monthly Payment Terms Available

Additional Costs (Paid directly to PADI UK)

Prices subject to change. On Request

MSD Registration
DM Registration
EFRI Registration
AI Registration
IE Instructor Exam
Instructor Registration
MSDT Specialties each

COSTS EXCLUDED

Entrance Fees to dive location
Cost of Coastal Trips
Accommodation, Meals & Transport
Skippers
Soft Skill & Industry Courses



COURSE SCHEDULE & HOURS

The course is designed to instil discipline, avoiding the 'beach bum' impression of scuba diving. The candidates will be required to work shifts and attend lectures. Candidates need to prepare and commit themselves to a serious pace with a typical 12 hour day. This pressure is typical of the diving industry and no allowances will be made for poor attendance or complaints about long hours.

Candidates will be camping at Miracle Waters or Bass Lake at least once a month and need to have camping equipment.

CODE OF CONDUCT

All candidates will be required to sign a learning agreement.

No candidate may smoke within ten metres of the diving centre or in front of any client at any time.

Candidates need to apply themselves to the program at all times.

Scubaversity is a drug free environment. Any intern found to be taking/distributing drugs will immediately be suspended with no refund.

Candidates need to conduct themselves appropriately in front of all customers (dress code, language etc.).

No advertisement, document, website, email, statement or other publication, whether in writing or otherwise, shall contain anything which is likely to mislead the public.

Transactions with clients shall be treated as confidential and correspondence shall be dealt with promptly.

Candidates shall give a full service to the Principals they represent and shall conform to all lawful and reasonable instructions issued to them as agents of such Principals.

Candidates shall endeavour always to adhere to truthful statements and to good taste when called upon to express opinions of the diving industry.

EVALUATION

In order to ensure that the course is run at the highest standard, the staff will consistently evaluate the candidate's performance on course and in the dive centre. If the candidate's performance in the opinion of the staff is not up to standard, the candidate may be asked to leave the programme. The candidate will then be liable for the full cost of the programme.

DISMISSAL POLICY

Attendance in all sections of the career development program is mandatory.

Candidates who arrive after the scheduled time for lectures or practical sessions will be given a warning (written or verbal).

An additional fee will be charged to catch up on any additional training. This is payable immediately upon completion of the catch-up lesson.

Candidates who miss any full day will be given a warning for each and every day missed.

A Doctor's note is required for sick leave (especially after a weekend and Monday).

Termination from the career development program:

- Violation of the Safe Diving Practise of Understanding.
- Purposefully putting you, your fellow candidates or staff at potential risk.
- Use of illegal drugs.
- A candidate physically threatens any other candidate or staff member.
- A candidate disparages or vandalises or is found guilty of theft of any facility, student or public property at any time while completing the career development program
- 10 Full warnings will result in termination of the program and no refund on any fees paid.

Scubaversity reserves the right to change the program schedule and/or facilitators when deemed necessary to ensure the best input for participants. The program schedule, courses and workshops are subject to availability and time constraint. Scubaversity will however endeavour to ensure students complete a minimum of 80% of the proposed program schedule.

