



## THE CAREER PROGRAM

General Information

2010

### INTRODUCTION

There is a huge international need for well trained and experienced dive professionals.

Owners are prepared to pay good money for the person with the right skills.

Unfortunately the big certification and training agencies do not cater for this demand and a diving instructor certification does not cover a third of the skills required. In fact it is quite scary how easy it is to become a diving instructor today.

As a result there is an oversupply of under-skilled diving instructors that earn very little. There is however a dearth of skilled professionals.

Skills, experience and knowledge are gained over time and are not necessarily the best quality. It is far better to be taught "best practice" right from the start.

The diving professional must be good in four major areas:

- Instruction including advanced topics
- Sales and marketing
- Technical aspects such as compressors, equipment and boats
- Management and business skills

The aim of the Career Program is to give the diver the tools to succeed in the industry. Although aimed at potential managers this course also caters for the instructor.

The course will provide the knowledge but not the experience. This has to be earned by working, but given the correct start the success rate is impressive. A high number of graduates from our courses in the past are now at the top of the industry.

Divetek has its roots in the retail and training fields and has owned 11 operations. The program is run based on this actual experience.

If you are serious about a career in the Scuba industry then a Career course is essential.

### Why the Divetek Career Program?

1. Divetek have a wealth of actual experience and know what is needed
2. The course is not a "work for us and learn something" course. It is a full time learning program.
3. We have had huge success with post course job placements
4. The cost in both money and time is low compared to training in other careers.
5. The cost of each course taken individually would be very much higher.

Warning: The course is very intense and takes a large degree of dedication and effort.

### PREREQUISITES

1. At least 18 years old.
2. Have been a certified diver for more than 6 months.
3. Needs to pass a diving medical.

You must provide:

- 2 recent clear passport sized photos
- 2 Copies of your medical
- 2 Copies of all your C cards and certificates.

**EQUIPMENT:**

Full Openwater gear including:

- Mask, snorkel, fins
- B.C.
- 5mm wet suit suitable for 14-24 degrees c.
- Single hose regulator
- SPG
- Octo
- Depth gauge
- Computer
- Knife
- Tank
- Compass
- Diving Computer
- Weight belt

(Please mark all your gear to avoid confusion).

NOTE: If you do not have your own gear, please wait for advice from the staff to ensure you purchase the most suitable equipment we do provide a course discount of 30%.

**MATERIALS:**

You will need paper, pens, board markers and any training aids that you may require.

**TEXT BOOKS:**

Are included in the cost of the course

**VENUE**

The course is to be held at the training centre in Johannesburg.

**COSTS**

The cost of the Career course is R 43,000 and is due before the course starts. This includes the cost of all the courses, trips to the dive sites and the sea but does not include:

- Food and drink
- Accommodation
- Transport

**DURATION**

It is a 16 week program.

The course will start on Monday January 11th 2010 June and will end on the 3rd of May 2009.

**BOOKING**

For more information or to set up an interview contact

Acceptance on the course is not automatic

David Cohen:

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## **COURSE CONTENT**

### 1. Instruction and diving:

- Breathhold diving
- Spear fishing basics
- Advanced diver
- Advanced rescue
- Master diver
- Divemaster
- Nitrox course
- Rebreather Course
- Decompression chambers
- Instructor training course

### 2. Business management:

- General Management
- Marketing and image building
- Customer relations
- Financial Management
- Budgeting
- Costing and business planning

### The diving business

- Basic accounting
- Costing and decision making
- Personnel management
- Motivation and success
- Time management

### 3. First aid:

- Full First aid course

### 4. Sales & Marketing

- Equipment Knowledge
- Diving sales techniques
- Marketing Image & presentation

### 5. SCUBA repair and maintenance course:

- Compressor operation & Maintenance
- Regulator repair
- Instrument testing and repair
- Visual inspection course

### 6. Personal Computer use:

- Theory of computers
- Basic Word processing
- Basic Spreadsheet
- Desktop publishing

### 7. Physical Training

There will be a full fitness program on the course. Smoking is not permitted on the course.

## **APPLICATION**

Place on the course is limited and as a result we are looking for the highest possible calibre of candidate.

Acceptance on the course is not automatic; you must furnish a C.V. with your application and will be informed of your status as soon as possible. You may be required to attend an interview or furnish further information.

## **Deposit**

A non refundable deposit of R 15,000 is required to secure your place on the course.

## **Bursaries**

There are 2 bursaries awarded of R 6000 each for suitable candidates made available by 2 kind benefactors.

## **Style of the Course**

The course is run in a relaxed but disciplined manner. The day starts at 7am and usually end at 5pm with an hour of fitness training and an hour off for lunch. The pressure on achievement is strong and failure of courses may result in being asked to leave. The course fee will be refunded on a pro rata basis for those asked to leave.

There is a week of practical dives at the coast included in the course.

There is only one long weekend break.

There is a mid course evaluation day and this **MUST** be passed in order to continue.

Previous candidates have (with out exception) claimed that the course was the highlight of their diving careers and that they made life long friends.

## **Instructor Certifications**

The candidate will complete the course having completed the highest level of instructor training. However in order to work in other facilities it will be required to complete a cross over or training course with the agency that the facility belongs such as FAUI, NAUI, CMAS, SSI, YMCA, PADI, TDI, IANDT etc. After the Career course this will be a "walk in the park!"



## STATEMENT OF UNDERSTANDING

Career Course

Jan 2010

This course will require heavy physical exertion. You must be in good health and to be able to equalise pressure in your ears and sinuses.

The prerequisites for the course are:

1. The candidate must be at least 18 years old.
2. Have had a medical in the preceding 12 months.
3. Have been a certified diver for more than 6 months

You will be required to furnish proof of these requirements to the course director. In the event of your certification in any of these requirements being in pending, you will have to furnish a signed letter from your instructor stating this. Please make sure that you have all the correct paper work before the start of the course.

### TEXT BOOKS

All the main books are included in the cost of the course but supplementary books can be purchased at your option.

### REGISTRATION & CERTIFICATION

Included in the course fee

### EVALUATION

In order to ensure that the course is run at the highest standard, the staff will constantly be evaluating the candidate's performance on the course. If the candidate's performance, in the opinion of the staff, is not up to standard the candidate may be asked to leave the course. The candidate will then be liable for the pro rata cost of the course and the remainder will be refunded.

### SMOKING, BEHAVIOUR and APPEARANCE

You are expected to maintain a neat and professional appearance during the course and smoking is not permitted.

You are expected to behave in a professional manner at all times.

### EQUIPMENT

You are required to bring full Openwater gear including mask, snorkel, fins, B.C., 5mm wet suit suitable for 15-24 degrees single hose regulator, SPG, octo, depth gauge, knife, tank, compass, Computer, weight belt, etc. (Please mark all your gear to avoid confusion). All training aids and writing materials used by the students are to be brought by the candidates. Please note that candidates qualify for 30% discount on purchases of equipment for personal use.

## COSTS

The cost of the Career course is R 43,000 and is due before the first day of the course. This includes the cost of all the courses, but does not include:

- Food
- Materials
- Transport
- Certain Books

In the event that you are asked to leave the course due to non performance you will be refunded the remaining pro rata amount.

I understand that in undertaking this Professional instructor training course I am incurring obligations for attendance, skill performance and financial responsibility. I am willing to accept the responsibility for my own actions. I understand that the course director must make the final judgement as to my competency to be a diving instructor and be awarded certification.

Please initial each page

Name .....

SIGNED ..... DATE .....