

All Hands on Deck Maritime Training

P.O. Box 649 Nelson N.S.W. 2315

Phone: 0434 803 687

www.allhandsondeck.com.au allhandsondeck.peter@gmail.com

For Sale - 'All Hands on Deck Maritime Training' RTO # 90927.

BACKGROUND

Blue Water Cruise Line Pty Ltd (ABN 18 079335 318) was formed in 1997 and is a family owned company with the Directors being Peter Colin Wood, Derek Paul Wood and Deborah Ann Wood. Peter Colin Wood is also the Operations Manager for the company.

Blue Water Cruise Line Pty Ltd originally purchased an 18.2 metre, 120 passenger vessel, in Taree and moved the vessel to Port Stephens where it successfully conducted harbour, dinner and dolphin watch cruises until 2006 when the charter boat side of the business and the vessel were sold.

RTO STATUS

In 2002 Blue Water Cruise Line Pty Ltd incorporated maritime training into its business goals and was successful in becoming a Registered Training Organisation (RTO) with the then NSW Vocational Education Training Accreditation Board (VETAB).

The training component of the company is known as 'All Hands on Deck Maritime Training' and is a partnership between Derek Wood and Peter Wood.

- Registration # 90927 applies and is current until 2024.

The training registration was subsequently transferred to the now Australian Government department known as the Australian Skills Quality Authority (ASQA).

The Company is also an Approved Training Provider (ATP) with the Roads and Maritime Authority (NSW Maritime) and the Australian Maritime Safety Authority (AMSA) as an 'Authorised Provider' to deliver the courses listed below.

Continued registration requires the company Principals to maintain currency in maritime skills and qualifications and to hold Training and Assessment qualifications.

Continued registration also requires the company to have in place appropriate Policies and Procedures related to its ASQA Accreditation and Scope of Registration.

When the charter boat side of the business was sold in 2006 the company retained the training component.

The company's scope of registration covers the training delivery and assessment of the following courses:

- NSW General Boat and PWC licences (Online study + 3 hour course)
- General Purpose Hand (GPH) (Online study + 1 day practical course)
- Coxswain Exemption 38 (Online study + 1 day course)
- Coxswain NC2 (Online study + 2 day course)
- Coxswain NC1 (Online study + 2 day course)

The company's training calendar comprises 4 days of practical training each month.

The company owns the following websites:

www.allhandsondeck.com.au

www.boatskipper.com.au

www.boatlicencensw.com

www.nswboatlicence.com

www.deckhandtraining.com.au

www.deckhandcourse.com.au

www.coxswaintraining.com.au

www.coxswaincourse.com.au

Please see file called 'Business Structure'

VESSEL

In 2009 the company purchased another vessel to conduct the practical session component of the training program. This vessel is a 42' Randall known as 'Liberator' and is in 2C commercial survey and the registration number is 431535

Please see file called 'Vessel Details'

TRAINING AND ASSESSMENT STRATEGY

The company's training and assessment strategy incorporates the use of the internet with all course candidates undertaking some pre-study prior to attending a course practical session.

The online pre-study component can vary in time from a few hours (Boat Licence) to 10 to 15 hours (GPH) and up to 30-35 hours (COX NC2 and NC1).

The company has developed and owns an extensive range of resources for online study and assessment.

CURRENT TRAINING POSITION

The majority of candidates seeking to undertake a course with All Hands on Deck Maritime Training locate the information on the internet. All inquiries and initial and final enrolments are conducted online. This is followed up with candidates completing a number of assignments and activities online related to the course they have enrolled in.

Course fees are paid online using a PayPal and/or Stripe account. Some candidates may elect to make a Direct Deposit or use EFT. **All course fees are pre-paid.**

INTERSTATE TRAINING DELIVERY

Opportunities exist for training to be conducted in other locations. Training has been delivered in the following locations:

Christmas Island WA (twice)

Dampier WA

Adelaide SA

Cairns QLD

Port Kembla NSW

Taree NSW

Training vessel 'Liberator' 431535 in commercial 2C survey (10 + 2)



Offers sought to purchase Blue Water Cruise Line trading as 'All Hands on Deck Maritime Training' (RTO # 90927)

Why are we selling?

After almost 20 years of operating a successful maritime training business the owners of Blue Water Cruise Line (T/As All Hands on Deck Maritime Training) have decided to call it a day.

The owners, Derek and Peter Wood, are now both in their mid 60's and have decided it is time to move into retirement and have decided to sell their successful maritime training business.

What is included in the asking price?

A Randell 42 in commercial 2C survey - See attached document for vessel information.

All Hands on Deck Maritime Training - Registered Training Organisation (RTO # 90927) with the Australian Skills Quality Authority (ASQA) – an 'Approved Provider' with the Australian Maritime Safety Authority (AMSA) and an Authorised Training Provider (ATP) with NSW Maritime. Includes all intellectual property including Videos, P/Points, quizzes, Web names ASQA registration Bus name etc

Total asking price \$495,000.00 inclusive of GST

What are we looking for in a buyer besides the asking price?

Derek and Peter are offering for sale **Blue Water Cruise Line Pty Ltd T/As 'All Hands on Deck Maritime Training'** and **'SkippasMate Marine Training'**. They want to ensure that the new operators, whether an individual or business partners have a real and sincere passion for the maritime industry and for training newcomers both recreational and commercial. The new owners

should be capable of seeing the value of operating a business in a very niche market, the potential for business expansion, and have the commitment of ensuring the business grows and continues to operate well into the future.

Are any special qualifications required?

The short answer is no. Most training organisations employ training staff. The business can be run by an owner or owners and employ suitably qualified training personnel.

Ideally though the new owner/s would possess marine qualifications such as a Master <24 metres and MED II as well as Training and Assessment (TAE40116) qualifications.

Does the company have any debts or liabilities?

No. All company assets are fully owned. The company has not debts or liabilities.

Are all wages, taxes and superannuation payments up to date?

Yes. The company meets all of its wages, taxes and superannuation commitments when they fall due.

Does the company have any premises?

No. The company operates from its training vessel 'Liberator' berthed at Newcastle marina and has agreements in place with the regulators to conduct its training and assessment programs in this format. The company has access to a number of nearby venues and training room facilities when adverse weather prevails. (This only occurs 2-3 times per year) (Some training such as Fire & Survival are conducted 'off site'). This provides an opportunity for the 'training vessel' and business to be moved to another location should it suit the potential buyer.

Is the training calendar flexible?

The training calendar is very flexible. We only conduct course when we want to. Courses are run every month however if either of the current owners want to take time off then the calendar is amended to provide for this. In addition, the business does not run courses on public holidays such as Easter or Christmas, and over the Summer period courses finish around the first week of December and resume in late January.

What monthly costs are involved?

The only fixed costs are:

1. Vessel berthing (\$820.00 per month – ex GST) (includes all utilities)
2. Wages to the owners
3. Phone and internet costs (approx. \$300.00 per month)

What are the biggest challenges?

Keeping on top of Government changes and legislation

What makes this business attractive?

1. The business operates from a vessel which means the working day is essentially on the water.
2. Very little manual work is involved
3. A flexible calendar allowing for ample time off if required
4. All initial enrolments are conducted online with pre study component and minimal face to face training.
5. All course fees are pre-paid

Will a non compete clause be agreed to?

Yes

Is there potential for growth?

There is ample opportunity for growth. The current owners are in their mid 60's and have not had any desire to grow the business for the past few years and hence the decision to sell. The opportunity for growth exists in a number of areas:

1. Expanding the Scope of Registration to include additional courses such as <24 Master and <35 Master, MED courses or STCW courses
2. Franchising the Boat Licence component throughout the State
3. Utilising the vessel for other activities such as fishing and diving charter work
4. Providing additional one on one boat handling training.

Kind regards

Peter Wood
Training Master/Operations Manager
All Hands on Deck Maritime Training
PH: 0434803687

www.allhandsondeck.com.au

allhandsondeck.peter@gmail.com