



A CAREER IN  
**SCUBA  
DIVING**

A DEGREE IN  
**LIFESTYLE**



**BLUE  
OCEAN  
PROGRAM**

# WHY BECOME A SCUBA INSTRUCTOR:

**01**

**A JOB WHERE YOU ACTUALLY ENJOY WHAT YOU DO FOR A LIVING.  
"SECRET TO A HAPPY LIFE; FIND WHAT YOU LOVE, AND GET PAID FOR IT."**

**02**

**PLENTY CAREER OPTIONS FROM RETAILING TO MANUFACTURING TO RESORT OPERATIONS. THE ENTRY TICKET IS AN INSTRUCTOR CERTIFICATION.**

**03**

**BECOME A WORLD TRAVELLER, STOPPING TO WORK ONLY WHEN THE FUNDS GOT LOW.**

**04**

**CAREER OPTIONS IN RECREATIONAL DIVING ARE ABUNDANT, ENTRY IS YOUR INSTRUCTOR CERTIFICATION THE SECRET CODE THAT GETS YOU A DREAM CAREER.**



*"Imagine having a job where you can wear shorts, t-shirt and flip-flops everyday."*

## CAREER POSSIBILITIES

- Instructor
- Sales/Retail/Marketing
- Entrepreneur
- Tour Guide/Eco Tourist
- Equipment repair Technician/Manufacturer/Importer
- Boat/Live Abroad Operator
- Business Management
- Film Industry and Professional Photographer
- Dive Resort Owner/Manager
- Editor/Website/Graphic Designer
- Travel Wholesaler

## IMAGINE A JOB...

Where you actually look forward to heading off to work in the morning. Sailing into incredible sunsets could be the rule, not the expectation, especially if you work in a tropical dive destination. The commute to work could be as easy as a ten-minute boat ride and work becomes an adventure itself. If you set your sights close to home and aspire to work at a local dive center, you teach people how to dive and guide trips to exotic dive destinations. There is a sense of pride sharing something you are passionate about. You help others enrich their own lives by experiencing the adventure of diving.

## WHO IS PADI?

The Professional Association of Diving Instructors ( PADI ) is a recreational diving membership and diver trainer organization. Worldwide, more people learn to dive using the PADI System of diver education than with any other recreational scuba programs. The PADI System allows divers to progress at their own pace and encourages them to take continuing education programs that enhance their participation, enjoyment and safety. PADI Instructors and the PADI System of diver education are the benchmarks against all other instructors and certification organizations are measured.

## PADI CAREER DEVELOPMENT CENTRE.

The PADI Career Development Center (CDC) classification is awarded annually to PADI Instructor Development Centers and Five Star Instructor Development Dive Resorts that dedicate their businesses to professional development beyond regular scuba instructor training and meet the highest requirements for training PADI scuba diving leaders. PADI CDCs offer career-oriented training to prepare scuba diving professionals for employment in the dive industry, as well as offering job placement assistance for program graduates

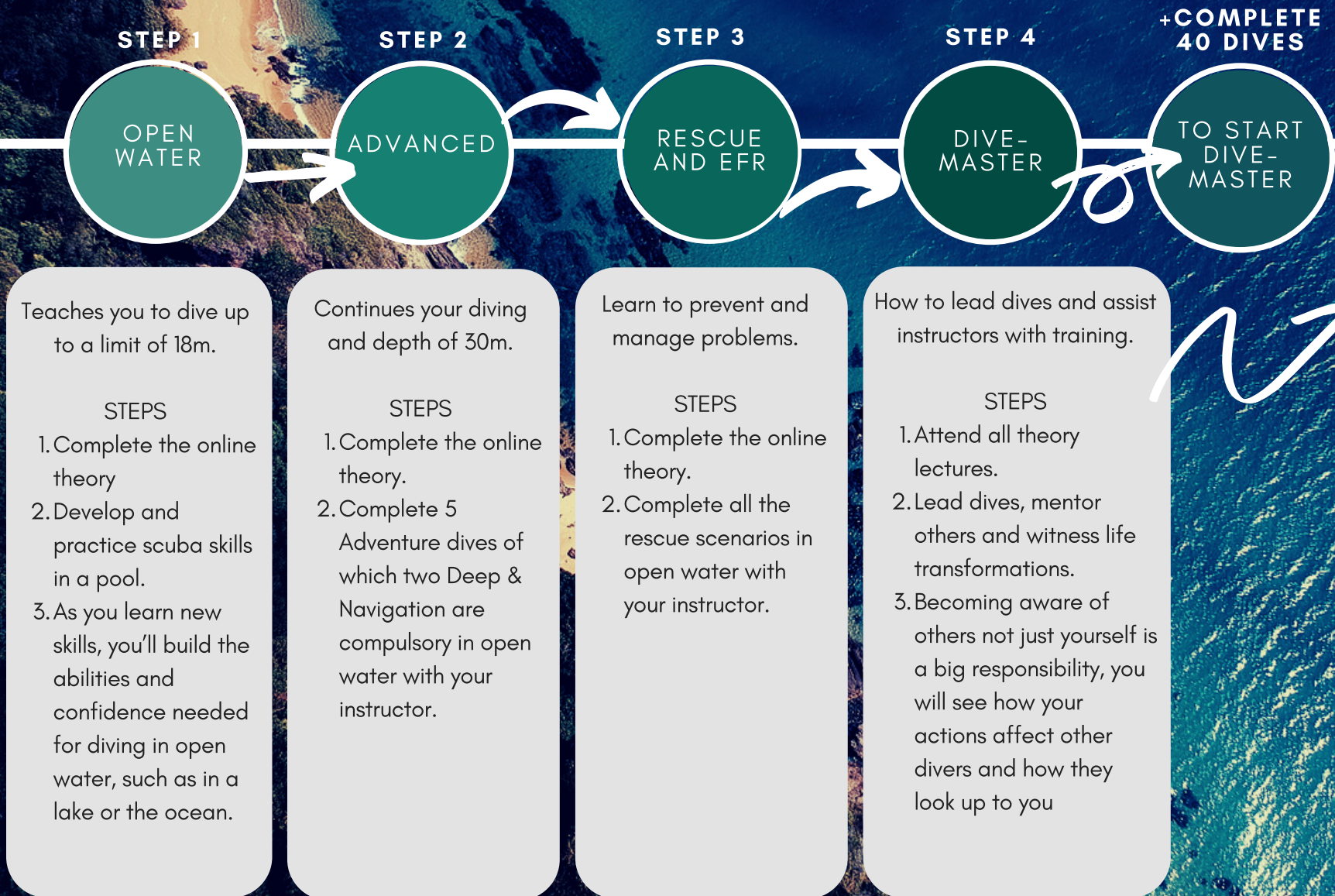


"Immense adventures,  
making lifelong  
friends and traveling  
to exciting places."



# STEPS TO BECOME A SCUBA INSTRUCTOR

## START WITH RECREATIONAL PHASE:





# INSTRUCTOR DEVELOPMENT PHASE

## OPEN WATER SCUBA INSTRUCTOR

+COMPLETE  
60 DIVES

STEP 5

STEP 6

STEP 7

+COMPLETE  
100 DIVES

START YOUR  
INSTRUCTOR  
COURSE

ASSISTANT  
INSTRUCTOR

OPENWATER  
SCUBA  
INSTRUCTOR

EFR  
INSTRUCTOR

TO QUALIFY  
AS A PADI  
OWSI  
INSTRUCTOR

## FURTHER YOUR EDUCATION

### MASTER SCUBA DIVER TRAINER PHASE:

ACHIEVE 5  
SPECIALTIES

ATTEND MSD  
TRAINER  
COURSE  
WITH CD

APPLY TO  
PADI FOR  
MSD RATING



# OUR FACILITY



SINCE 1993

- ☐ 4 Lecture Rooms
- ☐ Fully stocked showroom
- ☐ Chill and Socialising Zones
- ☐ Service Center
- ☐ Filling Station
- ☐ Scuba Equipment Rental
- ☐ Resident Course Director
- ☐ Pool with a max depth of 5m, several levels and cave!
- ☐ Volleyball Beach with fire pit for bonfires
- ☐ Intern village 8 individual houses
- ☐ Kiosk and Pizza Combi
- ☐ Indoor Beach



## WHY SCUBAVERSITY:

- ☐ Most established dive center in JHB
- ☐ Infrastructure conducive for solid learning
- ☐ Strong mentorship program
- ☐ South African Industry leader
- ☐ Curriculum
- ☐ Travel options

A PADI 5 Star Career Development Center world class dive centre catering to all divers need!

## OUR MISSION :

To be the leading, most admired, and innovative dive institution in South Africa by any measure. To transform people's lifestyles with experiences, adventure, and socializing that will never be forgotten. To have an impact on people's lives.

Our campus concept - in a sense a Scuba University, has become the leading dive educational training center that focuses on the growth and development of highly professional well trained experienced instructors. The program covers all subjects related to diving as well as business management & marketing, starting from entry level right up to Master Instructor as a career or self-development. Young individuals who have been trained properly would be able to see the value of scuba diving as a profession and a business.

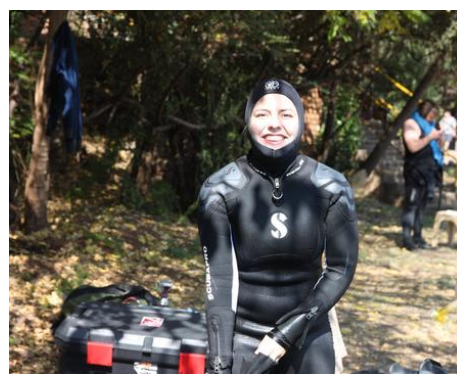
We have the most established scuba diving clubhouse facility in South Africa. Everything had been purpose built. Our pool, club house, lecture rooms, sales area have been designed keeping in mind what a diver would want, i.e. not just a shop but a place where they can come around to relax, have a dive, learn something new and afterwards sit around chatting with friends while having a barbeque in a calm, peaceful environment.

*"We want to give you the entire package excitement, fun, thrills, unforgettable dives, passion for our underwater world and the opportunity to meet some fantastic people."*











# GO PRO PROGRAM

- This is a part-time program offered after hours and on weekends.
- We put together a plan for the individual to finish the course, whilst also working outside of the diving industry.
- The individual would need to attend all the required lectures and pool sessions and meet the course requirements in order to achieve their certifications.

## CURRICULUM

### 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](http://www.padi.com) )

### 3. Professional Dive Training

- PADI Dive Master 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

"We are in the life  
Transformation  
Business."

How often does the  
average person get to  
change people's lives...  
and walk away feeling  
good about it!"





# BLUE OCEAN PROGRAM

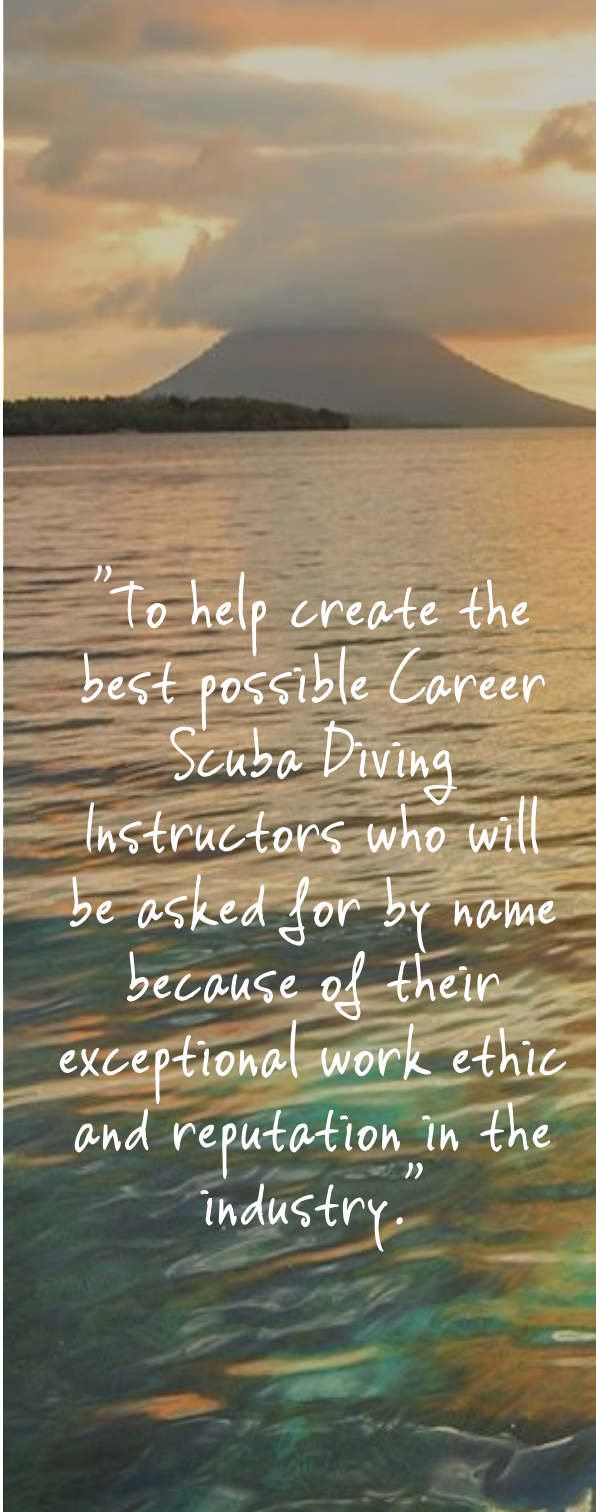
- ☐ 12 Month Structured Program with achievable goals.
- ☐ Work Experience in running a full time inland dive center.
- ☐ Complete Program with a detailed and comprehensive CV.
- ☐ Reference letter issued based on work performed during the program.
- ☐ Exchange Program with Malta, Zanzibar and Mozambique

As a dive center, 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 required for leaders in the business.

This program provides the BOP Student with a 'hands-on' experience at Scubaversity learning about the daily requirements of running one of the busiest dive centers in South Africa -while at the same time becoming a PADI Pro. At the end of their 12-month program, they will be able to produce a CV documenting actual work experience in the industry.

We want them to walk into any dive center or resort with the confidence to immediately add significant value other than pure diver training. The life experiences and lessons learned at Scubaversity will also carry through in any field or profession they might choose in the future.

Candidates are continually moved around and evaluated on each segment of the programme, ensuring experience in all fields of the Dive Centre management. This is achieved through a "real working environment" which means we are able to give them an honest reference letter based on their performance. We also do consider them for employment if they have added value Scubaversity.



"To help create the best possible Career Scuba Diving Instructors who will be asked for by name because of their exceptional work ethic and reputation in the industry."



# Blue Ocean Program



## HIRA

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

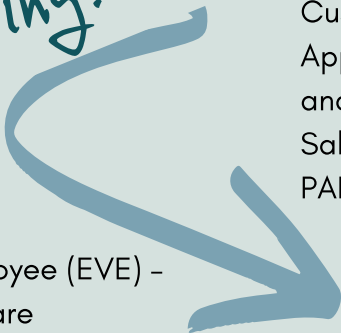
## RETAIL

- Display Management
- Set up and create innovative and visually appealing retail displays
- Create short term promotions
- Set up a dive education center
- Planning, costing and promoting specials.

## EQUIPMENT

- Purpose of diving equipment.
- Features and benefits of all equipment sold in your territory.
- How to assist a client with equipment selection and fitting
- Gear servicing practical
- Compressor Operation and Maintenance

Get Your MBA in  
Scuba Diving!



## ADMIN

- Electronic Virtual Employee (EVE) - PADI sanctioned software
- Invoicing, Purchase orders, Inventory and stock control.
- Course admin and management
- Equipment rental control, servicing & maintenance.
- Database management
- Calendar and time management.
- Answering emails professionally

## LOGISTICS

- Marketing travel and trips
- Plan the trip in terms of transport for divers, equipment considerations, accommodation and catering.
- Manage financial aspects of a trip including quoting, invoicing and payments.
- Attend and assist running a trip
- Lead dives once Dive Master certification has been obtained.

## SALES

- Customer relations.
- Appropriate telephone techniques and customer care.
- Sales Planning
- PADI positive approach to sales

DO SOMETHING  
TODAY THAT YOUR  
FUTURE SELF WILL  
THANK YOU FOR.

*Our actions and decisions today will shape the way we will be living in the future.*

# BUSINESS SOFT SKILLS

Introduction to P\_'s

Self-Awareness

Interpersonal Communications

Conflict Management

Gaining power and influence

Group Skills -Empowering and Delegating

Microsoft Office Application Programs (Word, Excel, PowerPoint)

Financials for non-financials

Management and Leadership Skills

## MARKETING

Electronic marketing campaigns via email brochures, newsletters and website design.

Print media campaigns via brochures and flyers

Social media management

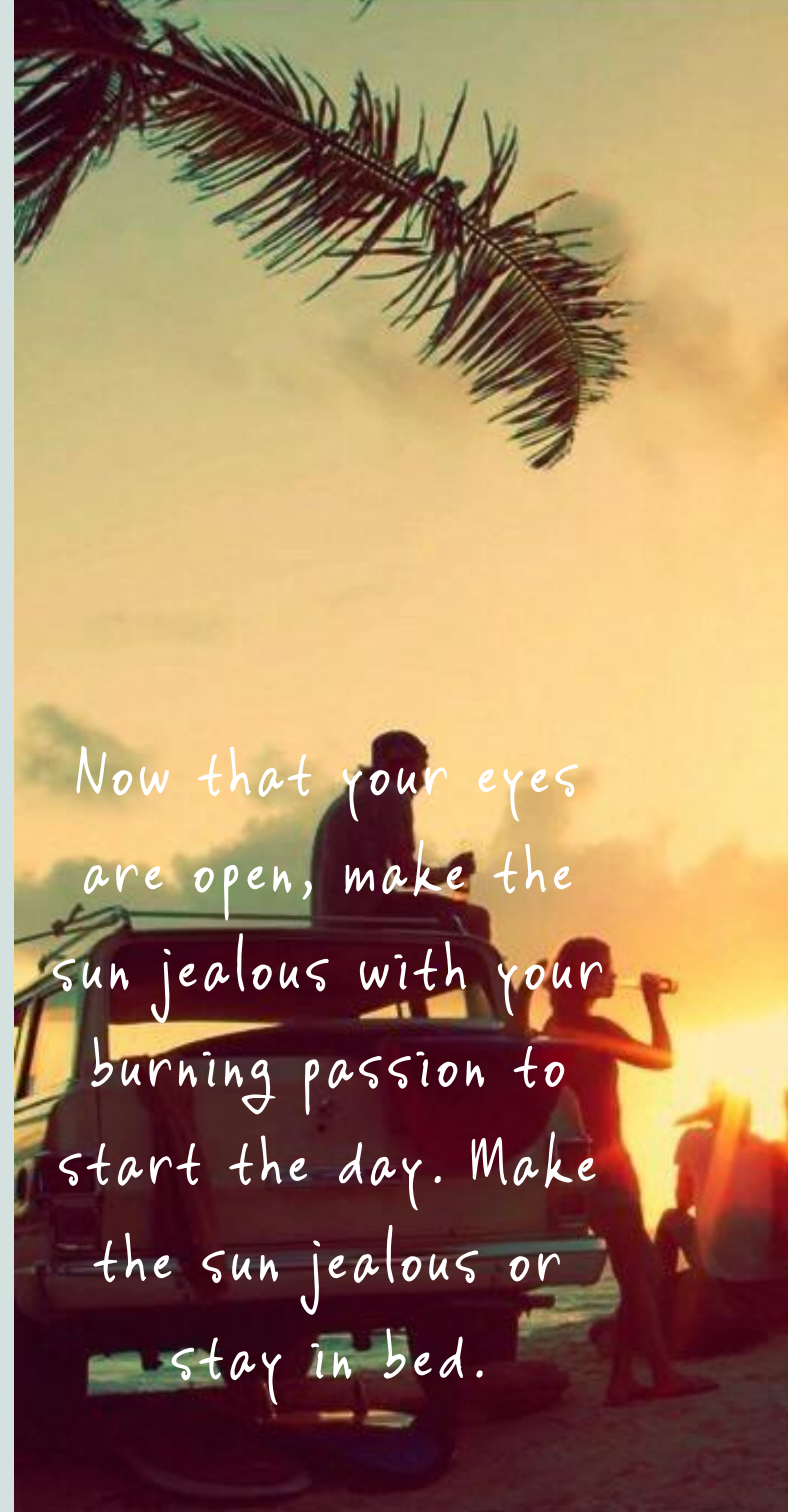
An introduction to graphic design

Effective planning, distribution & communication of marketing campaigns.

Effective running of a Discover Scuba Session, both theoretical as well as practical.

Recruiting entry level and con-ed divers.

As part of your practical training you will be required to assist on all of the courses to which you have recruited divers.



Now that your eyes  
are open, make the  
sun jealous with your  
burning passion to  
start the day. Make  
the sun jealous or  
stay in bed.





# TESTIMONIALS

Scubaversity made the journey amazing and when I think back on the experience, I would never change it. Under the guidance and tutelage of Colwin and his talented team I have received the best possible qualification and training. It's up to me to use the tools, tips and guidance I have gained through the journey.

The SV team take the really safe PADI standards and provide grounding to the candidates which prepares them as well and better than candidates worldwide. Our German examiner commented at the IE that the quality of the 16 SV candidates was superb.

If you're looking for change, a personal development challenge, an opportunity for self-development or simply want to be a better diver I suggest you take the plunge with the SV team. I did and it gave me tools to be an excellent instructor and a better businessman and leader than I was when I started.

Charles Cammell  
Blue Ocean Program

When I arrived at SV there was a field of excitement that filled me in the year. The program gave me the opportunity to seek the adventure and passion for a sport that has the world as a possible office and any beach as a desk to carry on teaching and learning about the passion of scuba diving.

Throughout the year there was a lot of learning going on and not just in the field of scuba but also you learn a lot more about yourself and where you can and want to stand in this world. The environment in which this is all conducted is a free place to learn and make the small mistakes and the management staff are always willing to help grow your education more. This program has given me a chance to end my internship of on a paradise island Zanzibar in a dive centre that launches every day and has endless amount of learning may it be DSD's in the pool or an Open Water Course in the ocean.

I have learned a lot on the way diving works on the business side and all the way to diving every day side of diving. I have made friends for a life time and a passion that will never die.

Bernard De Beer  
Go-Pro



# REQUIREMENTS

## INLAND/COASTAL

### TRIPS/ACCOMMODATION PADI FEES

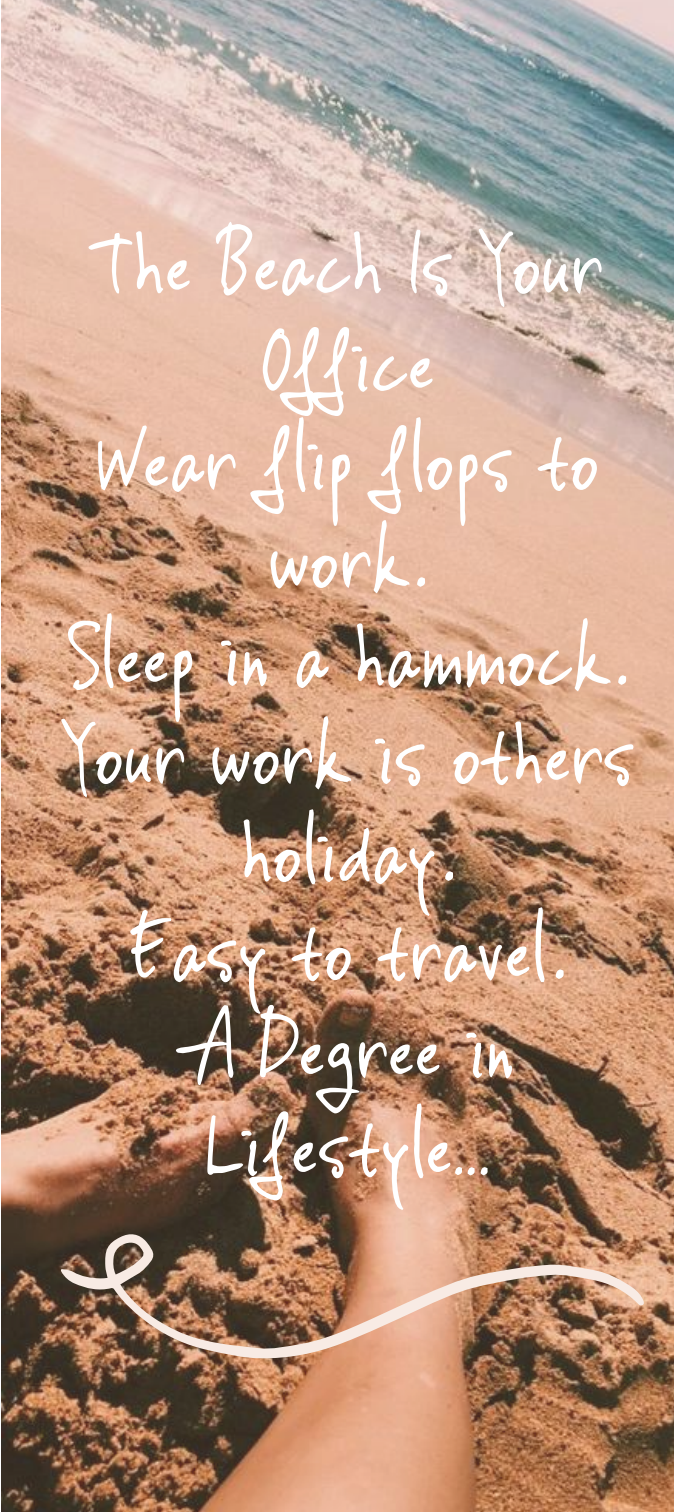
Candidates will be camping at Miracle Waters or Bass Lake at least once a month and need to have camping equipment. These trips cost about R500 and are compulsory in order to log their dives as well as the learning experience of running the business.

Scubaversity does a coastal trip once a month to various destinations. We have not included this in the program fee as it is not a necessity for the intern to be successful in the industry, however it is highly recommended that they try to do at least 2-3 trips. One coastal trip per programme is compulsory for the Divemaster internship training.

We have an Intern Village on our property. Each house is fully furnished and set up for the intern to move in with only his/her bedding and cleaning equipment. It is highly recommended that the intern stays on the property for proper integration of the program and because of the longer hours required in the dive industry.

Cost of intern houses are R2500 per month and excludes prepaid electricity.

*A Program designed for the  
Career Instructor & Future  
Industry Leaders!*



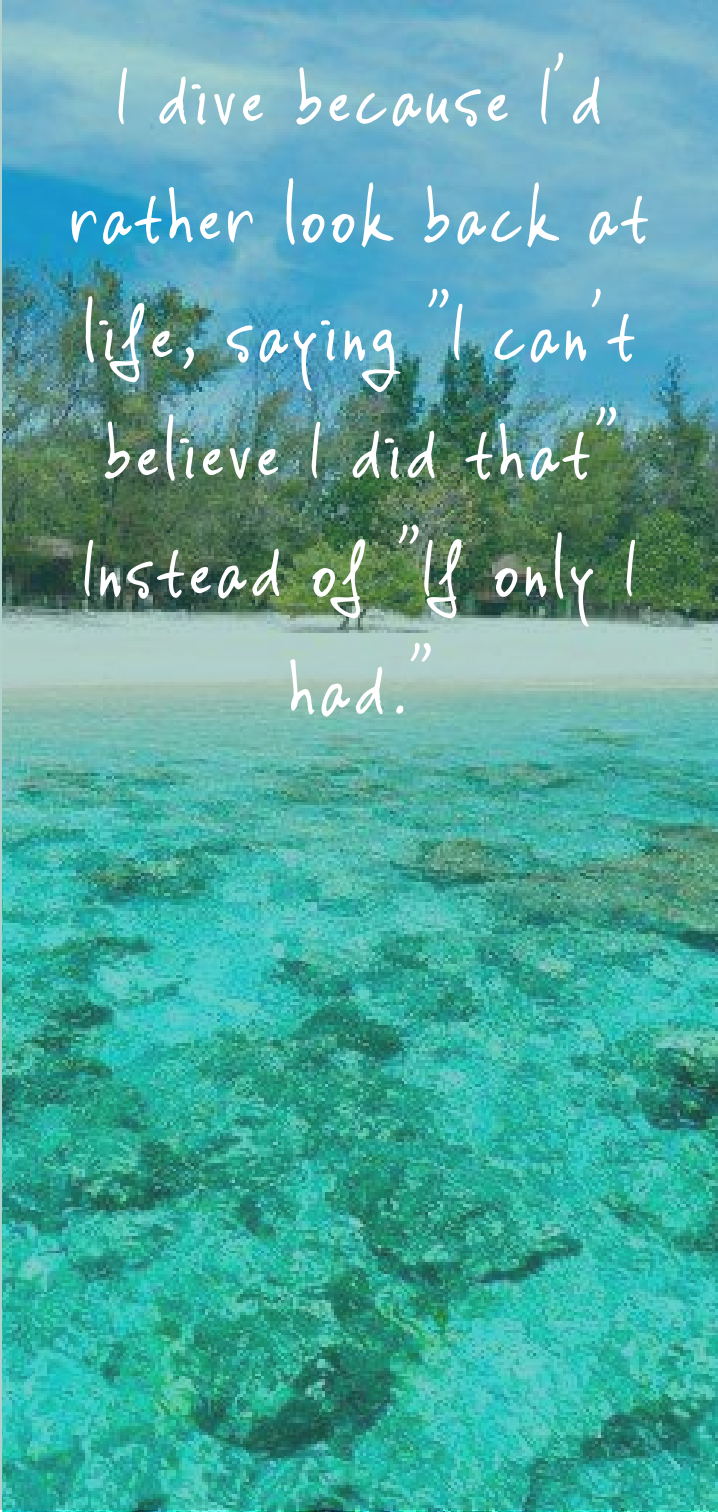
*The Beach Is Your  
Office  
Wear flip flops to  
work.*

*Sleep in a hammock.  
Your work is others  
holiday.*

*Easy to travel.*

*A Degree in  
Lifestyle...*





I dive because I'd  
rather look back at  
life, saying "I can't  
believe I did that"  
Instead of "If only I  
had."

## ADMIN, FEES & COURSE REQUIREMENTS

- Applicants must be a minimum of 18 years of age.
- Applicants in possession of a driving license will be considered before those without.
- Applicants should be reasonably fit.
- 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.
- Acceptance on the course is not guaranteed, you will have to undergo a formal interview process.
- A R5000 non-refundable deposit is required on acceptance of the application as places are limited.
- Dive equipment: Candidates are required to buy basic skin diving gear through Scubaversity at a preferential discounted rate.

Our vision is to become the leading recruitment agency for instructors worldwide by providing top class, highly motivated, quality professionals. However, the onus is on the intern to produce the required results, and the more time invested in the program the more the student will benefit.





## **CAREER DEVELOPMENT CENTER SOUTH AFRICA**

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