

In Depth
SCUBANAUTICS
Newsletter



Aug 2010

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Editorial

Internet sales

There is no doubt that a growing number of people are making purchases over the internet and the dive industry has been affected by this heavily in Australia. It is hard for a full service dive store to compete with some of the pricing that is out there. Your local Bricks and Mortar dive store is subject to seasonal variations (many divers pack up their gear for winter) and has many other costs associated with running their businesses such as rent, wages, electricity, GST and many other costs. Internet based stores quite often have very small premises and do not generally have high Brick and Mortar costs. Internet stores can not provide the same level of service that a Retailer can, I have had a fair number of customers bring the regulator that they purchased online, into the store because it is not functioning correctly and they expect because it is a brand name, expect us or the wholesale companies to rectify it for no charge. The online stores are termed “Grey market dealers”. That means they have obtained them through a dealer and resell them through their website.

This means that the item is now second hand in the eyes of the manufacturer and the normal “New” warranties no longer apply, much to the disgust of the end user.

A number of retailers have tried to have a retail outlet and then have an online store also, but this has created a new problem, consumers then expect that the retailer will match the price found on the online store, many retailers have now removed their online presence, for fear of their retail outlet collapsing. It is interesting to see that some dealers that started out as online dealers, are now moving to have their products in the traditional Bricks and Mortar outlets. One that springs to mind is Dell Computers. They, no doubt had a massive online presence and put a significant effort into promoting their products online and followed up with email marketing, postal flyers and direct marketing by phone to businesses. It will be interesting to see if this is the trend towards the future or just an anomaly.

Cover Photo: Darrin Scott
Tufi PNG

CLUB EVENTS

INTRO NIGHT DIVES



Come and try a night dive with a difference! 26deg water, 50 metre visibility! WOW!

We have secured use of a pool to allow us to conduct introductory night dives in a safe, warm and controlled environment. This is a fantastic way to give diving at night a go, so if your up for it, come in and put your name on the board for the next Intro night dive

Intro night dive & BBQ
FRIDAY 10TH SEPTEMBER
including use of
All SCUBA equipment \$30
Head to toe inc SCUBA \$40
Demo Metalsub dive torch

INTOVA CAMERAS

Snap Sights Digital camera with video



\$89.95

Intova CP9 Digital camera with video



9 meg
39 metre rated housing

\$299.95

MALDIVES

Powerpoint slide night
6:30pm
Thursday 16th September
Please register your attendance

EX-RENTAL

SALE



SCUBAPRO
MK17/R395 REG &
R295 ALTERNATE



AIR INTEGRATED
SMART-COM
COMPUTER



WEIGHT INTEGRATED
T-FORCE BCD

\$1799



SCUBAPRO TEK SETS



COMFORT
SET

D.I.R
SET



PRO
SET

SCUBAPRO TEK HARNESSES



SCUBAPRO TEK COMING SOON

SCUBAPRO TEK WINGS

DONUT
WING



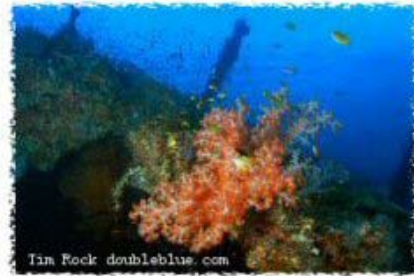
HS TWIN
WING



HORSESHOE
WING



DIVE BALI



Scubanautics is proud to be affiliated with Tulamben Wreck Divers and offer a fantastic promotion to you. The promotion is simple, drop in to the store, make a booking and receive 10% of your package cost in FREE dive equipment. All packages are costed ex Kuta.

BALI NIGHT

Join us for an evening presentation on diving in BALI. Join us at Scubanautics on Monday 18th October. Starts at 6:30pm and includes a light dinner.



Sites include the USAT Liberty, a 120 metre long American supply ship. Anchored off the coast of Lombok, it was struck by a Japanese torpedo during World War2. Salvaging the vessel failed and the vessel was intentionally beached at Tulamben. In 1963 the volcano MT Agung erupted and pushed the ship back into the sea. She now rests in between 3 and 29 metres and is home to an amazing amount of fishlife such as the giant barracuda, anemone fish, lionfish, scorpionfish, hawkfish and a myriad of other sealife. The accommodation is just 75 metres away from the wreck entry point. Accommodation varies from Deluxe to Superior, Penthouse & Beach front villas. Packages for 7 nights accommodation 6 days diving with 2 dives per day and one night dive per trip start at around \$600pp (currency exchange dependant) including transfers EX KUTA. So if you are interested in heading to BALI, drop in or call for information on our BALI info night.

All inclusive packages:

- * Air conditioned transport from the airport or your hotel (and return)
- * Dive guide/Porter
- * All dive equipment
- * Air conditioned accommodation
- * Breakfast

PACKAGE Double/Twin Per person

2 days/ 1 night/ 4 dives	US\$150
3 days/ 2 nights/ 6 dives	US\$230
4 days/ 3 nights/ 8 dives	US\$330
5 days/ 4 nights/ 10 dives	US\$400
6 days/ 5 nights/ 12 dives	US\$480
7 days/ 6 nights/ 14 dives	US\$550

DIVING SPECIALS

Including all equip, dive guides and porter

DAY DIVES	US\$30 per person
NIGHT DIVES	US\$35 per person

ACCOMODATION SPECIALS

DELUXE ROOMS	US\$20 NIGHT
SUPERIOR ROOMS	US\$30 NIGHT
PENTHOUSE ROOMS	US\$45 NIGHT
BEACHFRONT VILLAS	
- ONE BEDROOM	US\$65 NIGHT
- TWO BEDROOM	US\$120 NIGHT



At 45 metres, deeper than most recreational scuba divers will go, you reach a WWII wreck few will ever see. You move carefully amid the torn, outwardly splayed sheet metal of her mortal wound. Somewhere deep in your psyche you feel the explosion that sent this ship to the bottom. You hear it echo through the decades. Past becomes present and history lives as you feel the steel that once cut the waves in the name of defence. No Book or movie can make you feel like this, only by being there can you fully appreciate it. The years of experience, weeks of training, the hours of planning, money and equipment - was worth it. Twenty five minutes pass by. Time to go up. Together you head up. Your Computer tells you that this dive will cost more than an hour in deco time, but you will reduce that by switching gases as you reach 9 metres and settle in

This type of diving - Technical deep diving- is not for everyone. This type of diving takes you beyond recreational diving, but at a price. Technical diving is more hazardous and equipment intensive. To manage the risks you will need to commit to extensive training, hours of practising and mastering new skills, then applying what you have learned strictly, without compromise or exception.

Look out for Dates in November when Scubanautics will be running Discover TEC courses. You will get the opportunity to try technical diving equipment in the pool and ocean. Check the board instore for details



DISCOVER TEC EXPERIENCE

Discover Tec is an experience for certified divers to try open circuit technical diving equipment in controlled conditions. You will get the opportunity to dive in a full technical rig (double cylinders, Tek harness and wings)

TEC 40 COURSE

The TEC 40 course consists of three knowledge development sessions, three practical application sessions and four training dives. Certified TEC40 divers are qualified to make limited decompression dives in entry level technical diving rigs.

TEC 45 COURSE

The TEC45 course introduces TEC40 divers to the first stages of full, technical deep decompression diving. Certified TEC45 divers are qualified to make multistop decompression dives that employ EANx and oxygen for accelerated decompression

TEC50 COURSE

The TEC50 course develops TEC45 divers to the stages of full technical deep decompression diving. Certified TEC50 divers are qualified to make multistop decompression using air, EANx and oxygen with up to two gases for accelerated decompression