

future word

INVESTING IN SYSTEMS FOR GROWTH

Stabicraft Marine has been chosen to test-drive QCDSM – a programme organiser’s hope will give the New Zealand Marine industry an exporting edge in the future.

An acronym for Quality, Cost, Delivery, Safety and Morale, the QCDSM system is an accessible version of the “lean manufacture” that Nissan made famous and is equally applicable to any type of business, from service to production.

Stabicraft managing director Paul Adams was hooked after a presentation at a Marine Industry Association conference in Queenstown, signing five of his team up for a Try Z workshop.

“We spent two and a half days putting little toy cars together on a production line, understanding quality, cost, delivery, safety and morale”, he said.

Paul was impressed by the lean thinking system as it covered the whole business rather than just manufacture and is self correcting, continually finding and fixing faults.

“We’ll be implementing it over the next six months.”

The programme reflects the decision to invest in staff training and systems during the economic downturn.

“As a business Stabicraft Marine struggled to cope with phenomenal growth in the two years leading into the recession. We want to use the opportunity presented by a market slow-down to be poised to

cope with not just what went on before, but what happens next,” Paul said.

Boating Industry Training Organisation has entered into an agreement with QCD Systems to make the programme available to the wider marine industry at an affordable cost for participants.

BITO general manager Chris van der Hor said the programme was being trialled across a spectrum of eight different businesses – from boat builders to marine electricians.

Until now the cost of introducing Lean programmes, usually anywhere from \$100,000 to \$2million, was prohibitive for the New Zealand Marine Industry where 80 per cent of businesses fell into the small to medium category, Chris said.

The value of the QCDSM process to the industry was potentially huge. A company who adopted the programme managed to reduce man-hours on a boat build by 7200 – a \$300,000 saving – all from an initial investment of less than \$20,000.

“We are very excited be able to offer industry this opportunity as it will significantly increase productivity and profitability to the Marine Industry at a time when it is needed most”.

The introductory programme is supported by the Tertiary Education Commission, with Trade and Enterprise New Zealand assisting Stabicraft Marine’s implementation

aussie word

MUSCLE TRUCK OF THE SEA

Top Aussie fisherman and presenter of the high-rating IFISH television show Paul Worsteling has an apt description for his distinctive Stabicraft 659 SuperCab – “the muscle truck of the sea”.

After four seasons chasing a plethora of catches on IFISH, which screens on Sundays in a prime position between major sporting telecasts, Paul certainly knows how to put a boat through its paces – and we’re proud to say our boats have risen to the challenge.

Paul’s ideal boat is one “you can knock around and disrespect and it still looks good” – and Stabicraft fits the bill perfectly.

“As well as being robust and distinctive looking, the Stabicraft is the only aluminium boat in the world that feels and acts like a fibreglass boat. But who wants to be dragging around 2500kg of costly fibreglass these days,” he said.

“I want a serious boat, and I want a safe boat for my wife Cristy and our son Jet Reef.”

Paul’s 659 is powered by two 115HP Evinrude outboards for peace of mind in big seas.

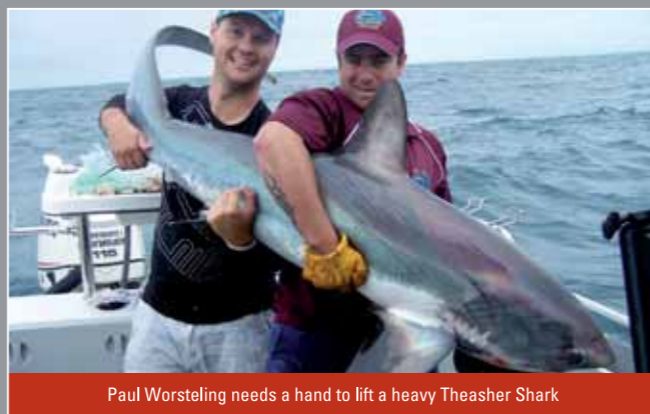
“I wanted a boat for serious fishing but also some comfort in the cabin for those family fishing days,” he said.

“We get such extremes of weather around Melbourne so I wanted them to be comfortable while I was in hot pursuit of some snapper.”

His adventures on IFISH have proved popular with viewers.

“We deliver good fishing and an entertaining story,” said Paul, who cut his telly teeth on the long-running Rex Hunt’s Fishing Adventures show which aired on Network Seven for 11 years.

“On IFISH we travel Australia and the world in search of good fishing and catch up with a local fishing guru who tells us about the best spots, so it’s got a travel element as well.”



Paul Worsteling needs a hand to lift a heavy Theasher Shark



photo courtesy of Boating NZ

the word ON THE WATER

NEWSLETTER



latest word

2250 SUPERCAB UNVEILED



2250 Supercab - photo courtesy of Boating NZ

The spotlight was on Stabicraft Marine’s newest release – the 2250 Supercab – when boating’s best showcased their range of trailer boats at the Southland Boat Show at Invercargill.

Stabicraft usually launches its new models in conjunction with international

boat shows or conferences. This year we chose to unveil the 2250 Supercab, the latest in the GIII Performance range, on home soil.

Managing director Paul Adams said the company was keen to support the local market and the local show.

At the New Zealand boat show in May Stabicraft unveiled two smaller boats, the 409 Fish’r with revolutionary styled windshield and a new range of “plug and play” 349 dinghys.

Now we’ve rolled out a bigger model, the 7m 2250 GIII Supercab.

“While it may be the little brother to the 759 and 829 GIII Supercabs introduced last year, this 2250 certainly punches well above its weight for size,” Mr Adams said.

The 2250 (22 and a half foot) Supercab comes with a generous 4m² cockpit and a host of storage options, underfloor fish bin, rod holders, a multipod (to ensure a range of outboard options) with a generously proportioned v-berth for overnight comfort.

Stabicraft Marine pioneered positive buoyancy boating back in 1987 when they combined the stability of a Rhib (rigid hulled inflatable boat) with the durability of marine grade aluminium-alloy.

The first marriage was a simple one of flotation – the next two evolutions were about looks and styling – the last two have been about handling.

When the GII was launched in 1999 boating pundits began raving, not about positive buoyancy and on-water stability, but about the way these new boats handled.

Cornering, tackling rough seas, performance in a following sea – “we did the basics well, now it was about seeing, in the words of one boat instructor, “what these puppies could do.”

Stabicraft 2250 Supercab at a glance:



Length



Max HP



Tow Weight



Reserve Buoyancy



Number of Passengers



Underfloor fuel



Recommended HP



Underfloor Fish Hold



SHOWROOM & SERVICE CENTRE OPEN : Monday-Friday 7:30am - 5:30pm
Saturday (showroom only) 9am - noon. Closed for Statutory holidays only
345 Bluff Road, Invercargill, New Zealand. PHONE : +64 3 211 1828. www.stabicraft.com

STABICRAFT

official word

PRIME MINISTER ON BOARD



Stabicraft staff rubbed shoulders with New Zealand Prime Minister John Key when he visited our Bluff Road factory recently. In Invercargill to talk at a Skilling the Community conference at the Southern Institute of Technology, Mr Key enjoyed a workshop tour and visited the design studio to see just where our innovation stems from before meeting briefly with our board.



departing word

TOP MAN STANDS DOWN

Ian Morrison has resigned from the Stabicraft Marine board after a decade of service.

The resignation marks an amicable end to a marine business partnership that began in 1997 when Stabicraft Marine was among the first companies to adopt New Zealand's voluntary CPC build standard.

"We met in 1997, and formed the board in 1999, when we had our first dealer conference and launched the XR sport model," Mr Morrison recalled.

He went on to become chairman of the board.

"We were an extremely effective board John Walley, myself and Paul Adams ... I enjoyed working with them and I am really proud of what we've achieved, and building the brands and pushing for bigger boats.

"We have done something that no other New Zealand trailer boat manufacturer has done – in creating a dealer network in Australia.

"Stabicraft used to have a three tier distribution system – boats going

from manufacturer to distributor to dealer – and the relationship between dealers and manufacturer was, at best, brittle, each regarding the other as necessary evils.

"Now dealers are involved in new boat designs."

Stabicraft Marine managing director Paul Adams said Ian's presence would be missed, both around the board table and also at dealer conferences.

Mr Morrison's focus now is his Auckland-based management consultancy business I S Morrison and Associates.



Ian Morrison

iconic word

SIGN LANGUAGE

Performance and innovation is as applicable to our marketing material as it is to our boats.

At Stabicraft we realise there is no one-size fits all solutions – equally we recognise that choice can cause its own confusions so we're trying to simplify the information we provide.

When we started writing a list of features and benefits for a product brochure it was literally off the page – there's just so much to say about Stabicraft. And that's why sales people are so important, because they can tell the full story or stick to the highlights, whatever suits the customer on the spot.

We figured our job was to keep it simple, stick to the salient points and encourage the customer to ask the questions.

We've come up with a list of icons to provide at-a-glance information about all our boats, both their features and options, that we'll be rolling out across our advertising and marketing material. They're crisp, clean and easy to use.

They'll provide the highlights for each model, while the website brochures and sales staff fill in the details.



Reserve Buoyancy (Litres or indicated in gallons for the US market)



Underfloor Fish Hold



Recommended HP



Stand-up Head



Number of Passengers



Plug 'n Play



Winch



Windshield



Berths (sleeps x)



GIII Performance featuring our generation 3 pontoons



Softtop canopy options available



GII Performance featuring our generation 2 pontoons



Dinette



One transom option



Length



Two transom options available



Weight



A choice of three transom options



Fuel Tank (Litres or indicated in gallons for the US market)

