

RAID™



Dive Training in a Class of its Own



YEAR in REVIEW

2014/2015

Diving is a Team Sport

We re-launched RAID in April 2014 after it virtually sat under the dive industry radar for seven years. Immediately on relaunch, RAID really took the world diving community by surprise with the most comprehensive online dive training product on the planet. Our unique online quality assurance also set a new benchmark in management and control of diver training standards.

Few could have predicted how much we would achieve in just one year. More than 10 new online courses to add to the 40 odd that were already in existence, along with an extremely aggressive translation program of core courses. These are major achievements in themselves as other training agencies are lucky if they can deliver two new courses in a year and certainly do not have anywhere near the number of online courses we have at RAID. Then we established a global distribution network – currently 13 full service RAID Regional Offices and several RAID satellite offices in key markets, all run in-country by local dive icons and respected dive industry gurus. We have experienced triple digit growth in new RAID Dive Centres and the RAID Instructor base has increased manyfold with more joining us every day.

We have also made a splash on the world stage, attending and exhibiting at almost every major dive show, and our social media has made a significant impact with the global dive community. We produced a new app for both Apple and Android and along the way accomplished much more – many of our achievements reflected in this, our first RAID Year Book.

While there is a lot to be excited about, what we are most proud of is starting an objective global debate about fundamental diver safety issues. In particular, we are seeing a real focus on the topic of improving buoyancy training, an essential skill (in our opinion) that must be mastered at the entry level, not in a specialty course.

RAID has rewritten dive training from the ground up. We have taken a totally new and non-traditional look at continuing education. Our diver academics is clearly more comprehensive than other training agencies have to offer, while our in-water training takes ground breaking techniques from the technical diving community and applies them at every level of RAID training to produce better divers. We also produce quality instructors with in-water experience criteria before certification of around twice that of other training agencies. This is why we can justify our corporate slogan: “RAID is Dive Training in a Class of its Own”.

All this is only possible because our team around the world have worked tirelessly to ensure the success of RAID. The people featured in this year book are what makes RAID what it is and thank you to all the RAIDers around the world, it's an exciting journey we share together.

Board of Directors RAID International



Jim Holliday



Paul Toomer



Barry Coleman



Terry Cummins, Business & Marketing Director
Order of Australia Medal, Founder PADI Australia, former VP of PADI Asia Pacific & PADI Worldwide



Mark McCrum, Recreational Training Director, RAID delegate to Standards Australia & Dive Industry Association
Former GM SSI Asia Pacific



Mike Wells, Freediving Training Director
Former Freediving Training Director SSI International



Brendon Holliday, Member of International Support Team Administration Manager



Kristen Goldsworthy, Member of International Support Team Creative Director



Craig Hofman, Member of International Support Team Translation Co-ordinator



Col McKenzie, Member of International Advisory Board CEO of RAID Asia
Co-Founder SSI Australasia



James Rogers, Member of International Advisory Board CEO RAID UK & Malta
Former Director Sales & Field Services PADI International, Director UK Business PADI EMEA



Watson DeVore, Member of International Advisory Board President of RAID USA
Former SSI USA Director of Education



Steve Bates, Member of International Advisory Board Training & Education Manager RAID Australia & New Zealand



Andrew Couch, Member of International Advisory Board Director RAID China



Bob Staddon, Honorary International Advisor Disabled Diving

Servicing the Globe

RAID now has full service regional and satellite offices in the following locations, with more opening soon to support local RAIDers.



Professional Coverage



The Dive Master Team offering global insurance for RAIDers with offices in Australia, Asia, the Caribbean, Europe, Mexico, Middle East, and the UK



Witherspoons & Associates providing USA and Canada RAIDers with Insurance

RAIDers of the World



Watson of RAID USA with Mark at DEMA



Terry, Karen & Mark at RAID HQ, Australia



Thomas of RAID Korea with Paul



Chris Haslam joins RAID Asia



Establishment of PT Raja Selam Indonesia as RAID Indonesia



The team at RAID Belgium



RAID China Office launches



Mark with the team in Kuwait



RAID launches Italian Office

RAIDers Love to Dive



RAIDers love getting wet in Indonesia



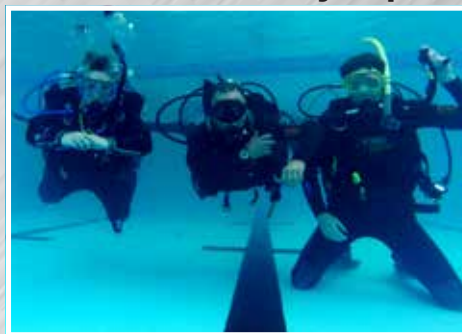
Paul Toomer & Bob Staddon dive with sharks in Manly Aquarium, Australia



Mark McCrum in the pool in Kuwait



Barry Coleman loves to visit his friend Nuisance



New RAIDers testing their buoyancy



Terry & Cathie Cummins with a friendly turtle



Steve Moon, Chief Operations Officer RAID Asia



Paul Toomer showing us what good trim looks like



Steve Moon with some brand new RAIDers in Cairns, Australia



Emma Farrell shows off her apnea skills

RAID on Show



**DEMA Show, Las Vegas,
November 19-22, 2014, & booked for Orlando 2015**



**ADEX Dive Show, Singapore,
11-13 April 2014 & again in 2015**

**EUDI Show, Italy,
March 6-9, 2015**



**OZTeK, Sydney,
March 14-15, 2015**

**TDEX Dive Expo, Thailand,
May 14-17, 2015**



**Deep & Extreme, Indonesia,
30 April - 3 May 2015**



**Birmingham Dive Show,
England, 25 - 26 October 2014**



**MIDE Dive Expo, Malaysia,
6 - 8 June 2014, & again in 2015**

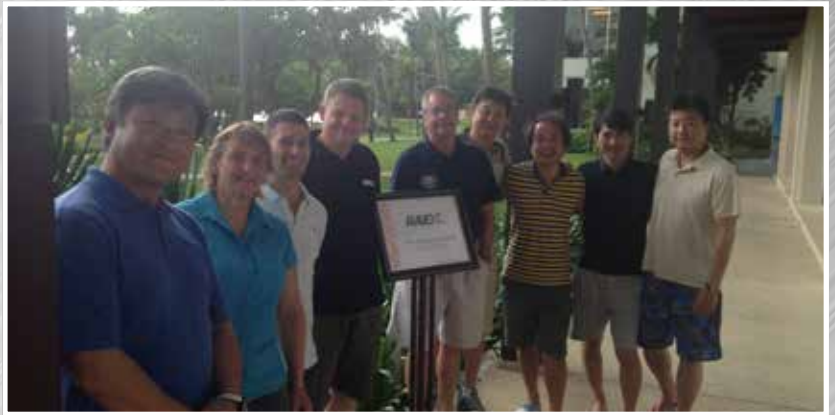


**Korea Dive Expo, Seoul,
28 - 31 May 2015**

RAID on Tour



Kuwait and Qatar crossovers



Crossovers in the Philippines



Crossovers all around Australia



Crossovers in Mexico



Crossovers in Indonesia

RAID in the News



RAID launches iOS & Android app



RAIDers with professional adventurer & television personality Andy Torbet



RAID International is proud to announce the establishment of their Italian Office in Modena



RAID TV launches with over 7000 views



Go Freediving joins forces with RAID



RAID certification recognised globally



A night with Paul Toomer in Brisbane Australia a great success



Al and Terry make a guest appearance on Alwatan TV in the Middle East



New courses receive rave reviews



Jim on the Today show in Australia



Roctopus makes a splash in Asia



Charles Hawkes & Paul Haynes join RAID UK



RAID Italia go for a dive in between Crossovers



RAID hits the road



Keryn Van Der Walt & Brett Louw celebrate RAID Southern Africa's 1st birthday

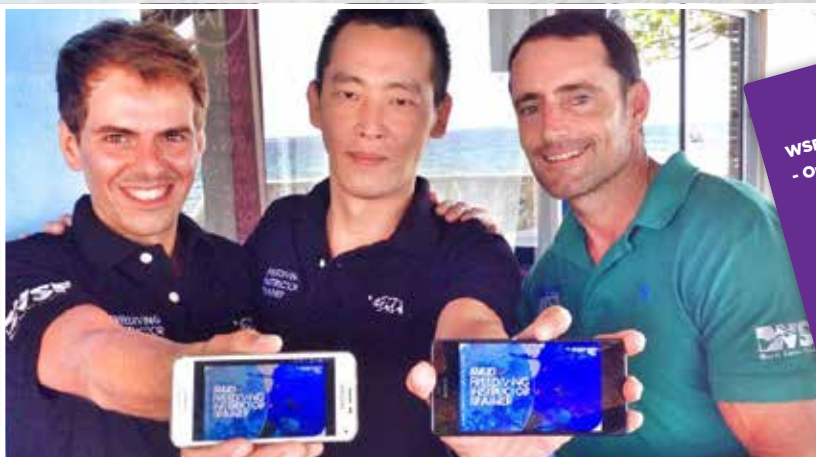
RAID Breaks Free

RAID Launches the World's First Freediving Continuing Education Program at DEMA Show

Together with World Series Freediving (WSF), RAID launched at the DEMA Show 2014 the world's most comprehensive freediving programs along with the industry's first online, all digital, smallest carbon footprint, full colour, freediving continuing education program. It's a full-on futuristic approach to the oldest diving sport - freediving.

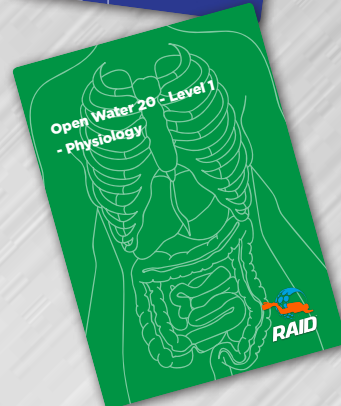
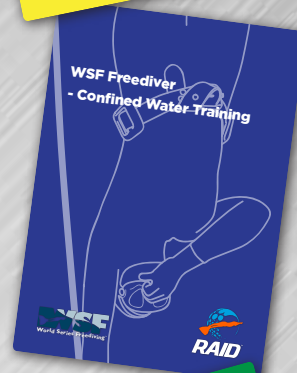
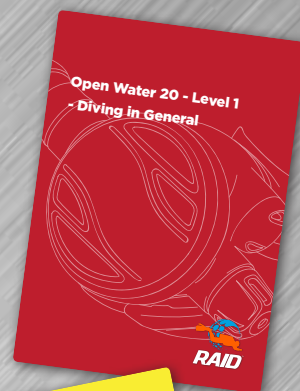
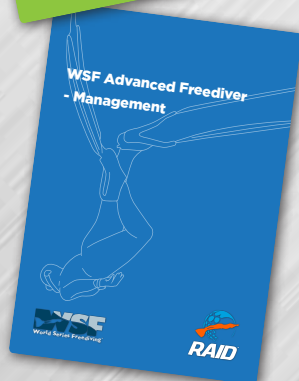
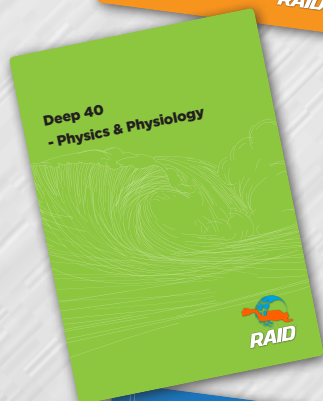
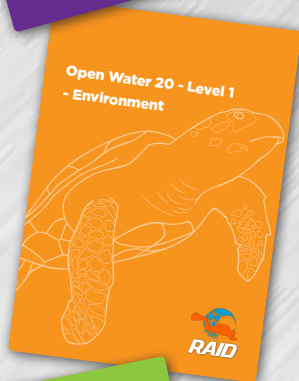
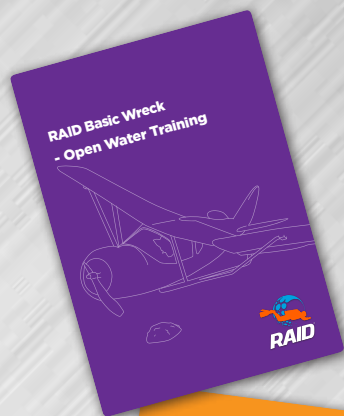
Freediving guru Mike Wells wrote the world's first ever globally-accepted freediving program and now Wells has teamed up with RAID as their International Director of Freediving, to completely revolutionise freediving training again. Wells said, "At RAID we are the first to come up with a truly comprehensive, fully documented online continuing education program for freediving. Furthermore, the RAID Freediving program is directly linked to WSF and that in itself is something very awesome."

www.FreedivingRAID.com



World Freediving Icon - Emma Farrell Joins RAID. Emma is a RAID WSF Instructor Trainer and also announced the crossover of Go Freediving to RAID WSF.

RAID wrote the book on diving, but doesn't have books



Try Dive
Junior Scuba Diver
Scuba Diver
Junior Open Water
Open Water 20
Explorer 30
Advanced 35
OC Instructor
OC Instructor Trainer
Navigation
Navigation Instructor
Night and Limited Visibility Diving
Night Instructor
Boat
Boat Instructor
Deep 40
Deep Instructor
Nitrox
Nitrox Instructor
Search and Recovery
Search and Recovery Instructor
Basic Wreck Diver
Basic Wreck Instructor
Advanced Wreck Diver
Advanced Wreck Instructor
WSF Basic Freediver
WSF Freediver
WSF Advanced Freediver
WSF Master Freediver
WSF Freediving Instructor
WSF Advanced Freediving Instructor
WSF Master Freediving Instructor
WSF Instructor Trainer
WSF Examiner



RAID Social Media



RAID's Other Achievements

Corporate

- ◆ RAID Regional Offices are 100% managed and staffed by individuals that are divers and the best in the Industry providing unrivalled support.
- ◆ HSE.
- ◆ RAID offer Nationally Accredited training in Australia.
- ◆ Active facilities using Scuba and Freediving RAID servicing over 75 countries with more regions coming online daily.
- ◆ Double digit, exponential growth in all diver and professional level certifications.

IT

- ◆ New Server hosting our web site which provides more roads to our web sites and quicker connectivity and responsive communications .
- ◆ Website Upgrade.
- ◆ Improved navigation.

- ◆ RAID App for iOS and Android.
- ◆ Dedicated language web pages.
- ◆ World Series Freediving dedicated site.

Marketing

- ◆ Social Media Channels created.
- ◆ Tens of thousands of marketing impressions globally.
- ◆ RAID TV.
- ◆ Print and eAdvertising.
- ◆ Distribution of RAID PR to multiple global media sites.
- ◆ Free subscription and job placement for RAID members on DiveNewswire.
- ◆ Kuwait TV.
- ◆ Launch parties in several locations around the world.

Trade Shows

- ◆ DEMA
- ◆ Deep & Extreme
- ◆ ADEX

- ◆ OZTeK
- ◆ UK Dive Show
- ◆ TDEX
- ◆ EUDI
- ◆ MIDE
- ◆ SPOEX Show

Training

- ◆ IT Programs across the globe.
- ◆ Crossover Programs across the globe.

Translations Completed

- ◆ Italian
- ◆ French
- ◆ German
- ◆ Dutch
- ◆ Spanish

Translations In Progress

- ◆ Arabic
- ◆ Korean
- ◆ Chinese
- ◆ Malaysian

Dive Industries Smallest Environmental Footprint

At RAID, we don't just talk about it, we live it.

- No paper
- No books
- No plastic
- No shipping



Col McKenzie (Chair of Australian Marine Park & Tourism Association) helping save the Great Barrier Reef and finalist in United Nations Association of Australia World Environment Day Awards with wife Margie



Barry Coleman, one of the Founding Members of Shark Life, with Shark Life Managing Director Grant Smith



RAIDER Steve Moon (centre back), President of Dive Queensland and COTS Project Manager, saving the Great Barrier Reef from the Crown of Thorns Star Fish



Charles Darwin said, "it is not the strongest of the species that survives or the most intelligent, it is the one most readily adaptable to change".
There is a strong message in this sentiment that must apply to your dive business endeavours and choice of business partners in the industry we all love - diving.



RAID™

Dive Training in a Class of its Own

Check out RAID

LearnToScuba.com

DiveRAID.com

FreediveRAID.com

 [/DiveRAID](https://www.facebook.com/DiveRAID)