

DEFENCE SKILLS: SEAMLESS TRANSLATION TO COMMERCIAL MARKETS

Changing markets, fluctuating currency values, and government policy swings are challenges faced by many businesses.

When the uncertain impacts of today's global finance environment and the introduction of a carbon tax are included in this volatile mix, it's understandable that some businesses find it difficult to change and define a new growth strategy.

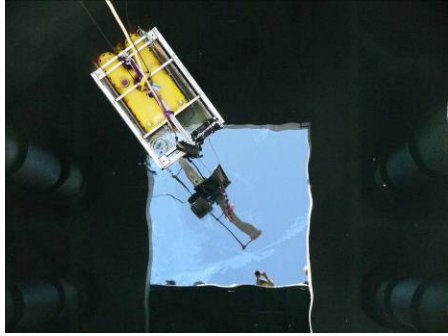


As the only start-up as a result of the Australian Navy's \$1 billion Minehunter Coastal shipbuilding project based in Newcastle, ATSA Defence Services has successfully used its defence business skills, over the past ten years, as a platform to build commercial relationships.

ATSA directors, Darren Burrowes and Neil Hodges, understood the vulnerability of a narrow market focus and have capitalised on the strengths of its engineering and technical staff to build its commercial business.

Since its establishment, the company has acquired the distribution and maintenance of products and services in demand by the resources sector, defence, security, diver support, salvage and naval tasks as well as for coastal and inshore operators for observation, inspection, environmental work, deep tunnel penetration and survey operations.

The company has also developed a significant customer base that requires support for sophisticated, high-tech systems that are operated in harsh environments.



“We believed it was important for us to diversify around our core skills to create a sustainable future where we can maintain the capability to service our defence customers”, said Burrowes.

“ATSA’s defence recognised capability in professional consulting services and experience in modern mine warfare, such as Unmanned Underwater Vehicle concepts seamlessly translates to through life support to a range of electro-mechanical equipment systems.

“We are always looking for new opportunities to be involved in innovative technology development and have positioned ourselves to utilise skills and processes in other areas.

“With our capability in mechatronics, robotics, engineering components development and design, supported by a comprehensive workshop and onsite service and training facility, we are well placed to meet any demand from the private sector.

“Instead of pulling back in the current financial climate, we are staying on the front foot with our recent acquisition of Melbourne and Perth-based Underwater Video Systems. UVS is a long established supplier of quality subsea equipment and services to the oceanographic, hydrographic, defence, offshore oil and gas, renewable energy and water utility markets. UVS is a perfect complimentary fit for ATSA. The acquisition means that we can bed down all of our resources and it puts us in better long term standing to service all of our current clients. “Burrowes added.

The company has developed close partnerships with original equipment manufacturers such as SAAB Underwater Systems (Sweden), which enables the company to provide quality systems engineering solutions.



ATSA also distributes products supplied by SubConn Inc. and The MacArtney Underwater Technology Group. SubConn and MacArtney have been supplying one of the world's leading ranges of underwater pluggable electrical connectors to the demanding underwater industry for over 30 years.

ATSA’s general manager, Jenny Taylor said one of its latest projects is engineering support for the development of marine power turbine technology for Elemental Energy Technologies Limited. ATSA’s engineering team has enabled the rapid design and development of a subsea electrical generator that is integrated into the turbine.



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Photo: ATSA developed a subsea electrical generator for a successfully tested marine power turbine (Courtesy Elemental Energy Technologies Ltd.)
