

## **Computer Design Marine**

Computer Design Marine offers world leading vessel construction systems for a range of aluminium powerboats from four metre pleasure craft to 20 metre professional work boats. Phil Curran, a naval architect, developed his speciality, his unique use of computer design and Internet technology six years ago. His traditional business, begun 25 years ago, would have folded if he had not joined the computer age. He developed his unique VCS software to protect his computer-aided designs (CAD) from his major threat, theft of intellectual property.

The Internet is also Computer Design Marine's main marketing tool. Customers browse through photos and details of vessels on the site and then email the office. As about 90 per cent of sales are to overseas customers, after-sales advice and consultation is largely over the Internet, including inspections of work via digital photos. This Australian export business has an annual turn over of about one million dollars.

While Australian ship-building is famous for its high speed boats Computer Design Marine has recognised that their advantage lies in smart use of design technology. They use all features of the commercial CAD package, pushing software to its potential, to remain ahead of their competitors.

Unlike traditional shipbuilders, Computer Design Marine has a core staff of only four in Perth and employs contract designers located in other parts of Australia and New Zealand. Buyers can construct the boats themselves from the supplied software or contract out the work. In Western Australia there is a program in some TAFE colleges and schools using 4.3 metre dingy kits for skills training.

Investigate their web site at [www.curran.com.au](http://www.curran.com.au) .