



Success stories

Thrust Maritime

Setting the standard for high integrity marine engineering



As a company that sets high standards for engineering and service to its clients worldwide, Thrust Maritime's goals are principally to protect the health and safety of the people they support in the dynamic and dangerous ocean environment.

Business transformation

Thrust Maritime began in 2013 by specialising in the design, manufacture, integration and rental of its THOR systems (Thrust Hyperbaric Offshore Recovery), LARS systems (Launch and Recovery System) and demountable A-Frame ship deck cranes. The main customers for this equipment operate in the offshore oil and gas industry in Australia and overseas in support of diving teams who provide deep-sea exploration and maintenance services.

This is an essential but unpredictable market, to create a more consistent and sustainable business model, owner and

MD Ben Healy embarked on a strategy to expand Thrust's product and services offering for a broader range of offshore ship-to-water operations.

Product strategy for growth

The centrepiece of the company's strategy has been the launch of two new products: The Winshackle, a patented remote controlled shackle apparatus that provides a handsfree method for load hook-up being significantly safer than the traditional hands-on manual process; and an electric Active Heave Compensated Winch, a unique mobile winch system that counteracts vertical ship movement due to waves during offshore lifting operations.

Creating awareness for these complex products will be critical to their successful commercialisation, Thrust has also begun a Business Development initiative targeting potential national and international customers.

Through the EP Growth Roadmap engagement, Facilitator Paul de Bruin, was able to provide Ben and his team with alternative insights and support

options as they defined their vision and strategies for the next phase of the business. Access to the Business Growth Grant encouraged Thrust to put significant effort into strategy development as well as a vital update of safety policies and systems for the products and field operations.

The Entrepreneurs Programme provided valuable assistance to our business from training and development programs through to innovation and marketing advice. (Carl Morley GM Thrust Maritime)

Engineering value add

Creating a consistent flow of work for its highly specialised team is crucial to Thrust Maritime's success, to that end the company is leveraging its capabilities to now also offer a range of consulting services to support customers with their engineering challenges and solutions.

