



VICKY MAITLAND

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DRIVERS LICENCE: Class 1 and 2

HEALTH: Good

PROFILE

Having moved from Auckland to Marlborough in 1996 to work with my parents to fulfill their dream of owning and operating a cruising company, I soon fell in love with the region. My parents crewed the vessel while I set up and ran the shore-based side of the business.

We originally brought a vessel that was doing fishing charters but we soon realized that we needed to expand so changed the focus to 'cruising Kiwi style' with multi night cruises in the Marlborough Sounds and Fiordland then added Stewart Island to the destinations later on and after 25 years we successfully sold the business.

HOBBIES

- Gardening
- Stone carving
- Camping
- Fishing/boating

WORK EXPERIENCE

Affinity Sailing NZ Ltd (new owner)

Continued working for the new owner for 13 months

Affinity Charters Ltd t/a Affinity Cruises

Family owned and operated business

Feb 1996 to May 2021

Owner operator courier driver

1993 to Jan 1996 - **New Zealand Couriers (Auckland)**

1990 to 1993 - contracted to **Wang Computers** as a dedicated courier driver

Other Employment (Auckland)

Saeco Bearings and Transmission – Office assistant

Microworld of Inner space – Hostess/guide

Guthrie Bowron – Shop assistant

Levene's – Shop assistant

Being an owner operator of a tourism business has given me the all-round skills to fulfil every shore-based roll within our business and at times onboard the vessel. Our vessel carried 16 passengers in 8 separate cabins plus a crew of 3.

When we sold the business in 2021, I had three shore-based staff, three vessel crew plus my parents. I continued working with the new owner for 13 months.

I have extensive experience in;

- **Sales**
Phone and email sales as well as cold calling. Dealing with general public as well as tour companies and travel agents
- **Marketing**
It is important to understand your market, our market was primarily the New Zealand domestic market in the 50–90-year-old range. Research and developing marketing plans then implementing them including trade and public shows/displays.
- **Health and Safety**
Develop and maintain good H & S systems and practice throughout the business, shore based and vessel.
- **Compliance**
Ensuring compliance across all aspects of the business.

- **Human Resources**
Advertising, interviewing and employing shore and vessel-based staff. Producing employment contracts. Regularly meeting with all staff (group and one on one) and creating a great working environment. Liaising with safe to ensure that they are happy in their work environment
- **Accounting** – Xero and MYOB
All aspects of accounting and taxation as well as liaising with our accountant.
- **Wages**
All aspects of wages
- **Reports**
Sales, marketing and financial
- **Database Management (ACT!)**
Creation, maintenance and reporting
- **Microsoft products**
Word, Excel, Outlook
- **Budgets**
Create, apply and report
- **Advertising**
Design, placement and analyze/ROI. Print, digital, trade shows and roadshows

VOLUNTARY POSITIONS

- **Queen Charlotte Track Inc**
Chairman and committee member
- **Domestic Marketing Group (Destination Marlborough)**
Committee member
- **Pelorus Promotions**
Chairman and committee member
- **Renwick Rugby Club**
Coach and manager for various school aged teams that our children were in
- **Renwick Primary School**
Coach for various school sports teams that our children were in e.g. touch rugby, soccer, hockey

As you can see, I have a wide range of experience and can adapt these skills to meet your needs.

Reference(s) available on request.