

# Member Growth Success Story

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Sarah Twigger | Koombana Bay Sailing Club





Koombana Bay  
SAILING CLUB

# Koombana Bay Sailing Club Bunbury

Social Membership Promotion



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## Social Membership Promotion

- Re-opening post COVID-19
- \$20 Social Membership (Valid October 2020 – July 2021)
- Promotion ran for 3 months from October to December
- Promoted through Social Media, Club Newsletter and posters.  
(Advertising cost not including video = \$150)

# Poster



**KOOMBANA BAY SAILING CLUB**

**2020 SPECIAL**

**\$20**

**SOCIAL MEMBERSHIPS**

- 20% off bar drinks with Members Card
- Enjoy excellent restaurant facilities for breakfast, lunch and dinner \*
- Member discounts on meals
- Licenced alfresco and lawn areas overlooking Koombana Bay
- Access to modern change rooms
- Invitations to Club events

- Valid to new members only, pending committee approval
- Usually \$95pa
- Membership valid until 30th June 2021
- \*See website for opening hours. Hours may vary
- Members can invite up to 5 guests at each visit (bar access)
- Forms available online, must be signed by 2 current members

www.koombanabay.com  
kbscmemberships@koombanabay.com  
(08) 9791 3914

## Performance

A\$50.00 spent over 28 days.

Link Clicks



**135**

Reach

**3,444**

Cost Per Link Click

**\$0.37**

## Activity

### Post Engagement

1388

### 3-Second Video Plays

1230

### Link Clicks

135

### Post Reactions

11

### Post Shares

6

### Post Comments

3





# Social Media Video



## Performance

A\$100.00 spent over 28 days.

Link Clicks



**217**

Reach

**5,612**

Cost Per Link Click

**\$0.46**

## Activity

Post Engagement

3088

3-Second Video Plays

2796

Link Clicks

217

Post Reactions

52

Post Shares

13

Post Comments

3



# Outcome Members Per season

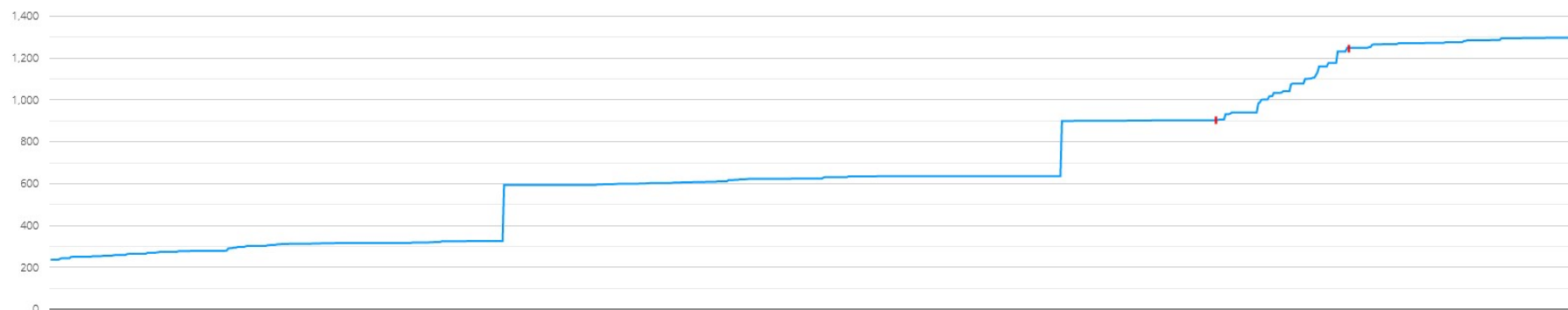
- 325 New 'Special Social Members'



# Continuing Trend

Member registrations over time

● Currently filtering by season(s): 2020-21, 2019/20, 2018/19



# Financial Outcome

- 325 x \$20 membership fee = \$6500

Bar Sales from Social Memberships







## Interesting Facts

- Around 95 people never collected their Membership Card
- Consider other Clubs eg. Swimming Club
- A handful Social Members joined our Sail Training courses
- A large number joined in on Twilight and Saturday sailing
- A couple have upgraded to Crew memberships
- At least 35 'Special Social' members have already paid their renewal for 21/22 (it has been 1 week since the invoices were issued, more Social Members have paid than Crew and Senior Members)



## Advice

- Make the rules very clear. Particularly around wait times.
- Make sure your administration is ready
- Consider the card collection option – Collect from office/bar or post?
- Run a potential members night as well as Discover Sailing day
- Continuing Promotion  
21/22 – Charge full rate of \$95 – Give \$50 credit on Member Card.



# Koombana Bay

SAILING CLUB



# Department of Transport | Marine Safety

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Mark Briant | Department of Transport





Department of  
**Transport**

# Maritime



***YOU'RE THE SKIPPER  
YOU'RE RESPONSIBLE***



A safe boating initiative from Marine Safety, supporting Western Australia's Boating Community.  
[www.transport.wa.gov.au/imarine](http://www.transport.wa.gov.au/imarine) Information Line: 1300 863 308

# Mooring Regulation Streamline Review

- Commenced in 2014
- Minister approved in 2016
- Recommendations to be implemented late 2021

## **Key outcomes**

- Single set of regulations
- Classification of mooring type
- Retention of additional users
- Fair and equitable allocation of moorings

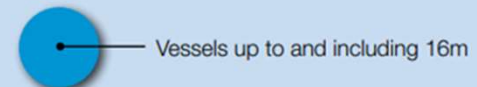
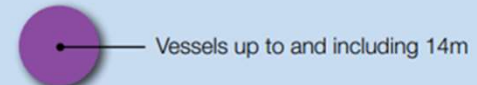
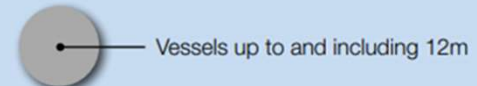
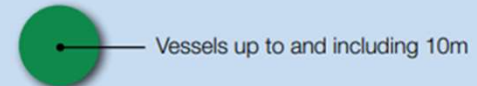
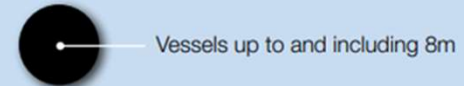
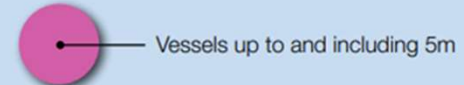
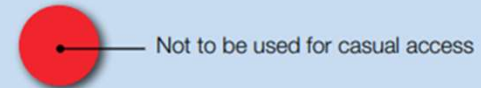




# Mooring Regulation Streamline Review

- Shared Use Mooring System
  - Opt in or Opt out
  - Marking of mooring size
- Rental moorings

## Mooring disc key



# Recreational Vessel Safety Equipment

- Last significant review of safety equipment conducted in 1992
- Current review commenced in 2017
- Over 3,400 responders over 2 stages of consultation
- 9 information sessions (metro & Regional)



## Recreational Vessel Safety Equipment

- Focused on what person needs to survive once in the water
- Reduces confusing carriage requirements
- Considered modern technology (EPIRP / PLB / Electronic signalling devices)



# Aquatic Event – Safety Management System

2019 DoT audited on aquatic event and exemption process

3 Key findings

- Categorisation of events  
Major or Minor
- Formal assessment of Safety Management Systems (SMS) and Risk Registers (RR)
- Auditing of aquatic events to ensure compliance with SMS and RR



# Aquatic Event – Safety Management System

## What are we looking for ?

- Consider all safety implications to holding the event
- Consider safety of competitors, spectators and non-spectator public

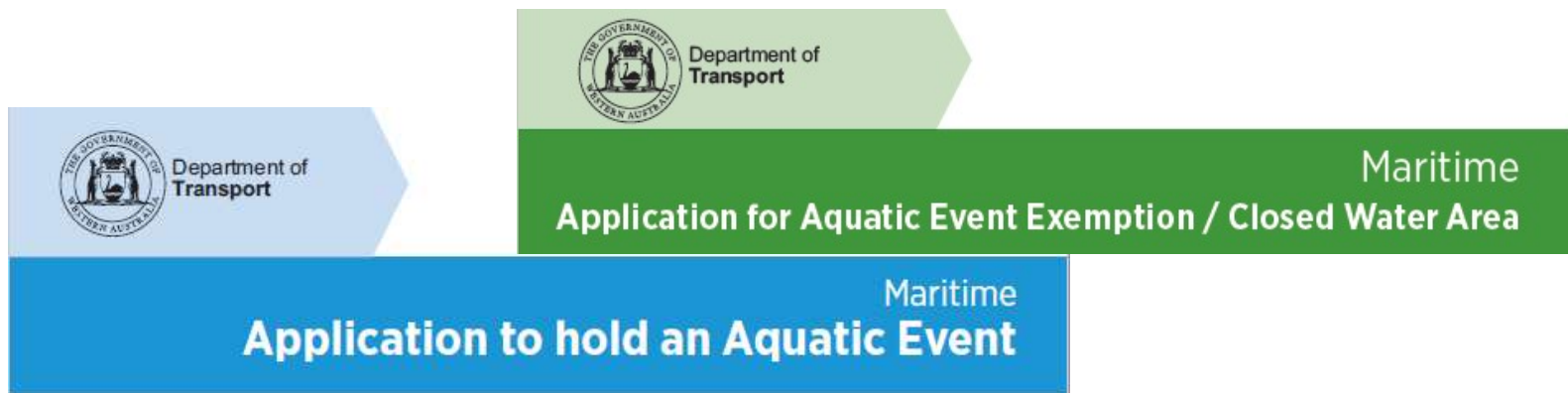
Sample of a risk register

Inherent Risk (What can happen if no controls are put in place)	Likelihood	Consequence	Inherent Risk Level	Controls implemented (List of measures to prevent a hazard from occurring)	Likelihood (with controls)	Consequence (with controls)	Residual Risk Level	Mitigating Controls (list of measures to reduce the degree of harm if accident occurs)
Example 1 - Skier collision with object	3 (Possible)	4 (Major)	12 (High)	Sweep of course prior to event Ski boat race rules Experienced skippers Safety briefing - emergencies	3 (Possible)	3 (Moderate)	9 (Medium)	Rescue boats Communications First aid stations PPE worn by competitors (PDF, helmet, wetsuit etc.)
Example 2 - Spectator or unauthorised person on race course (power boat racing)	4 (Likely)	4 (Major)	16 (Very High)	Sweep of race course Provide spectator areas Advertising and signage Course officials / volunteers Safety briefing - spectators	3 (Possible)	2 (Minor)	6 (Low)	Rescue boats Communications First aid stations

# Aquatic Event – Applications

## Group Applications

- Multiple events under one application
- Single Safety Management System and Risk Register (providing all events comply)







# Deckee Boating 4+

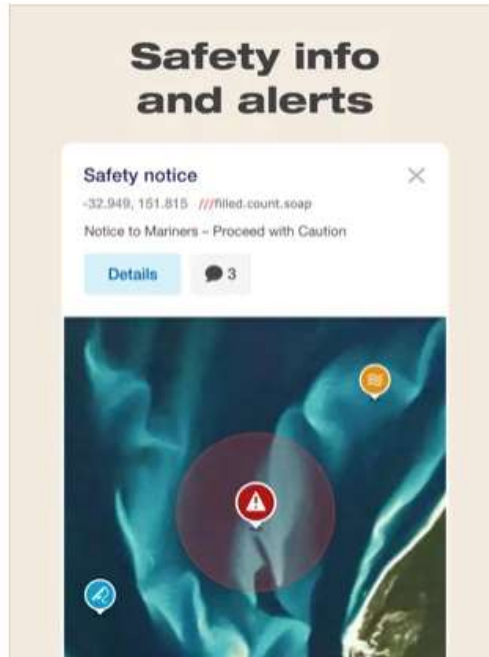
GPS Log, Safety Info & Weather

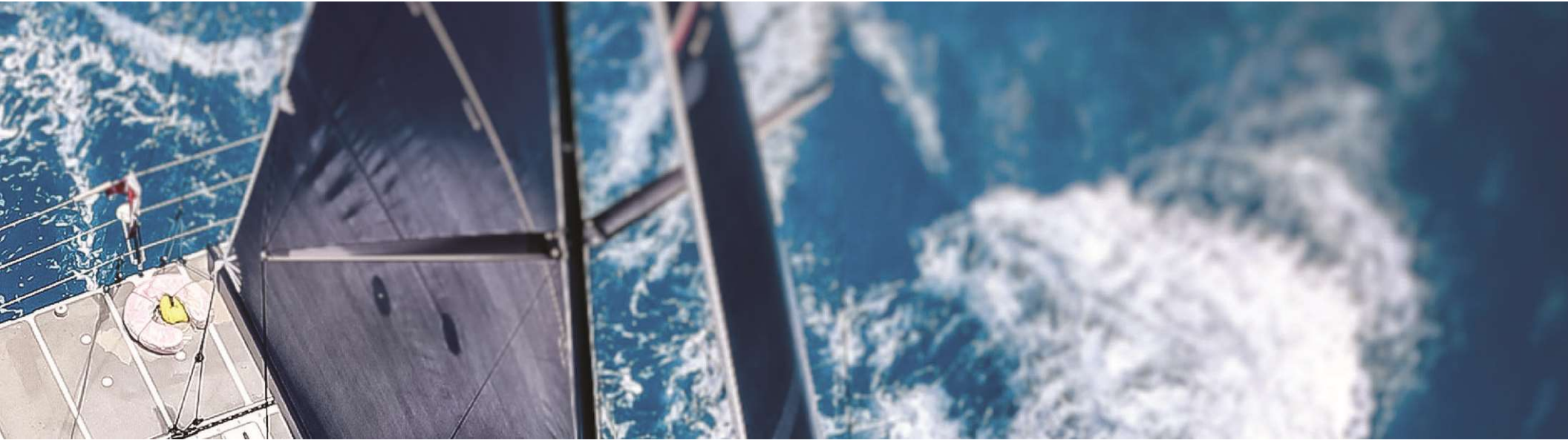
Deckee  
Designed for iPad

#19 in Navigation  
★★★★☆ 4.1 • 97 Ratings

Free

## Screenshots [iPad](#) [iPhone](#)



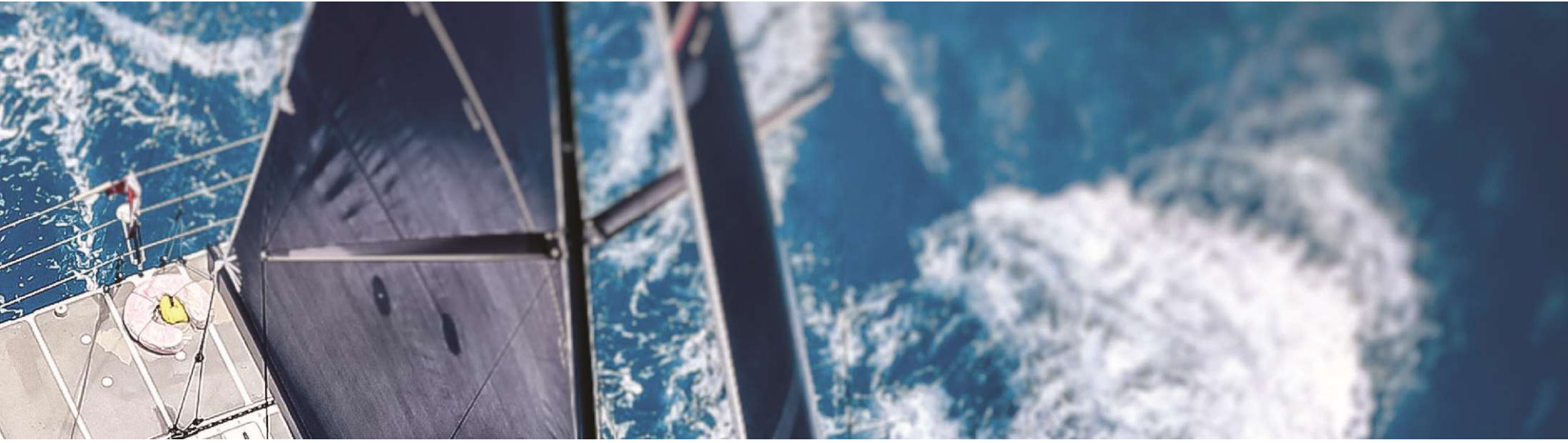


# Coffee Break | 14:15 – 14:30

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Please be back seated by 14:30





# Simplifying Technology for your Volunteers

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Adele Jackson | Hillarys Yacht Club



# Simplifying technology for your Volunteers

ADELE JACKSON  
HILLARYS YACHT CLUB







mySailor Login >



CLUBS

CLASSES & RACING

TRAINING

SAFETY

OFFICIALS & VOLUNTEERS



KEY RESOURCES



1

Collect all  
required  
information at  
registration

2

Send out initial  
“need to know”  
details

3

Final pre-event  
updates and  
post event  
thank you’s.

## revSPORT Events & Groups

Groups for specific areas: squads,  
volunteers, fleets, etc.

Group specific communications





### Additional registration fields

Basic demographic information (e.g. name, address, email, phone number) is already collected by default, as is a notes field to capture any miscellaneous information. For dropdown or multiple checkbox list options, separate each option with a comma.

Field name	Field type	Required?	
ROLE PREFERENCE AND QUALIFICATIONS	Heading		+ reorder delete
Availability	Checkbox (multiple) Options: Sat 25 Sept, Sun 26 Sep	Yes	+ reorder rules delete
Role Preference	Dropdown Options: On water, On land, No preference	Yes	
On Water Preference	Checkbox (multiple) Options: Start/Finish Boat, Mark L	Yes	
Other On Water Role	Text input (multiple lines)	No	
On Land Preference	Checkbox (multiple) Options: Registration, Beach Mar	Yes	
Other On Land Role	Text input (multiple lines)	No	
Course Preference	Dropdown Options: Course 1 (small dinghie)	No	
Qualifications Held (e.g. Clu)	Text input (multiple lines)	No	
Working With Children Check	Heading		
Do you hold a Working With Children Check	Dropdown Options: Yes, No	Yes	
WWCC Card Number	Text input (1 line)	Yes	
WWCC Card Number	Text input (1 line)	Yes	+ reorder rules delete
WWCC Expiry Date	Text input (1 line)	Yes	+ reorder rules delete
T-Shirt Size	Dropdown Options: Child 10, Child 12, Child 14	No	+ reorder rules delete
PERSONAL DETAILS	Heading		+ reorder delete
Medical and Dietary Information	Heading		+ reorder delete
Medical Conditions	Dropdown Options: Yes, No	Yes	+ reorder rules delete
Medical Information	Text input (multiple lines)	Yes	+ reorder rules delete
Action Plan to be Supplied	Dropdown Options: Yes, No	Yes	+ reorder rules delete
Volunteer Emergency Contact	Heading		+ reorder delete
Emergency Contact Name	Text input (1 line)	Yes	+ reorder rules delete
Relationship to Volunteer	Text input (1 line)	Yes	+ reorder rules delete
Emergency Contact Number	Text input (1 line)	Yes	+ reorder rules delete
+ add registration field			

# Event Registration for Volunteers

Assumption: Understanding of how to list an event in revSPORT. If not, please feel free to see me after presentation.




logged in as **Adele** (log out) Hillarys Yacht Club [account](#) [help](#)

## revolutioniseSPORT

- > dashboard
- > members
- > groups
- > gradings
- > rostering
- > finance
- > site
- ▼ events
  - ➕ add event
  - 📁 categories
  - 📊 statistics
  - 📄 reporting
  - ⚙️ settings
- > shop
- > bookings
- > meetings
- > tasks
- > incident reports

### Event summary

8 ATTENDEES



Event details

Name:	WA - Volunteer Register - 2021 Westsail and WA Youth Championships <b>DEADLINE TUE 28 SEP 2021 18:00</b>
Venue:	Hillarys Yacht Club
Date & time:	Sat 25 Sep 2021 09:00 - Thu 30 Sep 2021 18:30
Category:	Regatta

Filter by status: All

Name	Registered	RSVP	Actions
Julie Beeck	Wed 07 Jul 2021 17:48	<span style="background-color: green; color: white; padding: 2px;">YES</span>	<input type="button" value="view"/> <input type="button" value="delete"/>
Laraine Brindle	Wed 07 Jul 2021 17:33	<span style="background-color: orange; color: white; padding: 2px;">MAYBE</span>	<input type="button" value="view"/> <input type="button" value="delete"/>
Gary Beeck	Wed 07 Jul 2021 17:28	<span style="background-color: green; color: white; padding: 2px;">YES</span>	<input type="button" value="view"/> <input type="button" value="delete"/>
Jason Tutty	Sun 04 Jul 2021 09:17	<span style="background-color: green; color: white; padding: 2px;">YES</span>	<input type="button" value="view"/> <input type="button" value="delete"/>
Robin Sweet OAM	Thu 01 Jul 2021 08:31	<span style="background-color: green; color: white; padding: 2px;">YES</span>	<input type="button" value="view"/> <input type="button" value="delete"/>

Options

- ➕ add registration
- ✎ edit event
- 👁 view event live
- ✉ email attendees
- 📱 sms attendees
- 🗣 invite members
- ☑ mark attendance
- 📊 event statistics
- 📄 event reports
- 🗳 request approval
- 👤 manage officials
- 📄 clone event
- 📄 import registrations
- 🔄 renew members
- 🗑 delete event

# Event Registration for Volunteers

Assumption: Understanding of how to list an event in revSPORT. If not, please feel free to see me after presentation.



# Summary



Registration of volunteers

Event registration via  
revolutioniseSPORT



Allocation of roles

googledocs



Communications

Emails and text messages using  
revolutioniseSPORT



2021 Westsail and WA Youths Personal

File Edit View Insert Format Data Tools Add-ons Help Last edit was 43 minutes ago

2021 Westsail and WA Youths Personal

File Edit View Insert Format Data Tools Add-ons Help Last edit was 45 minutes ago

Area/Role	Wednesday 29/09/21	Thursday 30/09/21	Area/Role	Wednesday 29/09/21	Thursday 30/09/21	Return to the Club and By Whom
Safety	Alpha Course (Up to 150)		Bravo Course (Bic Technos / Foils)			
AS Regatta Se	Safety Afloat	"Skip Lissiman" RIB (Q Jetty)	Safety Afloat			Andy (Thursday 30th)
Trolley Ass	SBO	Andy Fethers	SBO + Mark/Gate	2nd SBO		
Trolley Ass	Crew		Crew			
Trolley Ass	PRO		PRO			
Tower/Radio O	START BOAT	Balaton Jack (Collector)	START BOAT	TBC		
	Race Officer	Paul Wise	Race Officer	Steve Childs		
Registration/Informatic	Deputy RO		Deputy RO			
	Flags		Flags			
	Timer/Sound	Katie Tucker	Timer/Sound			
First Aid	Bosun		Bosun			
	Recorder		Recorder			
Sign	MARK BOAT 1 (Define Location)	Banana Boat (Q Jetty)	MARK BOAT 1 (Top Mark)			
	Driver	Rob Sweet	Driver	AS COACH - FUTURES COACH KITES		
	Crew	Doug Man	Crew			
	MARK BOAT 2 (Define Location)	Atomic (Q Jetty)	MARK BOAT 2 (Pin Mark)			
	Driver	Tim Tucker	Driver	AS COACH - FUTURES COACH BOARDS		
	Crew		Crew			
	FINISH BOAT		FINISH BOAT			
Vide	Race Officer		Race Officer			
Social	Recorder		Recorder			
Local	Recorder		Recorder			
Re	Driver/Recorder	Leigh Collins	Driver/Recorder			
Refueling	Jury		Jury			
	Jury Chair (Boat 1)	JS (TBI)	Jury Chair (Boat 1)			
	Jury (Boat 1)	Richard Goldsmith (TBI)	Jury (Boat 1)			
	Jury (Boat 2)	Paul Green (TBI)	Jury (Boat 2)			
	Jury (Boat 2)	John Anderson (TBI)	Jury (Boat 2)			
	Snack Shack		Snack Shack			
	Snack Shack Coordinator		Snack Shack Coordinator			
	Snack Shack Assistant		Snack Shack Assistant			
	MARSHAI Harbour Entrance		MARSHAI Harbour Entrance			

Westisail & Stat

Westisail & State Youths Role Allocations

Patrol Plan + Map

Event Planning Timeline

Contact

Explore

# Coordinate Volunteer Roles

Set up a range of real-time collaboration documents with Google Docs



logged in as **Adele** (log out) Hillarys Yacht Club [account](#) [help](#)

# revolutioniseSPORT

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- > tasks
- > incident reports
- > injury reports

## Email all attendees

Use email template

Choose: Volunteer Information - 2021 WALA Laser State Championships Go

Compose new email

From: Hillarys Yacht Club - development@hillarysyachtclub.com.au

To: Yes RSVPs of WA - Volunteer Register - 2021 Westsail and WA Youth Championships

Options: (All) who have unsubscribed from general communications  
Yes RSVPs this email to my personal email address

Message content: Maybe RSVPs  
No RSVPs

Subject: volunteer information - 2021 WALA Laser State Char

📎 To attach a file, click the link icon (📎) and then click the "Upload" tab. You can upload as many files as you like.

Dear Volunteer,

Thank you so much for volunteering your time and skills to assist Hillarys Yacht Club deliver a great Sail Easter event incorporating the 2021 WA Laser State Championships this Easter! We are very grateful to you and hope that you enjoy the event just as much as the competitors do.

Please take a moment to read through the following information about the event.

**Sailing Instructions**

Email self checklist

✔️ Email has a greeting (e.g. Hi all)

Options

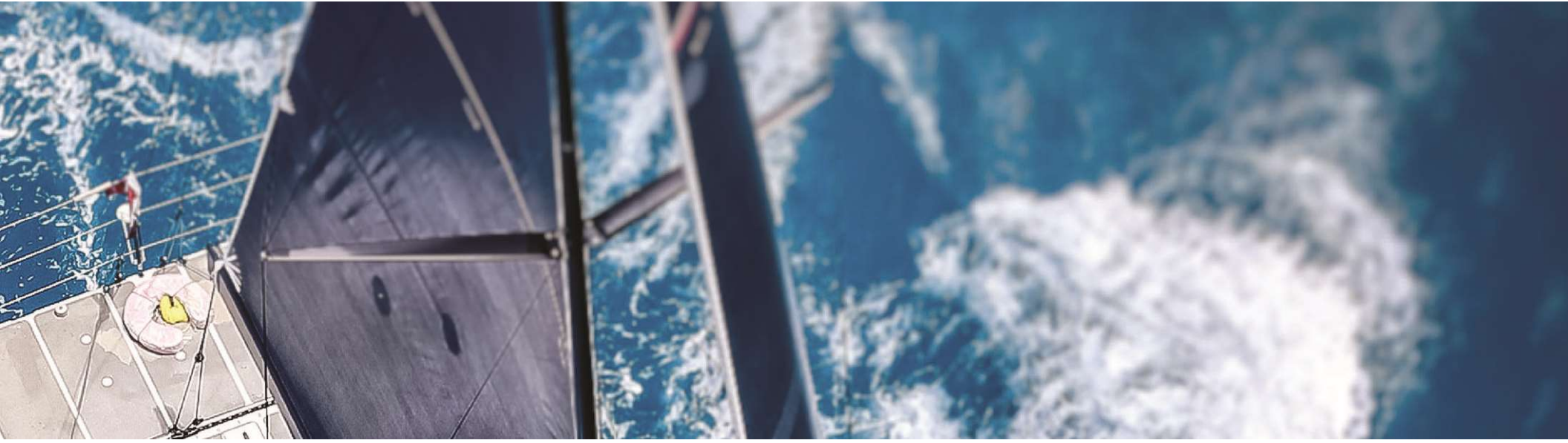
- 🔍 event summary
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- 📄 event reports
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- 👤 manage officials
- 👤 clone event
- 👤 import registrations
- 🔄 renew members
- 🗑️ delete event

# Emails to Volunteers

Assumption: Understanding of how to list an event in revSPORT. If not, please feel free to see me after presentation.







# Simplifying Technology for your Volunteers

## Mark Set Bot

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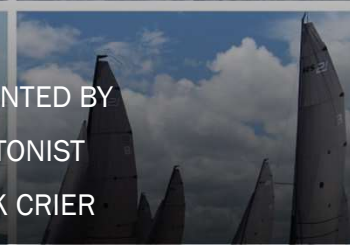
Mark Crier | Mark Set Boat Australia







# MARKSET BOT



PRESENTED BY  
BOTTONIST  
MARK CRIER

**WELCOME TO THE  
AUSTRALIAN LAUNCH**

**MARKSETBOT**

Presenter:  
**Mark Crier**

[marksetbotaustralia.com](http://marksetbotaustralia.com)











## WHAT IS A BOT

- ❑ Self propelled
- ❑ Fully automated
- ❑ Robotic
- ❑ Anchorless
- ❑ Inflatable mark
- ❑ GPS positioned
- ❑ 4 G connectivity
- ❑ Racecourse set up via online cloud-based App
- ❑ Wind instrument available
- ❑ Signal Horn /Audible sounds available
- ❑ OCS detection application available
- ❑ Racecourse changes within minutes
- ❑ Limited personnel required

<b>WEIGHT</b>	115 lbs   52 kg
<b>DIMENSIONS</b>	84" x 84" x 54"   2.1m x 2.1m x 1.4m
<b>TOP SPEED</b>	4.5 knots
<b>MAX WIND</b>	30 knots
<b>MAX WAVE</b>	8-10 ft   3 m
<b>VISIBILITY</b>	Up to 2nm
<b>BATTERY LIFE</b>	100Ah: 20-24 hours in 8-10 kts, no current, moderate chop
<b>TOPSIDE</b>	Available in Orange, Yellow or Green





Self-propelled- GPS controlled inflatable mark



- Less Costs
- Less fuel
- Less time wasting
- Less RIBs
- Less administration
- Less on water personnel
- Less Anchors
- Less risk of injuries
- Fast Course set Up
- Instant Course changes
- Happier Sailors
- Lower Environmental impact



*Deep Water*



*Shifty Wind*



*Lack of Volunteers*



*Currents*



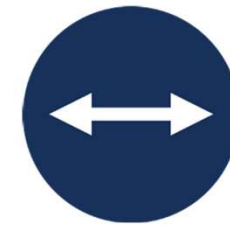
*Motorboats*



*Sustainability*



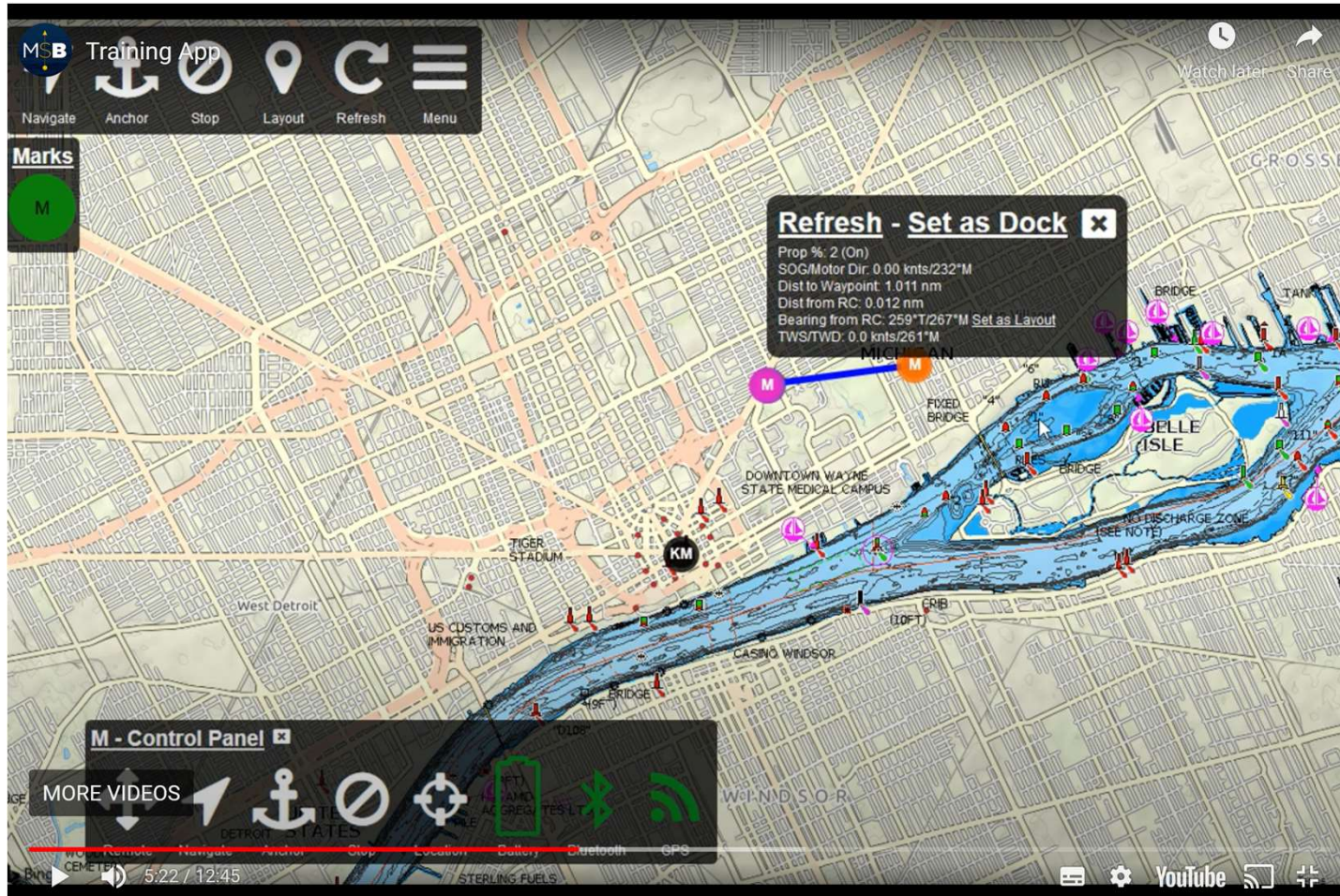
*Time restraints*



*Social Distancing*



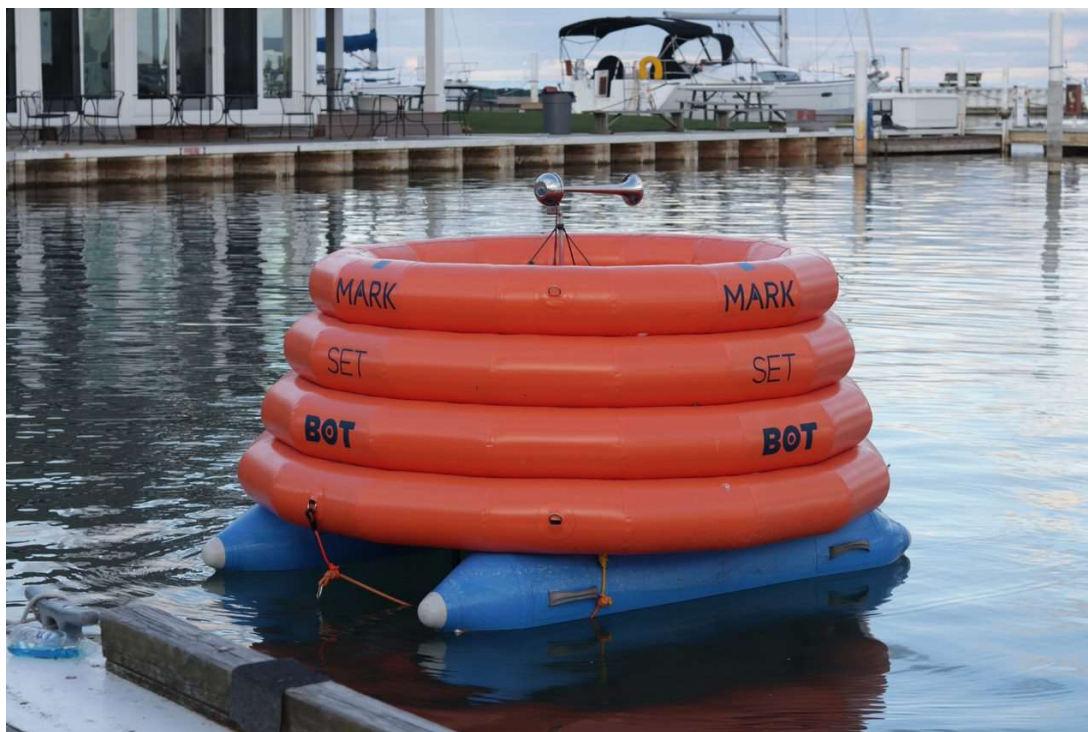
## Bot Master training courses available



<https://youtu.be/roVvnDLK2bk>



## SIGNAL HORN AND WIND INSTRUMENTS CONTROLLED VIA THE MARKSETBOT APP



# MARKSETBOT

Presenter:  
Mark Crier

[mark@marksetbotaustralia.com](mailto:mark@marksetbotaustralia.com)

[marksetbotaustralia.com](http://marksetbotaustralia.com)



# Question & Answer Session

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Skip Lissiman | Australian Sailing Board Member

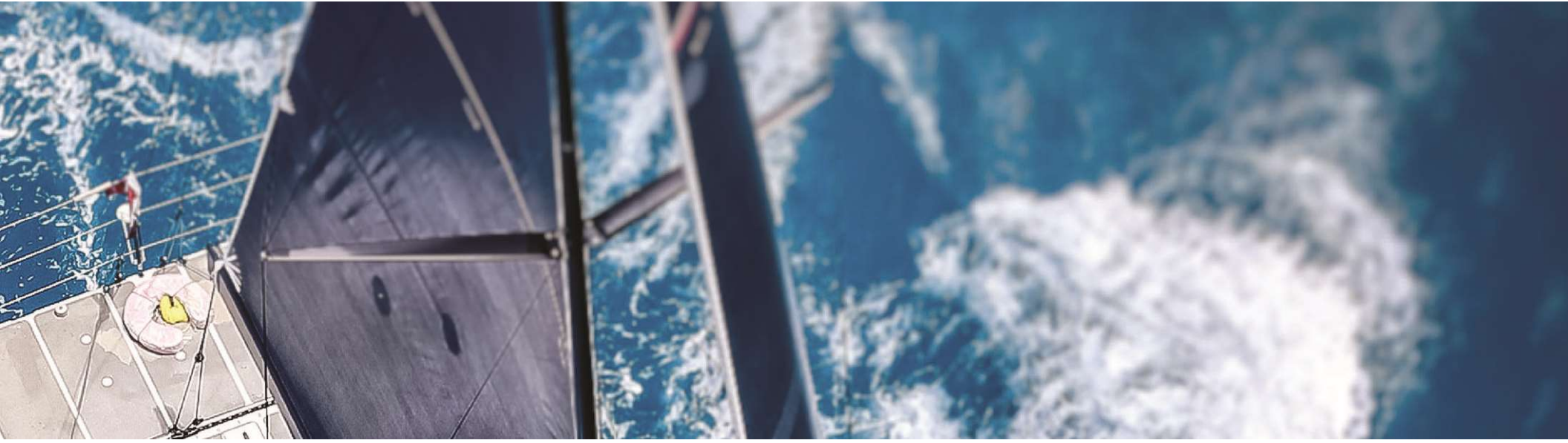
Mark Nicholas | Yachting Western Australia President

Andy Fethers | Australian Sailing WA Regional Manager

Jenn Suffield | Australian Sailing WA Club Services Officer







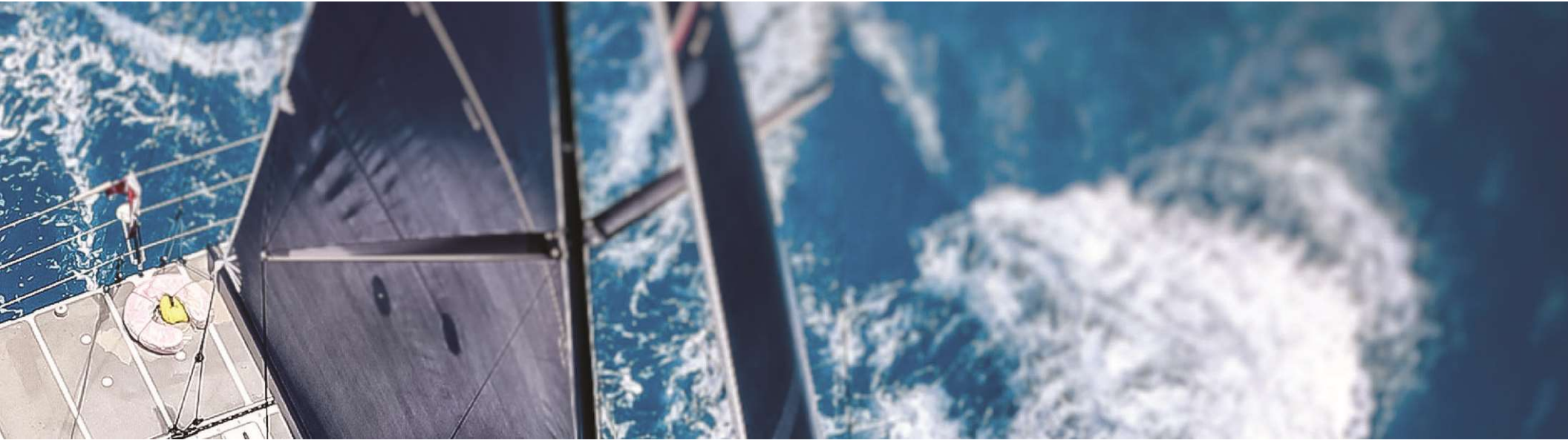
# Thank you for your attendance at the 2021 WA

## Club Conference

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For the next 30 minutes, all Volunteer Managed Clubs are invited for an audience with the Yachting WA Board. If you are not a Volunteer Managed Club, the East Fremantle Yacht Club hospitality is now available.





# **Stakeholder Engagement with Volunteer Managed Clubs (Clubs from band 13 and higher)**

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Mark Nicholas | Yachting Western Australia President

