



# Rear Commodore's AGM House Report 2018

# House Committee Functions



## How our role on House supports you:

- 🚩 We oversee club performance
  - 🚩 We oversee the standards & maintenance of non-boating facilities
  - 🚩 We listen to our members and consider emerging issues
  - 🚩 Develop Strategies for our portfolio
- It is not about day to day management!**

# House Committee Members



- 🚩 **Rear Commodore Shawn Offer – HC Chairperson**
- 🚩 **Captain Dinghies Andrew Mc Aullay**
- 🚩 **Karen Koedyk - Membership Chairperson**
- 🚩 **Vera Waldby - General Committee**
- 🚩 **Kim Short - Full Member & Centreboard Sailor**
- 🚩 **Gary Gliddon – Power Boat ‘Smooth Moves’**
- 🚩 **Fiona Laing – Full Member & Sailor**
- 🚩 **Lewis Whitehurst – <30 Full Member & Sailor**
- 🚩 **Peter Garside – Crew Member**
- 🚩 **Stuart Walton - General Manager**
- 🚩 **Kelly Scott - Public Relations Officer**
- 🚩 **Courtney Willson - House Manager**



# So what does the House Committee do?



**So that basically leaves us in charge of:**

- 🚩 Parties
- 🚩 Plates
- 🚩 Pints
- 🚩 Parking



# RPYC Strategy 2022



🚩 **What is the vision?**

🚩 **Who are the stakeholders?**

🚩 **What do the stakeholders value?**






🚩 **What is the plan?**

🚩 **What are our measures?**

# RPYC Strategy 2022



## **The Vision: To be WA's club of choice!**

-  **Beyond facilities and equipment**
-  **Recognised for our commitment to boating**
-  **Beyond simply building membership**
-  **Creating a safe and inclusive environment**
-  **Always welcoming to family, friends & newcomers**

# RPYC Strategy 2022

## Pillars for Success



Our strategic pillars **FOCUS** attention on:

 **Members**

 **Community**

 **Boating Industry**

Our initiatives then strengthen **CONNECT** ions with these groups which will then in turn allow us to all **GROW** together!

# House Committee

## Strategic Pillar 1 - Focus



### **Our members expect:**

- 🚩 **Protection of the brand & club's traditions**
- 🚩 **Diversity in gender & age, in everything**
- 🚩 **To receive value**
- 🚩 **Opportunities to be involved**
- 🚩 **First class facilities**
- 🚩 **A great dining experience**
- 🚩 **Premium events**



# House Committee Strategic Pillar 1 - Focus



## **The community expects:**

- 🚩 **Good community citizens**
- 🚩 **Inclusivity**
- 🚩 **Easy access**
- 🚩 **To share the public space**
- 🚩 **Opportunities – providing & receiving them**
- 🚩 **Quiet Enjoyment**
- 🚩 **Mutual benefits**

# House Committee

## Strategic Pillar 2 - Connect









### **Connection is about relevance:**

- 🚩 **Focus on what matters**
- 🚩 **Meet all expectations**
- 🚩 **Engage beyond our membership group**
- 🚩 **Evolve and adapt to the external challenges**
- 🚩 **Recognise gender & age – create opportunities**
- 🚩 **Make involvement easy**

# House Committee Strategic Pillar 3 - Grow



## **Our guiding principles for growth:**

-  **Operate with integrity**
-  **That our brand matters**
-  **To be adaptable**
-  **To never stop evolving**
-  **To embrace failure**
-  **To make it fun!**

# House Committee Strategic Initiative



## What are our core initiatives?:

- 🚩 To broaden our offer
- 🚩 To make all activities a priority
- 🚩 To be appealing to our members
- 🚩 To be appealing to the community
- 🚩 To be ready to welcome anyone on board
- 🚩 To evolve the club's culture
- 🚩 To have fun!

# House Committee Club's Operations



## The F&B operations of the club :

- 🚩 **Wardroom sales higher**
- 🚩 **Weather effect**
- 🚩 **Social calendar well supported**
- 🚩 **Guest Chef nights popular**
- 🚩 **Xmas in July**
- 🚩 **Strong Father's Day up**
- 🚩 **Full member discounts \$52k!**

# House Committee Club's Operations



## **The Function operations of the club:**

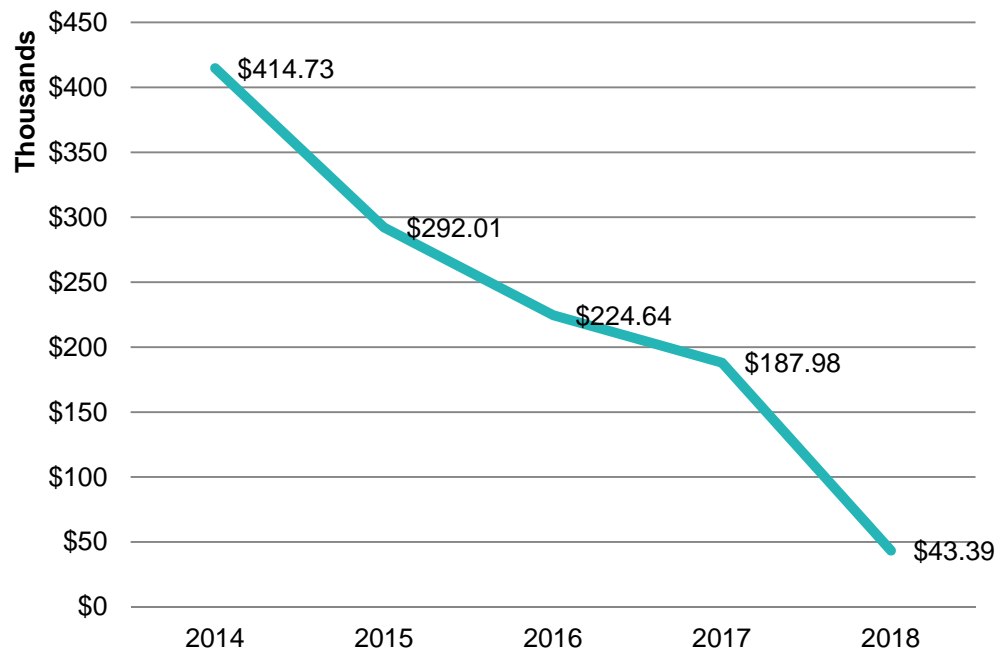
- 🚩 **Corporate largess still subdued**
- 🚩 **Wedding business competitive**
- 🚩 **5,000 visitors to the club last year**
- 🚩 **Members need to support club function business**

# House Committee Club's Operations



## The Financial Contribution:

**F&B Contributions**



🚩 **\$\$ Contribution 10%  
of 5 years ago**

🚩 **Function business is  
cream on the cake**

🚩 **Hyatt Regency Perth  
committed to a shared  
outcome**

# House Committee Club's Operations



## Highlights of RPYC's House Operations in 17/18:



- 🚩 Website live at the start of 2018
- 🚩 Pro-shop online sales
- 🚩 Environmental focus – e.g. ‘keep cups’
- 🚩 Membership – coming up
- 🚩 Archives – blessed by Jon’s awesomeness
- 🚩 Print and electronic communications.



# House Committee Facilities Management



## **Club's land-based non-boating facilities:**

-  **Refresh Project Update**
-  **Future Capital Works**
-  **Standards and maintenance**

# House Committee Member Outcomes



## Delivering on outcomes desired by members:

- 🚩 We report what we are told
- 🚩 Environmental concerns a priority
- 🚩 Process improvement
- 🚩 We record usage of the club
- 🚩 We monitor social participation
- 🚩 We are developing systems for feedback



# House Committee Member Feedback



## Australia/France Wine Night Statistics:

Overall, how satisfied were you with the  
France vs Australia Wine Dinner?

18 out of 18 people answered this question



► Show detail

... the food?

18 out of 18 people answered this question



► Show detail

... the service from our staff?

18 out of 18 people answered this question



► Show detail

Did the event meet your expectations?

18 out of 18 people answered this question



► Show detail

How likely are you to attend a future event?

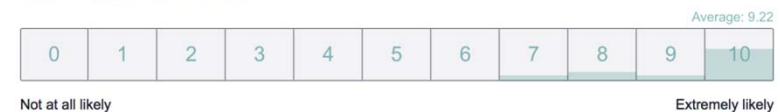
18 out of 18 people answered this question



► Show detail

How likely is it that you would recommend this style of event to a friend or colleague?

18 out of 18 people answered this question



► Show detail

# House Committee Member Outcomes



## Systems to measure how we grow:

- 🚩 **Systems to normalise feedback**
- 🚩 **Wardroom iPad surveys**
- 🚩 **Grow Measures**
  - **Birthday vouchers**
  - **Quarterly meal service numbers**
  - **Gym usage**
  - **Letters on introduction to reciprocal clubs**

# House Committee Community Engagements



## **RPYC Community support in the last 12 months on behalf of members:**

🚩 Busselton Volunteer Sea Rescue

🚩 Camp Quality

🚩 Police & Community Youth Centres

🚩 Variety Club

🚩 Dolphin Watch

🚩 Fishability

🚩 Sailability

🚩 Fremantle Volunteer Sea Rescue

🚩 River Guardians

🚩 Cat Haven & Shenton Park Dog Refuge

🚩 Make a Wish Foundation

🚩 MS Society

# House Committee Member Outcomes



## Identifying & Managing Risks in F&B:

- 🚩 Clubhouse reputation is crucial
- 🚩 Functions are technically challenging
- 🚩 Functions have critical outcomes
- 🚩 What level of profit from Functions?
- 🚩 Reflecting member expectations
- 🚩 Getting the prices right in the Wardroom

# Membership Sub Committee



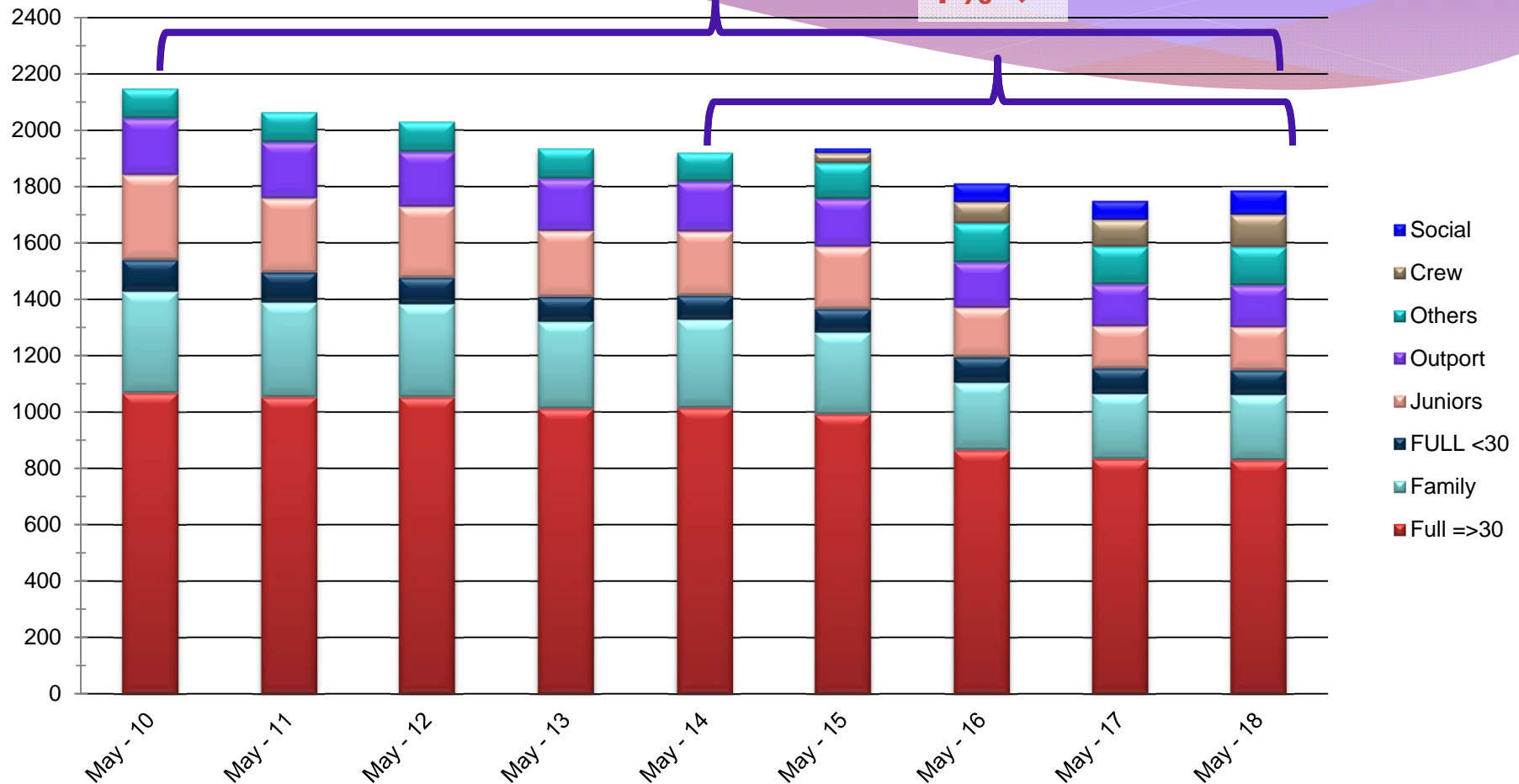
-  **Karen Koedyk - Membership Chairperson**
-  **Vice Commodore Greg O'Neill**
-  **Rear Commodore Shawn Offer**
-  **Captain Sail Janet Hornbuckle**
-  **Vera Waldby - General Committee**
-  **Robbie Gibbs - General Committee**
-  **Trent Carter - General Committee**
-  **Kim Short - Full Member & C/Board Sailor**
-  **Lewis Whitehurst - <30 Full Member & Sailor**
-  **Stuart Walton - General Manager**
-  **Gillian Tosh - Membership Services Officer**
-  **Kelly Scott - Public Relations Officer**

# Membership Trends 2010 - 2018



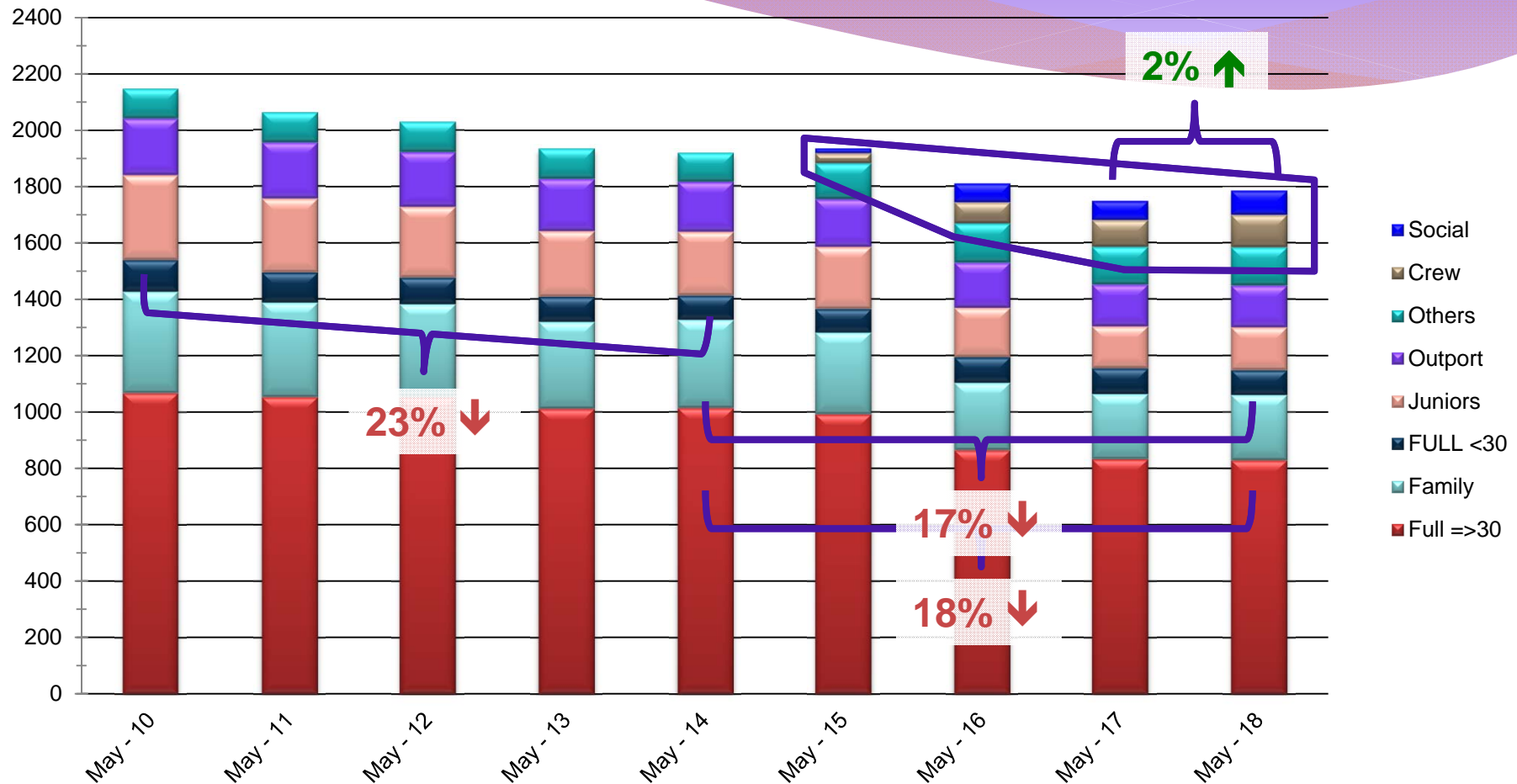
17% ↓

7% ↓





# Membership Trends 2010 - 2018



# Membership Initiatives



## House Membership Discussion:

- 🚩 New membership categories
- 🚩 Membership changes to come
- 🚩 Changes afoot across the country
- 🚩 Community relationships

# Rear Commodore's AGM House Report 2018



**We made it this far!:**

 **Questions?**

 **Feedback?**



# ROYAL PERTH YACHT CLUB



*of* Western Australia