



# HOUSE REPORT

**2018/2019**

**Rear Commodore Shawn Offer**

# HOUSE COMMITTEE'S WHY

Well known for what we do on HC:

- **Non Boating Facilities and Activities**
- **Parties, Plates, Parking, Pints**
  - Club Performance
  - Standards & Maintenance
  - Member representation
  - Membership Responsibilities
  - Consider emerging issues
  - Develop strategies relating to the above
- Not about day to day management



# FY19 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 - Full Member & Power Boat Owner - to Jan '19**

**Fiona Laing - Full Member & Sailor**

**Felix Harrison - Full Member & Power Boat Owner - from Mar '19**

**Lewis Whitehurst - <30 Full Member & Sailor**

**Peter Garside - Crew Member**

**Stuart Walton - General Manager**

**Kelly Scott - Marketing Manager**

**Courtney Willson - House Manager**



# HOUSE COMMITTEE ACTIVITIES

## Initiatives '18/'19

- **Boat Catering**
- **Additional Social Functions**
- **Social Boating Evenings**
- **Snack Menu**
- **Public Events**
  - Club Open House Day
  - ABC 720AM Morning Radio
- **Twilight changes**
  - Family Meal Options
  - Thursday Nights
  - Registration table
- **Grow Measures**
- **10 Year Membership Letters**
- **Regatta Collaboration**
- **MMA Role**
- **Inactive Members**



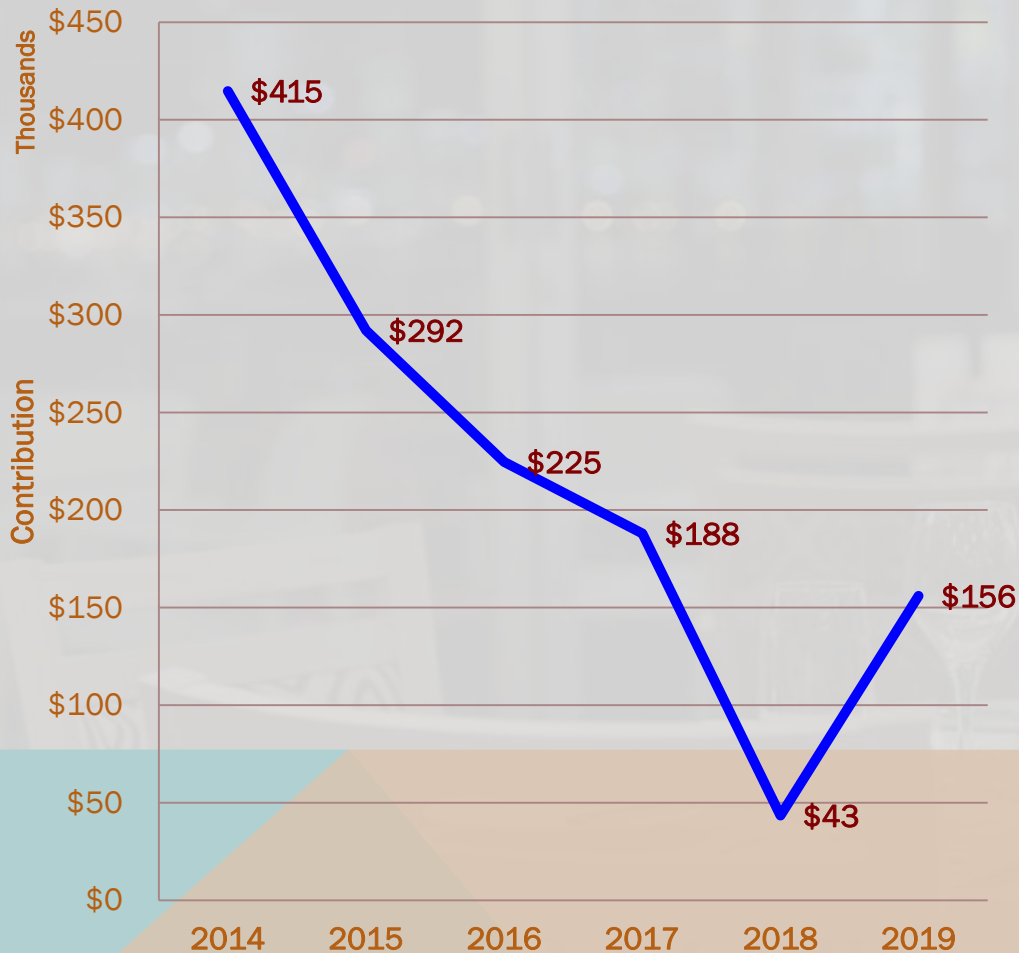
# FUTURE INITIATIVES

- **Future Membership Initiatives**
- **New Alfresco Area / Clubhouse Refurbishment**
- **New Wedding Venue**
- **Further Social Mingling of boating divisions**
  - Power
  - Dinghy Division
  - Sailing
- **Club Support for Fleet / Division F&B events @ RPYC**
- **Update 3<sup>rd</sup> Party partnerships with:**
  - University of WA
  - Government
  - Sponsors



# F&B FINANCIAL PERFORMANCE

## F&B Performance

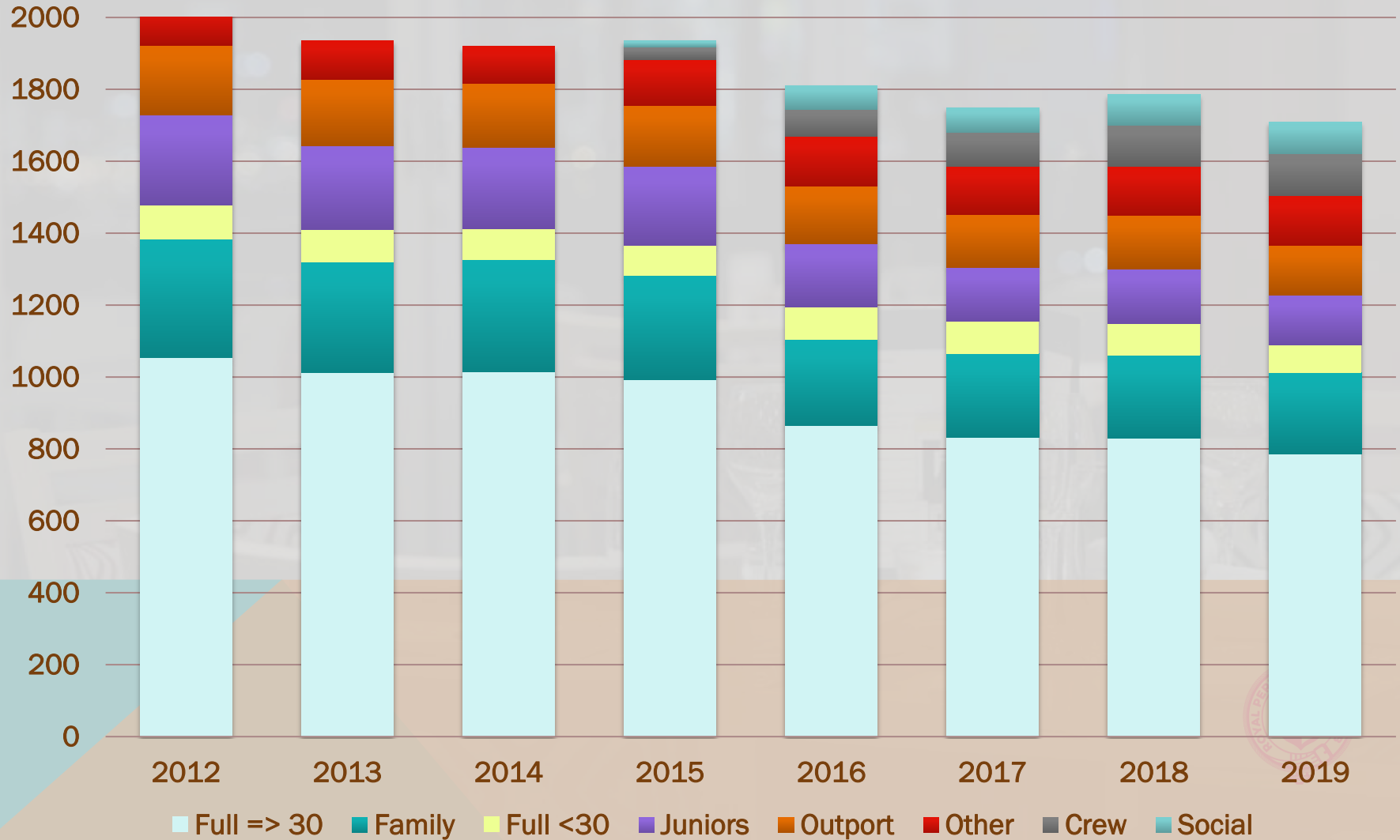


- Wardroom sales weaker
- Wardroom discounts \$45k
- Functions business still poor
- Wedding business difficult
  - Market conditions
  - Refurbishment project
- House Support Scheme  
Unspent Credits: \$78k



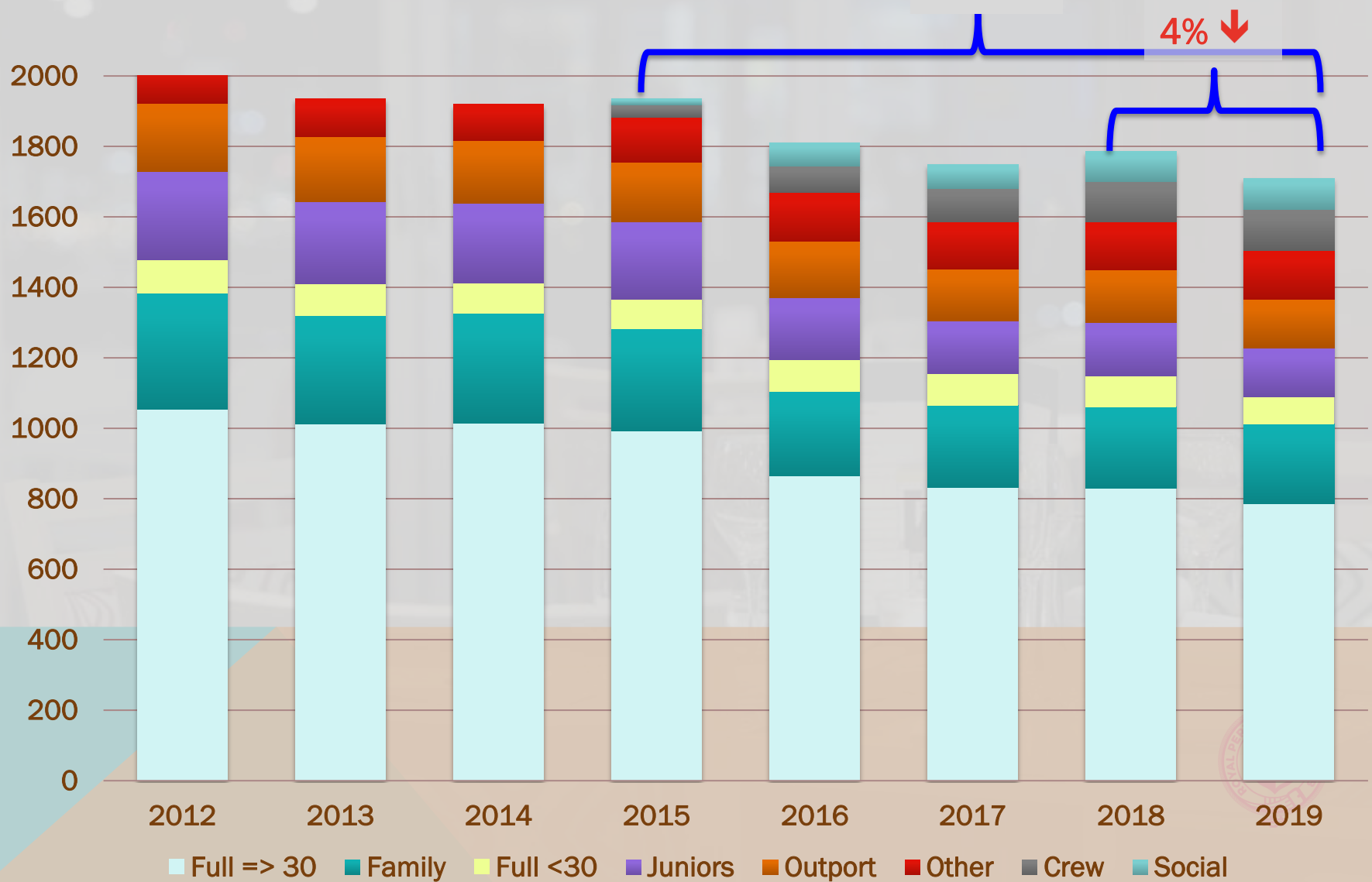
# MEMBERSHIP PERFORMANCE

## Membership Trends 2012 - 2019



# MEMBERSHIP PERFORMANCE

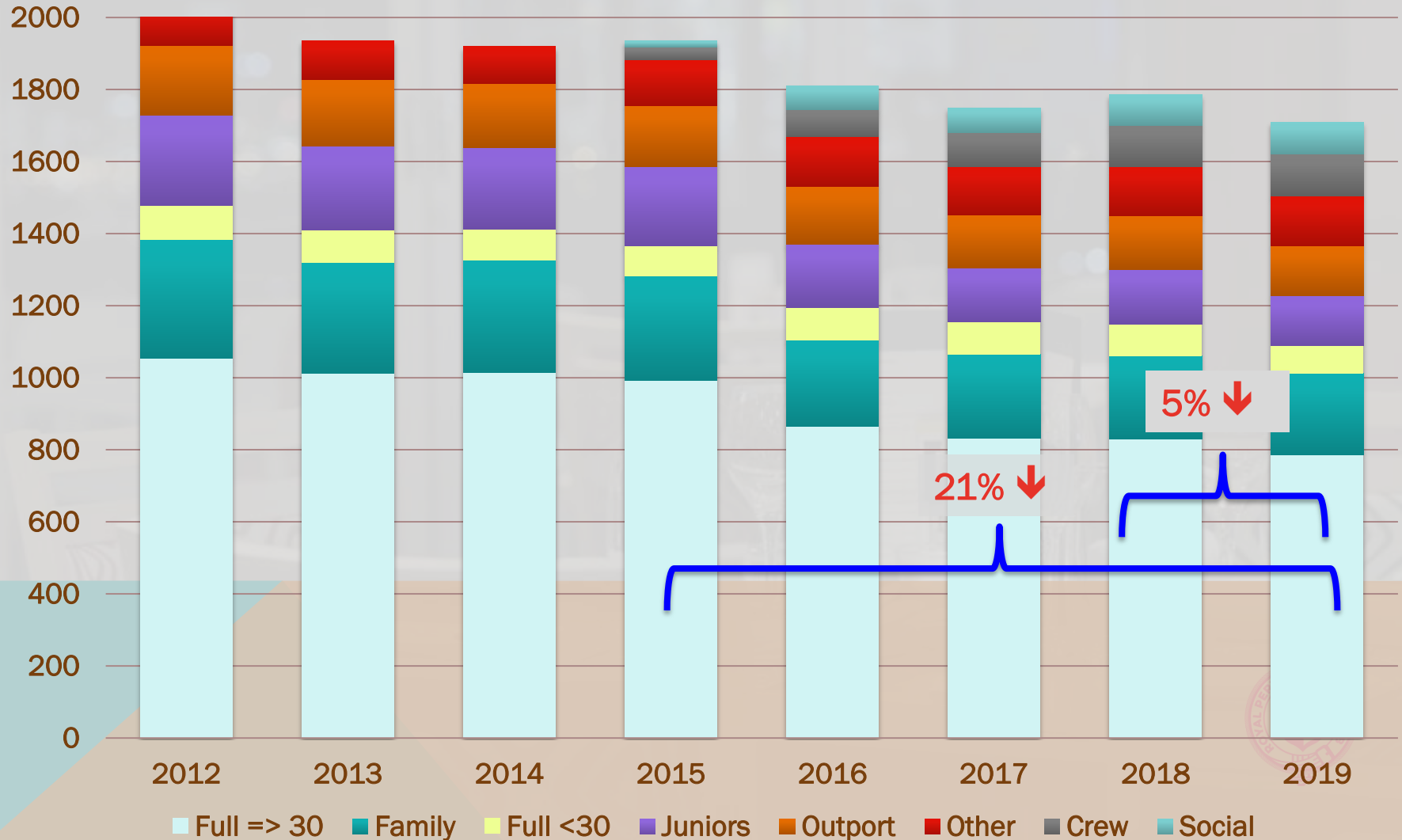
## Membership Trends 2012 - 2019





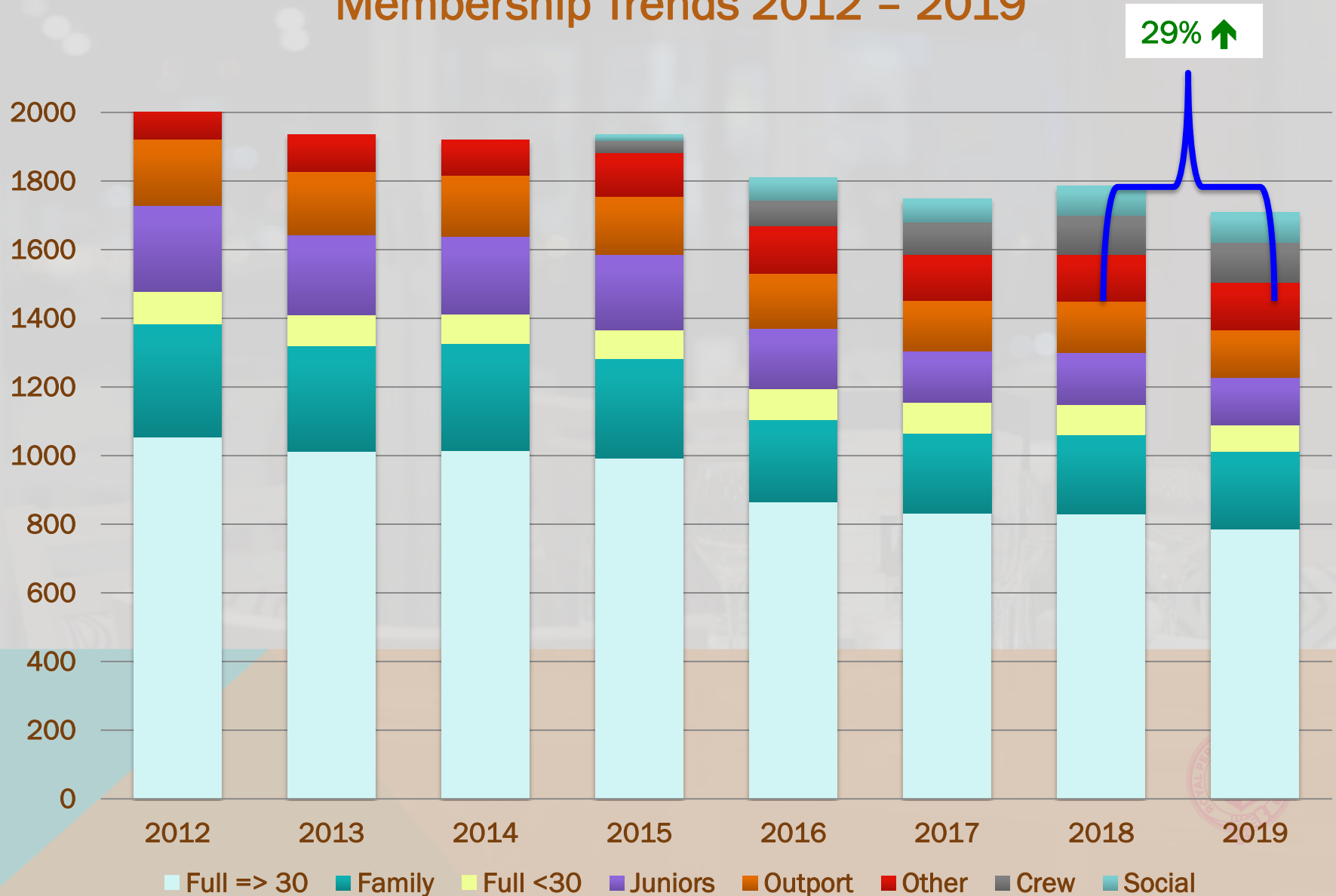
# MEMBERSHIP PERFORMANCE

## Membership Trends 2012 - 2019



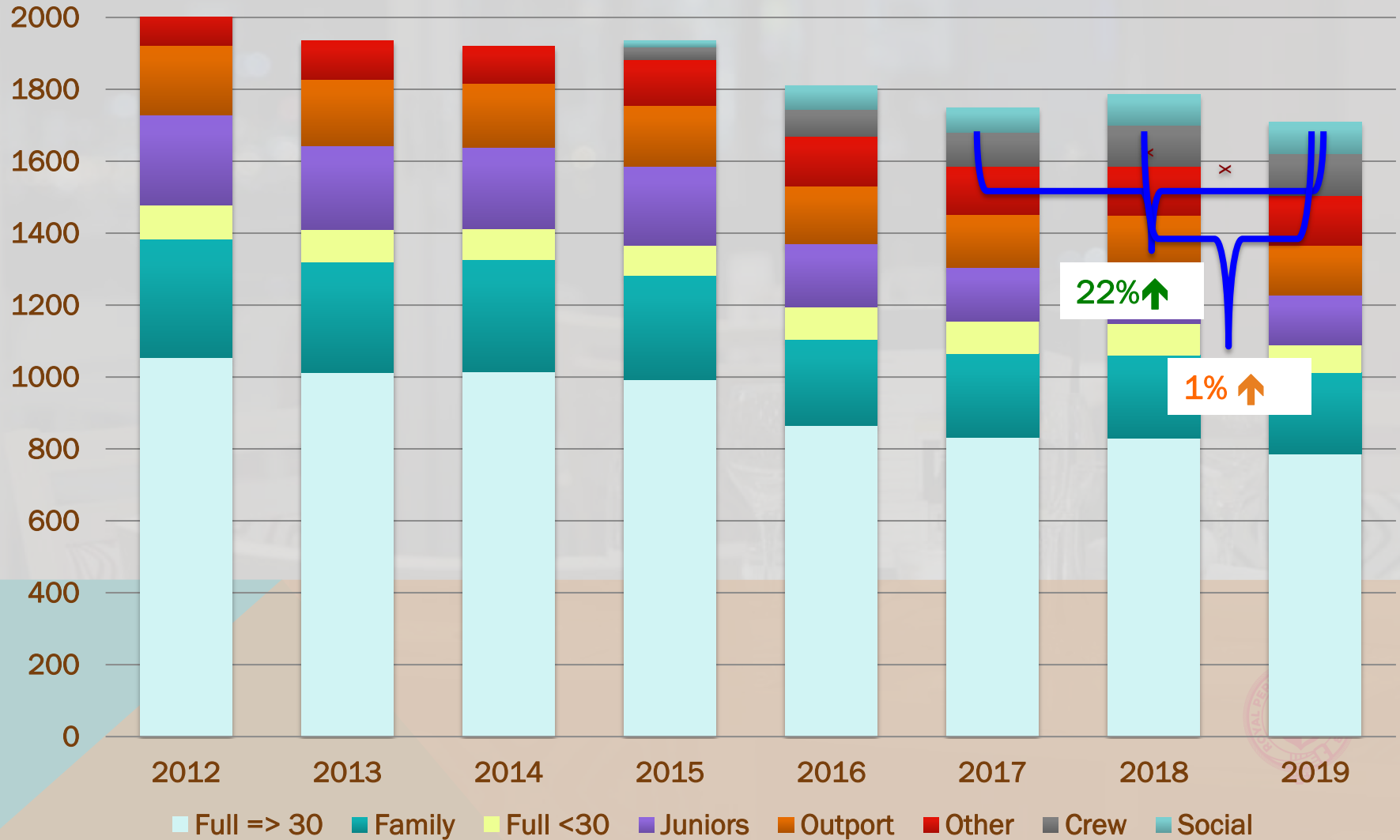
# MEMBERSHIP PERFORMANCE

## Membership Trends 2012 - 2019



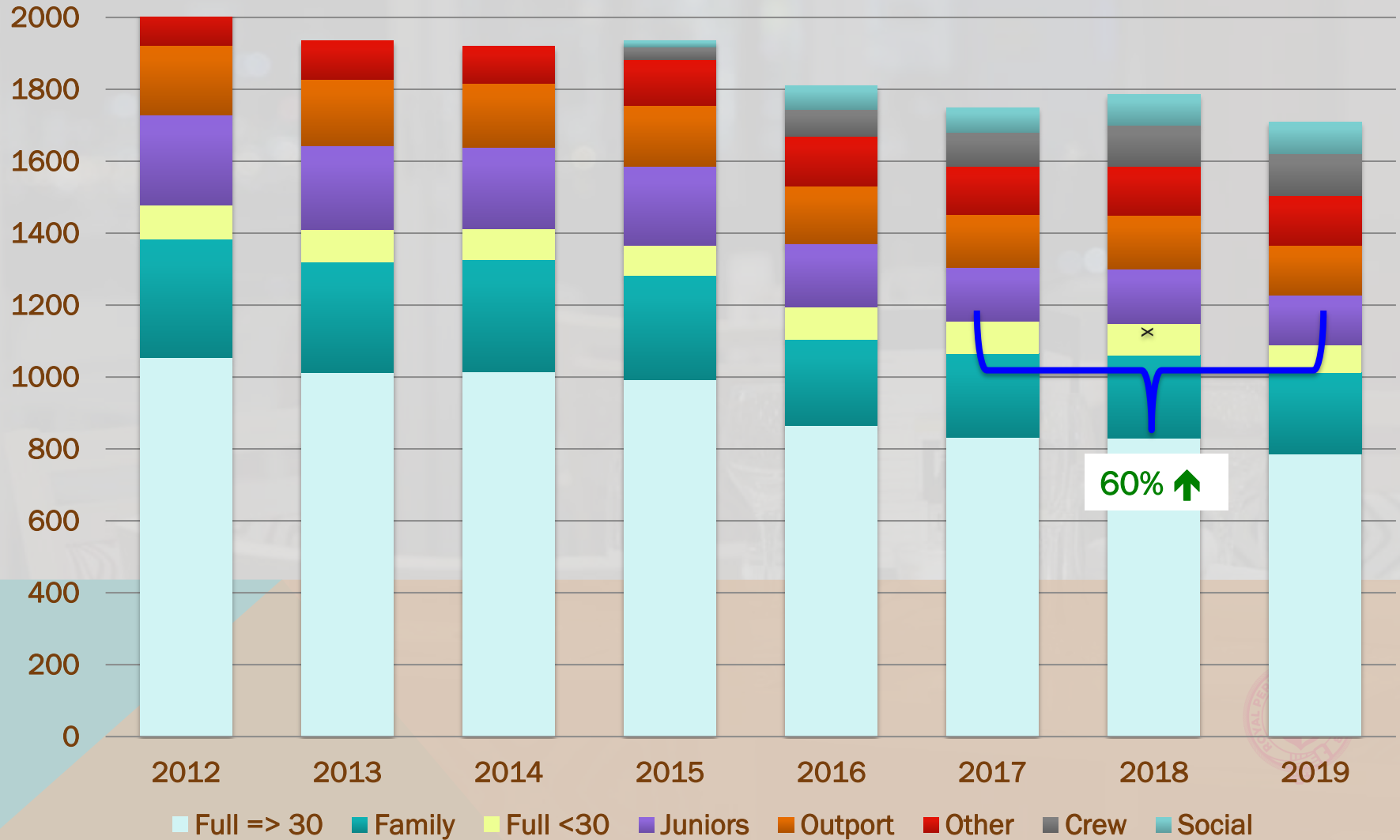
# MEMBERSHIP PERFORMANCE

## Membership Trends 2012 - 2019



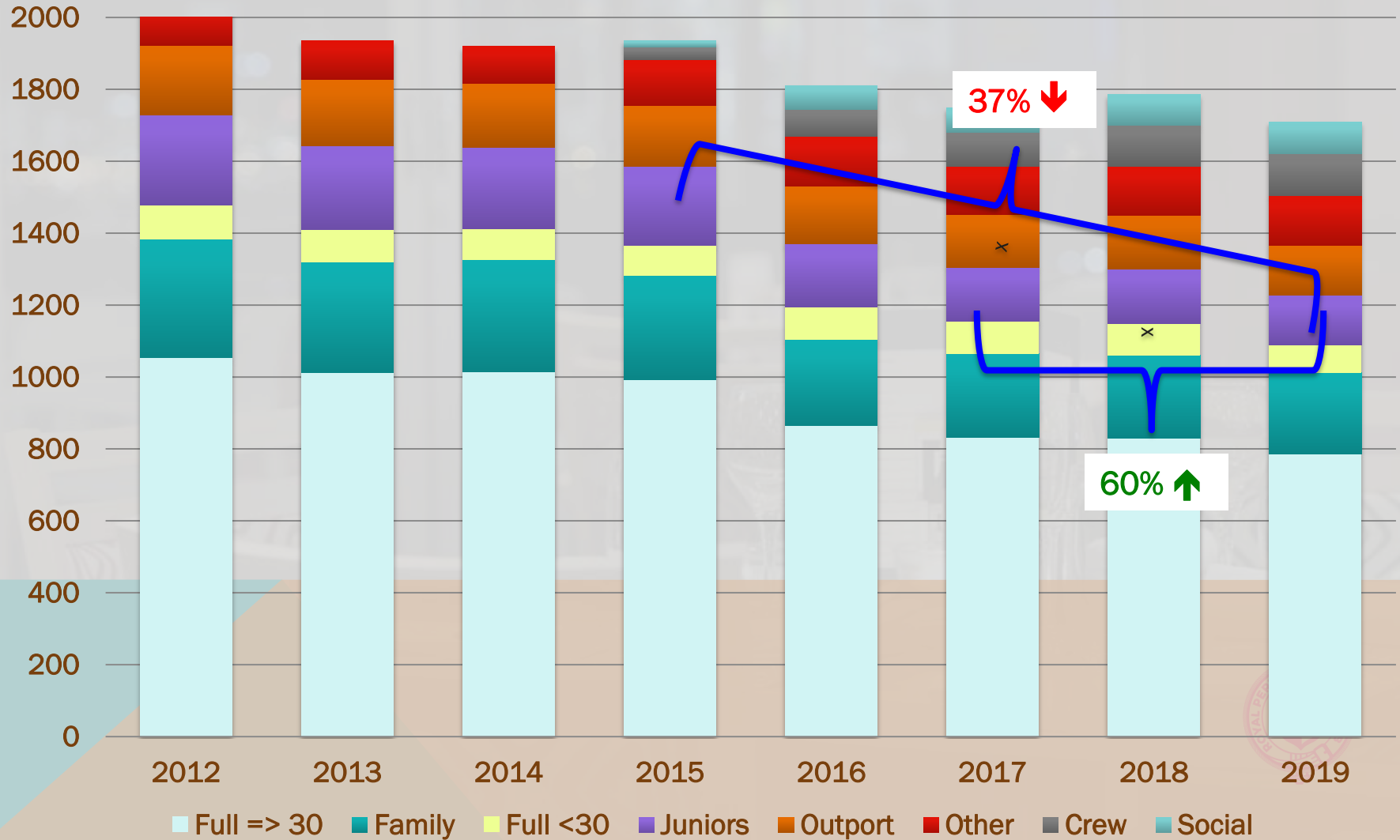
# MEMBERSHIP PERFORMANCE

## Membership Trends 2012 - 2019

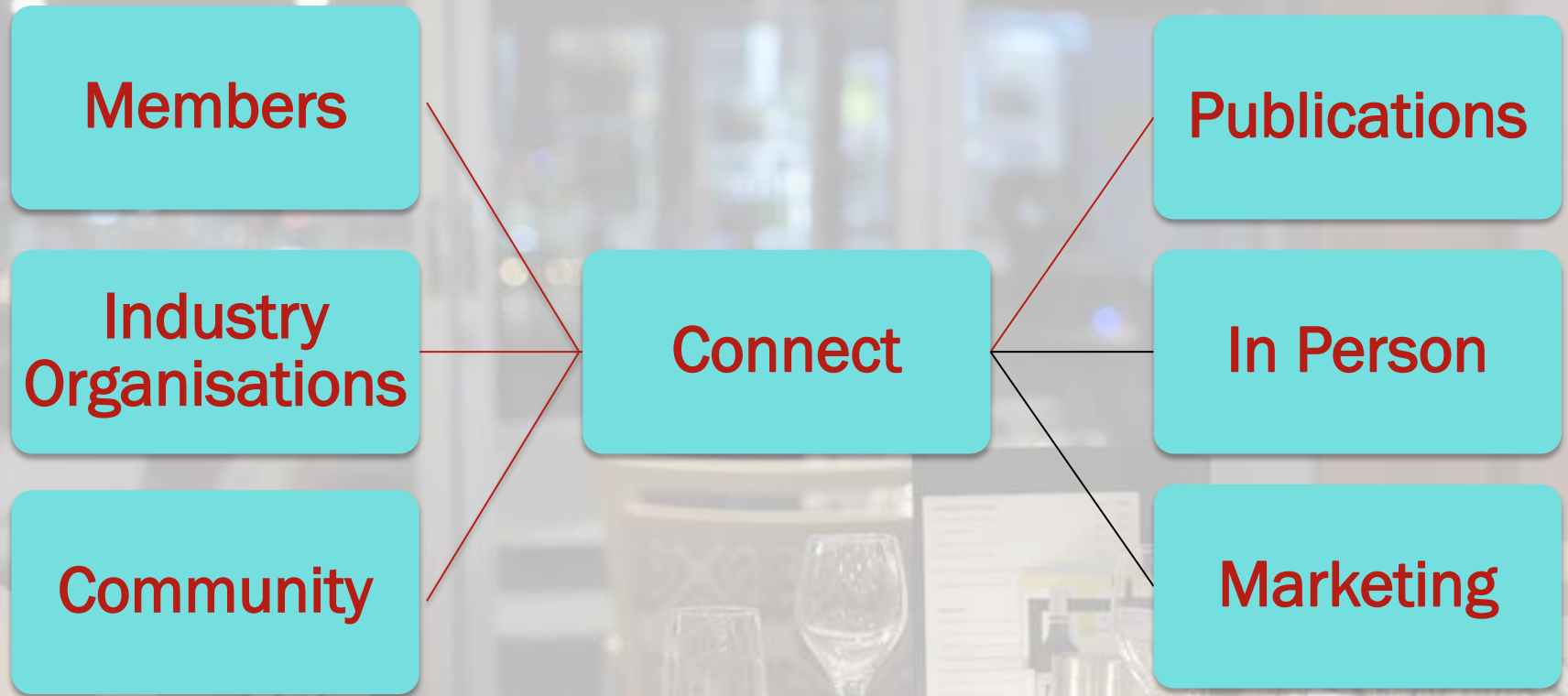


# MEMBERSHIP PERFORMANCE

## Membership Trends 2012 - 2019



# RPYC STRATEGY 2022



FOCUS



CONNECT



GROW



# RPYC STRATEGY 2022

## Connection Methods

### PUBLICATIONS

- Magazines
- Social Media
- Email Subscriptions
  - Website
  - Mailing Lists
  - Sail Pass

### IN PERSON

- At the club
  - Admin Team
  - Members
- Telephone
- Club events
- 3<sup>rd</sup> Party Events
- Sail Pass

### MARKETING

- Promotions
- Social Media
- Print Media
- Club Events
- 3<sup>rd</sup> Party Events
- Partnerships
- Sail Pass



# RPYC STRATEGY 2022

## New Community Partners

### Act Belong Commit (ABC)

- WA Government Mental Health Commission
- Recognises activities promoting
  - Physical Wellbeing
  - Mental Wellbeing
- Promotional Benefits for Club
- Access to ABC Resources

### Good Sports Club

- Alcohol & Drug Foundation Campaign
- Currently Level 2
- Junior Sports Program
- Recognised for:
  - Healthy behaviours
  - Family friendly
- Sporting Leadership



Mentally Healthy WA





# RPYC COMMUNITY CONNECTIONS



# RPYC STRATEGY 2022

## Membership Drive

- **Current members the best advocates**
  - Know the value
  - Talk from experience
  - Keep prospects engaged
- **Change the culture**
- **Embrace new schemes – Sail Pass**
- **Club Ambassadors**



**We made it this far!:**  
**Questions?**  
**Feedback?**



**facebook**



# ROYAL PERTH YACHT CLUB



*of* Western Australia