



Gliding VicTas

VSA NEWSLETTER SEPTEMBER EDITION



Congratulations to Braden Taylor who has become a solo pilot after turning 15! Braden is seen with Ingo Renner just prior to his solo flight. Braden is Ingo's grandson and he is a keen pilot. A four times World Champion is a pretty good mentor to have!

ACCREDITED YOUTHGLIDE CENTRES



Congratulations to Geelong Gliding Club for gaining their accreditation!

VSA Annual General Meeting

The VSA Annual General Meeting and Awards Presentation was held via Zoom video conference (yet again due to COVID!) on Saturday August 28, 2021. After these meetings, a Presidents Meeting was held for all club presidents to connect. The meeting was very successful and we thank all the members and club delegates who attended and their forbearance at having to be part of the meeting in the digital medium we are becoming all too familiar with.

Congratulations are extended to the VSA Committee members for the coming year. It is especially exciting to see four young members on our committee this year and we look forward to their contribution.

Vivienne Drew	President & GFA Board Member	(Gliding Club of Vic)
Reg Marron	Vice President	(Soaring Club of Tasmania)
Peter Webster	Secretary	(Beaufort Gliding Club)
Tom Spiesser	Treasurer	(Gliding Club of Vic)
Terry Knight	Govt Liaison Officer	(Alpine Soaring Mt Beauty)
Beverley Alden	General Committee Member	(South Gippsland Gliding Club)
Harbans Mann	General Committee Member	(South Gippsland Gliding Club)
Marley Hutchins	General Committee Member	(Sunraysia Gliding Club)
Ryan Driscoll	General Committee Member & Aust Junior Gliding Club Rep	(Gliding Club of Vic)
Emma Wilkins	General Committee Member	(Gliding Club of Vic)

GFA Regional Officers

RTO Airworthiness	Joe Luciani John Wharington (Deputy)	Composite Components
Regional Manager Operations	Alan Payne	Melbourne Gliding
Soaring Development Manager	Mike Durrant	Geelong GC
Regional Development	Vacant	
Regional Safety Advisor	GFA restructuring this role in 2021/ 22	

Other Positions

Airfields, Airspace & Avionics Officer (AAAO):	Chris Thorpe	Beaufort GC
Member Protection Information Officer (MPIO):	Alf McMillan	Geelong GC
VSA delegate to SGCCOM (State Gliding Centre Committee of Management)	Vivienne Drew	GCV
Trophy Officer	Vacant	
Website Administrator	Vacant	

If you wish to find out more about VSA, visit Victorian Soaring Association for info!

VSA Commemorative Trophies for 2021

Congratulations to the following members for their awards

NAME OF TROPHY:	AWARDED TO:
RON ROBERTS TROPHY Longest Flight 2021	Tobias Geiger 1,025.42 kms Gliding Club of Victoria
DAVID HOOPER TROPHY Longest Flight within Two Years of Going Solo 2021	Daniel Summers 616.9 kms Gliding Club of Victoria
BOB MCCULLOUGH MEMORIAL TROPHY Most Meritorious Instructor 2021	Peter Kingston Melbourne Gliding Club
THE MAURICE LITTLE MEMORIAL TROPHY Club Development 2021	Bendigo Gliding Club
G VINCENT MEMORIAL TROPHY Most Meritorious Altitude Flight 2021	Mark Bland Gliding Club of Victoria 19/06/2021 – 13,546.59 ft
PRESIDENT'S AWARD 2021	Ryan Driscoll Gliding Club of Victoria
LIVING TREASURES 2021	Robert Brown Gliding Club of Victoria Phil Organ Bendigo Gliding Club Terry Knight Alpine Soaring Mt Beauty Graham Cassidy Soaring Club of Tasmania Marcia Cavanagh Australian Gliding Museum
CERTIFICATE (BADGE) OF APPRECIATION	Ian Grant Bendigo Gliding Club

VSA Volunteer Positions available

We currently have three volunteer positions available.

Regional Development Officer	Promoting and marketing gliding in Victoria
Trophies Officer	Organizing annual trophies. <i>If there is no-one to volunteer to take the role of Trophies Officer, no trophies will be issued for 2022.</i>
Website Administrator	Administering the new website. Familiarity with Wordpress & Tatsu Editor. <i>If there is no-one to volunteer to take the role of Trophies Officer, no trophies will be issued for 2022.</i>

Please contact secretary@gliding.asn.au to express your interest as soon as possible.

Announcement

At the VSA AGM, the President and the Treasurer indicated that at the next AGM in 2022, a new President and Treasurer for the VSA will be required.

Please consider your availability, skills and willingness to advance the VSA within the Victorian gliding community. We will be reaching out to members during the year for people to consider taking over these roles, but please consider reaching out to us as well for further information.

If you want to change the game, you have to be in the game!

NOMINATING FOR NOT-FOR-PROFIT ORGANISATIONS' COMMITTEES - WHAT'S INVOLVED?

Not for Profit Organisations, such as gliding clubs and associations, require volunteers to help them run the administration of those entities. So, what's involved?

Check out the Not-For-Profit Law section of [Governance and New to the Board](#) to understand your obligations.

SURVEYS – GOOGLE DOCS FORMS

Do you survey your members regularly? If not, why not? If you don't ask your members what THEY want, not just what the committee wants, you may find that your members are quietly disgruntled and they leave or do not volunteer. If you have members that have left, an email with a gentle survey about why they have exited your club can often bring surprises. Without constructive criticism, then we can never know if we are doing the right thing. [Google Docs Forms](#) is a simple way to do a survey, create a presentation or document. The format is all done for you and to create a survey is free and "easy peasy!"

Don't be apprehensive of the information that comes through. It's the data that members and clubs need to create a strategy for the future and create a great club. Be brave and let members say what they want, what are their expectations of their club, what will make them happy and keep them coming back.

MENTORSHIP – JUNIOR AND WOMEN COMMITTEE MEMBERS

As we come into the time to hold our Annual General Meetings, consider encouraging your junior members to be a committee member and mentor them on a leadership journey. It's all good grist for future employment or starting a business!

Also, consider having a Women's Rep on your Committee, so that you are getting a well-balanced and diverse group in your club community. Also, consider your non-flying members involvement on your club committee - they have a different view of priorities to flying members.

PLAY BY THE RULES AND SPORT INTEGRITY AUSTRALIA

The June Issue of the *Play by the Rules* had the usual news items and updates plus three feature articles:

- Sport's ugly blind spot - abuse of officials
- Conflict of interest by committee members
- Tips and tricks for office holders of incorporated associations

There are three formats for the magazine - plain word, PDF or flip book. So, grab a beverage of choice and settle back for the [June Play by the Rules magazine](#).

Important Notice - Sport Integrity Australia will be partnering with **Play by the Rules** to house the online training modules on the Sport Integrity Australia e-learning hub.

As of 17 June, the Sport Integrity Australia LMS (Learning Management System) will be co-branded with Play by the Rules and will integrate the following courses:

- Revised Child Protection Online Course
- Harassment and Discrimination Online Course
- Member Protection Information Office Course
- Complaint Handling Training
- Inclusive Coaching
- Creating an LGBTI+ Inclusive Club
- All mini-courses.
- Hosting the Play by the Rules online training modules on the Sport Integrity Australia e-learning hub creates a single destination for all sporting codes and administration staff to access the appropriate educational materials and training on sport integrity and will vastly improve the user experience in the process.
- The Play by the Rules online courses will be available on their website from 17 June 2021. The courses can be found at <https://elearning.sportintegrity.gov.au/>

RESPECTING PEOPLE IN GLIDING

One of the joys of gliding is the teamwork, camaraderie and the way we all support one another to safely take part in our sport. It is fundamentally important that everyone in gliding is treated with respect.

All gliding clubs should be fully committed to safeguarding the well-being of its members. Every individual in the club should, at all times, show respect and understanding for their rights, safety and welfare, and conduct themselves in a way that reflects these principles.

To support these positive behaviours, there are a suite of governance policies and statements on Gliding Australia website that work together to support the creation of a safe and happy club environment. All clubs are strongly encouraged to review their relevant policies.

e-SAFETY

Australian Government has a website in relation to online safety - www.esafety.gov.au

The Australian Parliament has now passed the new Online Safety Act. This important legislation is now a step closer to becoming law.

As we spend more time online and utilizing webinars, social media and email, privacy and online safety is of big concern.

eSafety offers a suite of [free training sessions](#) and resources designed to help Australians have safer and more enjoyable online experiences.

ARE YOU LOOKING FOR A CAREER IN SPORT?

For young people looking for a career in the sporting arena, **Vicsport** through a partnership with **AFL SportsReady** have come together to create job opportunities. Young Victorians will benefit from more opportunities to develop careers through traineeships, cadetships, direct employment and education prospects thanks to Vicsport's exciting new partnership with AFL SportsReady.

An independent not-for-profit company, [AFL SportsReady](#) works across a number of industry sectors including, business, finance, education and sport and recreation and is also a leading education provider, offering courses ranging from Certificate level through to Diploma. Students who successfully complete programs are able to gain entry into degree qualifications, complete with course credit with a selection of Universities across Australia.



(ALL EVENTS ARE – COVID DEPENDENT)



VSA 2022 State Gliding Championships - Benalla

Friday 3rd Dec to Friday 10th Dec 2021

TO ENTER, see [here](#)

Current entries! So, what are you waiting for - enter the challenge!

VSA 2022 : Entrants

Pilot Name	Club	Aircraft Type	Class
Neil Campbell	GCV	ASW-24	Standard
Terry Cubley	GCV	Ventus 2cxt	Open / 18 M
John Orton	Gliding Club of Victoria	ASG29 18m	Open / 18 M
Mark Goodley	Gliding Club of Victoria	Hornet	Club
Brian DuRieu	Temora GC	Ventus 3M SLMG	Open / 18 M
Mike Durrant	Geelong Gliding Club	LS8t	Standard
Daniel Summers	Gliding Club of Victoria	LS3a	15M
Ryan Driscoll	GCV	LS7-WL	Standard
John Switala	Gliding Club of Victoria	Ventus2CT	Open / 18 M
Rolf Buelter	Geelong Gliding Club	Janus A	Club
Geoff Brown	Canberra Gliding Club	JS-1C	Open / 18 M
Hamid Nazari	Geelong Gliding Club	Janus A	Club

2021/22 Club/Sports Class Nationals - Benalla

Saturday 11th Dec to Saturday 18th Dec 2021



JOEYGLIDE - Benalla

Australian Junior Gliding Club – [Entries Open](#)

The competition will run from the 15th - 22nd January, 2022

- ✓ Coaching Program 'Shakedown': 15th January 2022
- ✓ Official Practice Day & Official Safety Briefing: 15th January 2022
- ✓ Competition Flying Days: 16th - 22nd January 2022

(Even if you're not competing, come along and help out and learn heaps!)



#YesGirlsGlide

**A mini gliding camp is being planned
for the YesGirlsGlide program,
so, watch this space
for more to come!**



Marketing and Your Club

People buy for their reasons, not for your reasons

Your goal is to discover those reasons and
make your gliding product appealing to suit

What's your point of difference?

1. Do you have a point of difference (POD) to other gliding clubs?
2. Do you know what makes you different to other gliding clubs?
3. Do you know how to use that as a powerful message to get people to fly at your club?

Here are some tips on how to find and create your own POD:

1. Ask 10 of your recent customers why they came to fly with you. Ask your new members why they wanted to fly with you. Find out why your current members like you and determine if there is a theme that could become your POD.
2. You are the face of your business so take a look at yourself and what makes you different. Maybe it's something in your own unique location, club style, or your expertise and experience, that will win them over.
3. Get creative. Sit down with your members and brainstorm ways to create a simple POD. Develop a Service Charter so your prospective customers and/or new members understand what experience to expect when dealing with you. Develop "special deals" to cover special events, ie., Mother's Day, Father's Day, Easter, Christmas and have a "give-away" with each flight. The list is endless.
4. Developing a point of difference is not hard. Just find out what your customers and new members value most and then make sure you communicate it consistently and enthusiastically. Watch the difference it will make!

Everything you do sends a message into your marketplace and to your customers. That could be your town, region or exceptional flying with exceptional customer service. Here are some more questions to get you thinking about the unique position you are looking to create:

- ✚ What messages are you sending into the marketplace about your club?
- ✚ Are you friendly?
- ✚ Are you safe?
- ✚ Are your facilities appealing?
- ✚ Do you cater for everyone?
- ✚ Do you provide the customer service that you would expect to receive?
- ✚ What is your point of difference that sets you apart?
- ✚ How would your customers best describe you, your club members, your product and your customer service?

Who's your target market?

Gliding numbers have been shrinking for many years. In the past 20 years, there has been a reduction of clubs from 92 to 61, Australia-wide. **A loss of 33%.** And now, COVID19.



What Does This Mean?

- Higher administrative and regulatory costs among a smaller group of people.
- Fewer members to run National, State and Club processes.
- Fewer active instructors to sustain the sport.

So let's look at your demographic.

- ✚ **15-26 years** – our future, but not financially sustainable in the short term due to low income, future careers and other outside interests, but can bring friends, family, enthusiasm and FUN!
- ✚ **26-40 years** – career and family creates a gap and less disposable income
- ✚ **40-60 years** – more disposable income, more time and flexibility

How will you work out what is your best target market to suit your club? Here are some tips to help you define your target market.

1. Profile your target market by:
 - a. geography – location
 - b. demographics – age, gender, education level, income, occupation
 - c. behaviour - loyalty, attitude, readiness to buy
 - d. lifestyle – social class, personality, personal values
2. Look at your current customer base. Who is coming for a flight? Who is becoming a member?
3. Check out your competition (other clubs!) and what they are offering that is successful.
4. Analyse your flying products.
 - a. Are you charging enough for your expertise?
 - b. Are you covering your costs and more?
 - c. Are you providing exceptional customer service?
5. Choose specific demographics to target

6. Consider the *psychographics of your target. (**The psychological and motivational factors that drive the behaviour to want to learn to fly?**)
7. Evaluate your decision.
 - a. Did it work?
 - b. If not, why not?
 - c. What changes do you need to make for it to work?
8. Look at additional resources, ie., help from the regional association or other clubs, to assist with special events.

How do you market yourselves?

- ✚ Where do you market? How do you market? Do you use social media effectively?

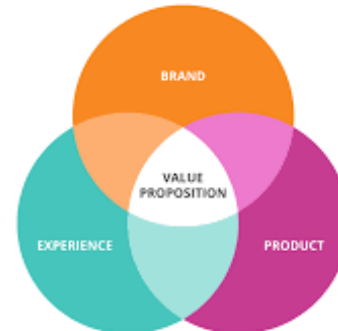
Here are some simple steps to help you market your club.

- ✚ Get organized and develop a marketing strategy
- ✚ Get a website and promote it
- ✚ Leverage social media and learn how to use it – or hire a grandchild!
- ✚ Use Google AdWords
- ✚ Create local awareness and establish a network
- ✚ Offer gift vouchers at special prices for special days or free products with the flight.
- ✚ Advertise in your local region.
- ✚ Be part of the local Community and capitalise on its events

What's your Value Proposition?

What is a Value Proposition? *A value proposition defines the benefit offered, the target market group, and the relative pricing.* So, state your business in terms of its underlying value proposition.

- ✚ What are the main benefits you offer?
- ✚ To what target customers?
- ✚ At what relative price?
- ✚ When do you market your activities to gain the best from your efforts?



Set your Goals and Budget

Your Goals should be: **SMART**: specific, measurable, attainable, relevant and time-based.

You will need to allocate a Budget to your marketing activities, such as:

- ✚ design of branding
- ✚ printing of promotional material (business cards, brochures, signage, etc)
- ✚ advertising
- ✚ donations and sponsorships

Loyalty

"Member loyalty is golden!" Member loyalty means on-going revenue and happy club members. Here's why:

- + A loyal member keeps coming back
- + A loyal member wants to be involved
- + A loyal member produces reliable year-after-year revenue
- + A loyal member flies more as they learn and grow creating more revenue
- + A loyal member tolerates your higher prices
- + A loyal member forgives your occasional mistake
- + A loyal member tells their friends to come fly with you



What's your loyalty or reward scheme for your members?

YOUR PLAN

- + Use COVID to your advantage – people are looking for activities out of lockdown within Australia.
- + Targeted Recruitment – what will be your membership dynamic?
- + Targeted Retention – who is most critical to the ongoing viability of your club? What is your volunteer strategy for membership engagement and inclusion?
- + Targeted Marketing - what's your "point of difference?" How will you market this?
- + What resources or assistance do you need to market for success?

NEXT ISSUES – Back to Business! (among other “stuff!”)

Planning: Where are you now?
 Where do you want to be?
 How do you get there?
 What's your volunteer strategy?

#comingoutofcovid #stopthespread #socialdistancing

#getvaccinated