



HOUSE REPORT 2022/2023

Vice Commodore
Janet Hornbuckle





HOUSE COMMITTEE MEMBERS



Vice Commodore
Janet Hornbuckle



Capitan Power
Mark Busio



Tony Strickland



Kim Short



Lorraine Bennett



John Guhl



Elliot Coe



Gillian Tosh



Estelle Bradley

RESPONSIBILITIES

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





HOSPITALITY TEAM



Estelle Bradley
Operations Manager



Cathal Grealish
F&B Manager



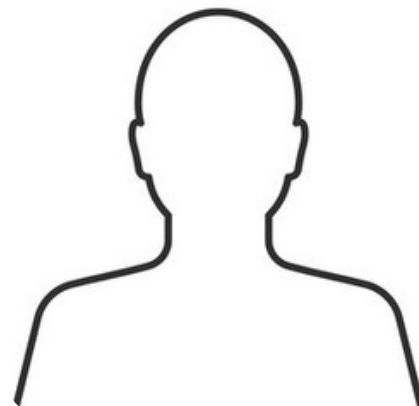
Simon George
Head Chef



Zoe Clarke
Event Sales
Coordinator



Mackenzie Price
F&B Assistant
Manager



Yuliana Yuliana
Sous Chef

- We were sad to see Courtney leave, but very happy for Cathal to be taking over the full time F&B Manager position and Mackenzie being promoted to Assistant Manager
- Mykaela joins John as a Team Leader
- Simon George remains as Head Chef
- We said goodbye to Sous Chef Ryan but we are happy to welcome Yuliana as the new Sous Chef



CLUB EVENTS

- Australia Day
- Easter Brunch
- Commodore's Ball
- Christmas In July
- New Members nights
- Sailability Fundraiser
- Annual Combined Mess Night
- Opening Day
- Melbourne Cup
- Governors Cup
- RPYC Christmas Party
- Cheese & Wine Dinner
- 25/50 Years Members Lunch
- Wednesday Night Raffles
- Trivia Nights
- Tuesday Lecture Series





NEW INITIATIVES



- Wardroom now open 4 nights a week for dinner!
 - New all day Menu
 - \$20 dinner specials
 - Breakfast Menu
 - Wednesday Raffle
- Wine tastings in the Wardroom after sailing

\$20 or less



TUESDAY

\$20 ROAST NIGHT

WEDNESDAY

\$20 CURRY SPECIAL

THURSDAY

\$20 THRIFTY THURSDAYS
\$10 KIDS SPECIALS

FRIDAY

FULL WARDROOM MENU
\$20 CHANGING SPECIAL



NEW INITIATIVES



- New Team Uniforms



Royal Perth Yacht Club

1 Booking 2 Your Details 3 Summary

2023
Wed, Jun 28

June 2023

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Booking for 3 people

For Dinner

In "Wardroom"

Wardroom Balcony

Select a time

5:00pm 5:15pm 5:30pm 5:45pm
6:00pm 6:15pm 6:30pm 6:45pm
7:00pm 7:15pm 7:30pm 7:45pm
8:00pm

BACK NEXT

- New online booking system NowBookIt



UPCOMING CLUB EVENTS

- Annual Combined Mess Night (1st September)
- Fathers Day (3rd September)
- 40th Anniversary of America's Cup Victory Gala Dinner (26th September)
- Power Change of Season (30th September)
- Opening Day (14th October)
- Melbourne Cup (7th November)
- Open Day (November)
- Bottomless Bingo Brunch (26th November)
- RPYC Christmas Twilight (21st December)
- New Years Eve (31st December)



Est. 1865

COMMUNICATIONS WITH MEMBERS

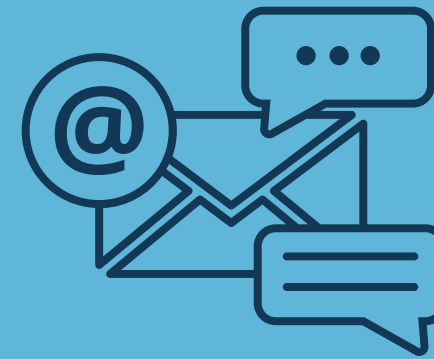
DIGITAL MARKETING PERFORMANCE IN THE WIND HAS MOVED ONLINE



Facebook



Instagram



Electronic Direct Mail (EDM)

Over the past year:

- We reached 290,129 accounts
- Accounts reached has increased by 25.5%
- Page visits from 50,740 accounts
- Page visits has increased by 180.8%
- 199 New Page likes

Over the past year:

- We reached 32,859 accounts
- Accounts reached has increased by 456.4%
- Profile visits from 2,801 accounts
- Profile visits has increased by 31.3%
- 260 New Profile followers

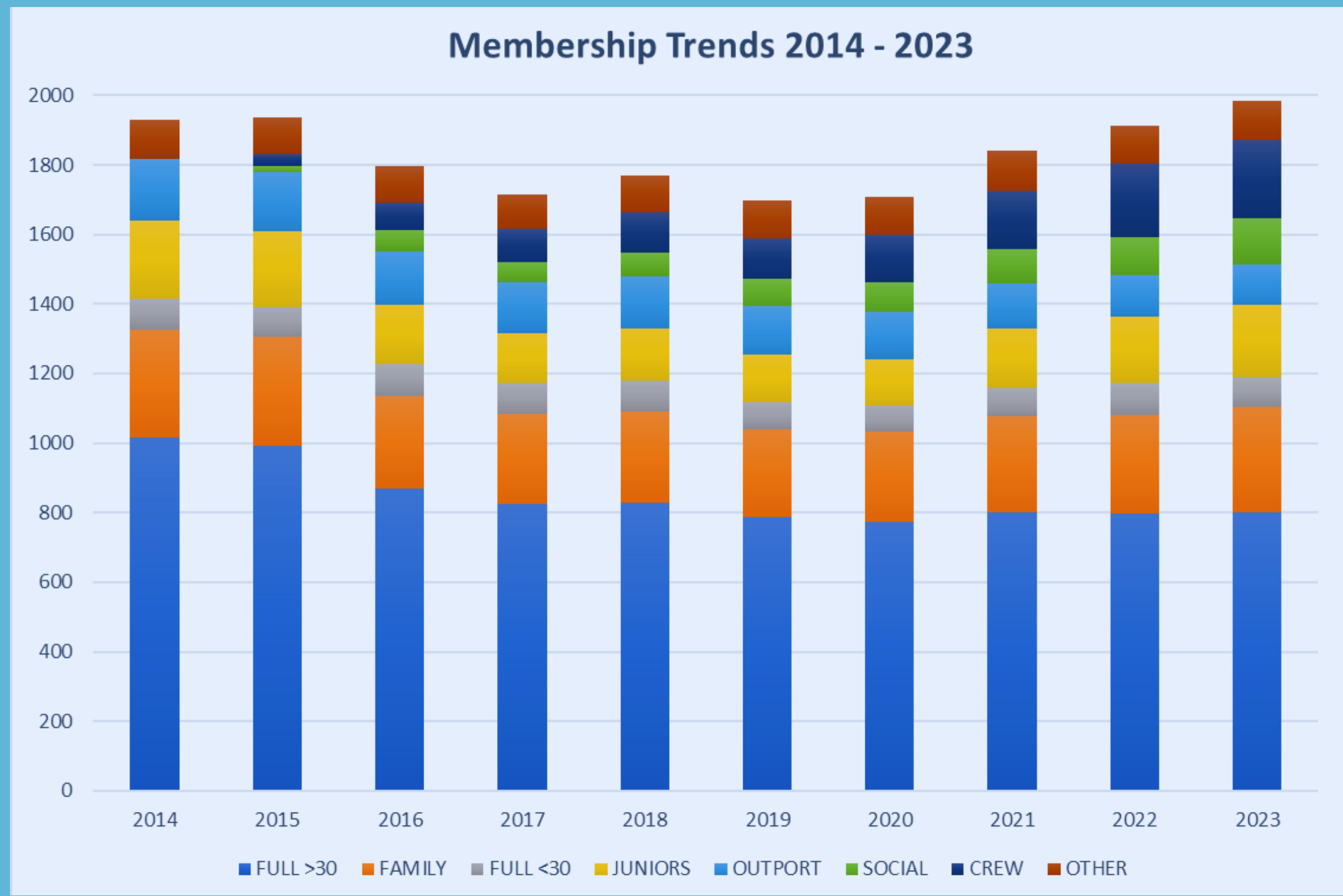
Over the past year:

- 55% of our audience often open our EDM's (22% increase)
- 8.1% of our audience clicked on a link (14% increase)
- 223 New EDM subscribers



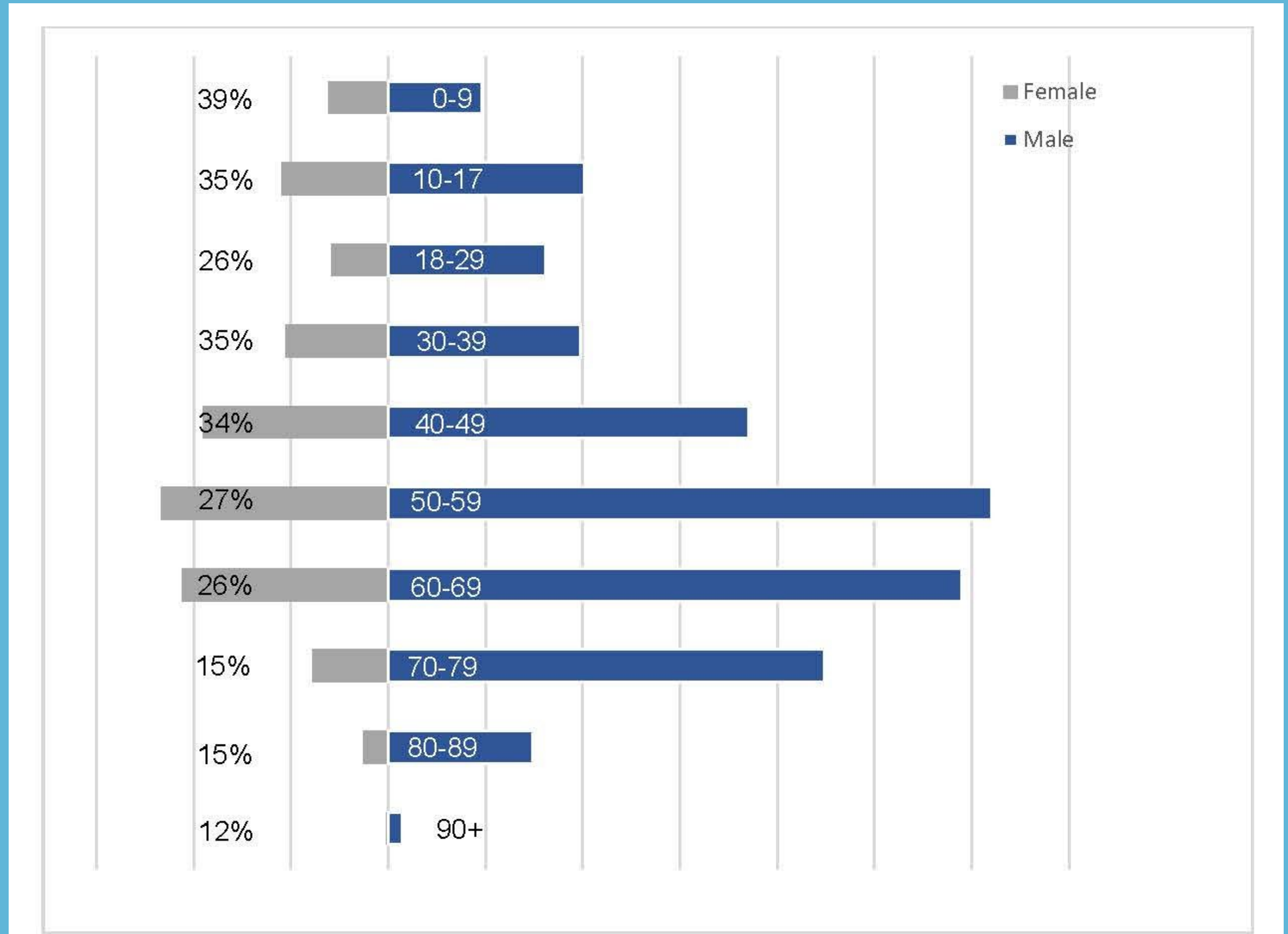


MEMBERSHIP TRENDS





RPYC MEMBERSHIP PYRAMID 2023





COMMUNITY CONNECTIONS



Upcoming Events:

- Sailability Finding Freedom Lunch
- Camp Quality



Finding Freedom

FUNDRAISING LUNCH

Friday 25 August 2023

Royal Perth Yacht Club

12 PM - 4:30 PM



SUSTAINABILITY

Based on the UN's 17 Sustainability Goals



Goal 3: Good health and Well-Being
Ensure healthy lives and promote well-being for all at all ages

What we do:

- Host wellness events with keynote speakers and workshops that members can then relay into their everyday lives.
- Encourage staff to keep up to date on all vaccines.
- Have covid-19 measures in place in case of another pandemic.
- Hand sanitiser places around the club and key touch point frequently cleaned.

Goal 6: Clean water and Sanitation
Ensure availability and sustainable management of all water and sanitation for all.

What we do:

- We sponsor a Fishing Line Bin in conjunction with SwannRiver Sailing
- No Plastic bags
- No Straws
- Rain Water collection system
- Accredited Clean Marina
- Accredited Fish Friendly Marina
- Filtered water station placed around clubhouse for refilling bottles
- Spill Kits and drip trays on jetty

Goal 12: Responsible Consumption and Production
Ensure sustainable consumption and production patterns

What we do:

- Bio Cups for use in Workshop
- All staff use keep cups/ own mugs
- Water machine 500ml single use bottles saved
- Special Glass rubbish bins
- In the Wind (RPYC Magazine) 40% recycled paper
- Vegetable Ink used
- All printing done by Optima Press (Green Stamp accreditation)
- Oil collection recycling
- Containers for change
- Recycle Toner Cartridges
- Statements sent via email

Goal 14: Life below water
Conserve and sustainably use the oceans, seas and marine resources for sustainable development

What we do:

- We sponsor a Fishing Line Bin in conjunction with Swan River Sailing
- No Plastic bags
- No Straws
- Sustainably sourced Seafood
- Dolphin Watch partner - Staff Member allocated to Program
- Accredited Clean Marina
- Accredited Fish Friendly Marina

SUSTAINABILITY

Based on the UN's 17 Sustainability Goals



Goal 7: Affordable and Clean energy

Ensure access to affordable, reliable, sustainable and modern energy for all

What we do:

- Battery collection recycling
- Solar panels placed on the gate house, with the intention of having more put on the main club house

Goal 10: Reduced Inequalities

Reduce inequality within and among countries.

What we do:

- Recognise aboriginal land

Goal 11: Sustainable cities and communities

Make cities and human settlements inclusive, safe, resilient and sustainable

What we do:

- Oil collection recycling
- Containers for change
- Environmental training for Staff and Contractors

Goal 13: Climate Action

Take urgent action to combat climate change and its impacts

What we do:

- Rain Water collection system
- Containers for change

Goal 15: Life on land

Protect, restore and promote sustainable use of terrestrial ecosystems

What we do:

- Compost
- Chefs garden
- Gardeners restricted with plants and fertilisers according to DBCA recommendations

STRATEGY AIMS TO GROW



Prioritise member value

What: Ensure effective information sharing for all members in their preferred means of communication

How: Use a variety of platforms for information sharing- email, web, social media (FB, Instagram)

Measures: Use of metrics for all e-communications including for the ITW publication

Prioritise member value

What: Provide consistently high quality of service to members in F&B and functions

How: Highly trained and committed F&B staff

Measures: Regular survey of members to include quality of hospitality service and value for money

KPI: Net promotor score of >9 for quality

STRATEGY AIMS TO GROW



Increase Junior and Youth participation (u/25's and juniors)

What: Establish a voice for youth and junior membership

How: Create a young member forum/focus group

Measures: proportion of youth and junior members attending the forum

Improve our 'Net Community Benefit'

What: Be recognised for our culture of sustainability and stewardship of our facilities

How: Develop a Sustainability Policy - aiming to achieve net zero by 2050

Measures: Have a Sustainability Policy by July 2024

KPI: Published sustainability policy with forward budget planning until 2030



THANK
YOU!

