

# Want To Know How To Promote Your Club?

Sometimes it is better to follow the examples of what others are doing to promote our beautiful sport rather than try and “reinvent the wheel” so to speak.

Following are examples of what two clubs in NSW have done to promote, not only their clubs, but the sport in general. It appears, really all you need is somebody willing to spend a bit of time collecting the information and images and putting it together into articles in papers, magazines or online. It all seems so obvious but it is nice to see some real life examples that are working.

There are also a number of clubs who also promote themselves with a regular exhibition day, inviting friends, other sailors etc to fun days. Then of course there is always the “here have a go” with the transmitter (which is how I was hooked) when some random member of the public turns up plus the long used “club boat” for those who are hanging around and have yet to decide on what to purchase.

Rather than turn this into a masterpiece of prose and literature, I thought it would be better to let you read down through the introduction from the contributors and what they have achieved. I know they have done a lot more than these examples so if you want to make contact with them email me here: [selwyn.holland@gmail.com](mailto:selwyn.holland@gmail.com) and I'll happily put you in touch with them. This all resulted from a chance chat at a NSW General Meeting.

Hope this all helps and gives you some ideas when wanting to promote your club. A big thanks to both Terry and Cliff for putting their time aside to send us this material.

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## **Example 1: Terry Howard**

Hi Selwyn

I have attached the email I sent this year to the local paper which resulted in them sending 2 photographers and a reporter to one of our Friday social days. I have attached also the resulting article along with the one they printed for the previous year. They also took some video of the boats sailing and interviewed me about the club and this was posted on the Papers website. As a result of these articles we generally get around 15 to 20 enquiries and about 12 new people turning up on a Friday to see firsthand what it is all about and to take the opportunity to have a sail of the boats and of course meet the members. We also have a handout to give people on the day or for any casual callers who show an interest as they see us sailing on the Fridays or race days, I have also attached this document.

As I said at the meeting we have found the local paper always eager for any stories about what is going on in the area and when we run the NSW State Titles we will certainly be hoping that they will provide some coverage. I just send them an email and they contact me to make the necessary arrangements, see attached email.

As a result of this approach to promoting our hobby/sport we have been able to increase our membership from the 6 founding members in 2012 to over 20 registered members and with fleet sizes of 12 to 15 boats on Fridays and most race days.

Hope this helps

Regards  
Terry Howard



BRISBANE WATER RADIO YACHT SQUADRON

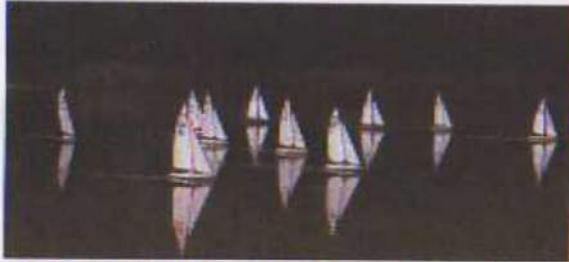
## RADIO SAILING AS IT SHOULD BE!

[www.bwryns.com](http://www.bwryns.com)

Radio Sailing is a sport that is suitable for all ages, backgrounds and sailing skill from social sailing to the highest levels of national and international competition.

Brisbane Water Radio Yacht Squadron sail on Womboral Lagoon Palmbeach drive Womboral NSW.

We race on the 1<sup>st</sup> & 3<sup>rd</sup> Sundays of each month and sail on most Fridays as well. The sailing is conducted as both handicap & scratch racing with a yearly points score. Our handicap racing is also open to all classes.



BWRYNS like a number of clubs in NSW have adopted the Soling One Meter as an entry level class. The Soling One Meter is readily available as a low priced kit from hobby shops or from the internet. This boat sails well on both some of the kit boats that are available.



The philosophy behind the Soling One-Meter class is that a first-time skipper should be able to get into model yacht racing with a boat that has essentially no performance differences between boats built by an expert. All aspects related to performance are intended to be restricted to what can be achieved by building the kit straight from the manufacturers plans. Other aspects not affecting performance are not as strictly controlled.



There are inter-club regattas held throughout the year as well as a State Titles. These are shared between the 5 clubs that currently sail the Soling and are normally a fun weekend with opportunity for socialization with the other skippers and their families.

A second hand market exists for most classes that can be sourced through the club "groupvine" see below or on the NSW Radio Yachting Assoc. web site.

All racing is organized along similar lines to full sized yacht racing, using the International yacht racing rules, which have a special appendix to cover radio sailing. Competitive sailing is addictive, highly addictive and the only sure way to really test the speed of your yacht and your skill as a skipper.

Contact: [bwryns@bwryns.com](mailto:bwryns@bwryns.com)

Alan Rickard's Contact: 3444 266 410

[www.bwryns.com](http://www.bwryns.com)

NSW Radio Yachting <http://www.nswradioyachting.org.au>

Australian Radio Yachting <http://www.auryachting.org.au>





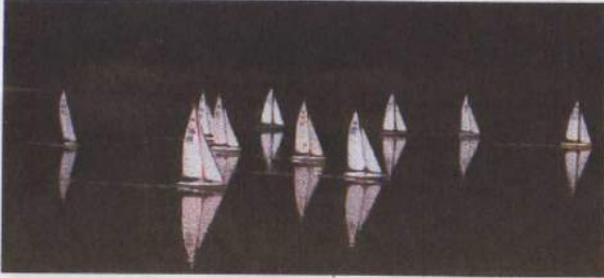
BRISBANE WATER RADIO YACHT SQUADRON

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Brisbane Water Radio Yacht Squadron sail on Wamberal Lagoon Remembrance drive Wamberal NSW.

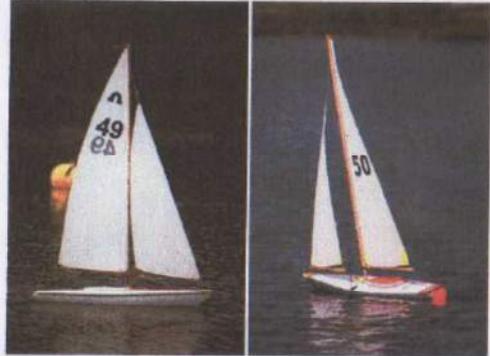
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Contact: [rcsailing@gmail.com](mailto:rcsailing@gmail.com)

Allan Bicknell Commodore 0410 286 910

<http://www.bwrays.com>

NSW Radio Yachting <http://www.radiosailingnsw.org.au>

Australian Radio Yachting <http://www.radiosailing.org.au>



BRISBANE WATER

2013

# Tune right in to radio yachts

## REGULAR RACE DAYS

Denise Branes

IF you love sailing, but don't have spare room for a boat, the Brisbane Water Radio Yacht Squadron might be just the thing.

The club races radio controlled model yachts on Wamberal Lagoon.

The club is one of a number of clubs in NSW which belong to the NSW Radio Yacht Association.

"Model yacht racing is active at the local, state, national and international levels for a variety of classes of yachts," club spokesman Terry Howard said.

"Yachts range in size from less than a metre in length to almost two metres and can cost anywhere from \$500 to \$4000 depending on the class of yacht."

The Brisbane Water Radio Yacht Squadron races the Soling class which is built from a kit with the design based on the old Olympic class of the same name.



Six top skippers: Graeme Smith, Terry Howard, Maurie Jackson, Bob Brown, Costa Stathopoulos and Terry Lester.

Mr Howard said the boats were small enough to take in a car, easy to sail and cost about \$500.

The club meets for

social racing on Fridays at 10am at Wamberal Lagoon and holds races on the first and third Sunday of the month.

Mr Howard said the club recently completed 20 rounds of racing for the year and celebrated with a presentation day where

winners were presented with trophies.

More details on the club and its sailing calendar visit [www.bwrays.com](http://www.bwrays.com)



Terry Howard with members of the Brisbane Waters Radio Yacht Squad which regularly has races at Wamberal Lagoon.

Picture: WAIDE MAGUIRE

## Chance to dip your toes in and try radio yacht racing

FANCY sailing your own yacht around the coast without having to win Lotto?

Then speak to the Central Coast sailors who take their boats out every Friday in Wamberal.

"Our group has people from all backgrounds - hairdressers, ex-engineers and

former sailors." Brisbane Water Radio Yacht Squadron race co-ordinator Terry Howard said.

While their remote-controlled vessels may be toy-size, this racing is still serious business, according to Mr Howard.

"We race a class of yacht

called a Soling 1 Metre twice a month at Wamberal Lagoon and members also take part in regattas at Castle Hill, Lake Illawarra and Lake Tabourie as part of the inter-club series," he said.

Members put their boats together from a kit or from parts and they can cost from

\$500 to \$800 to build, and from \$400 second-hand. The group is always on the lookout for new members.

Mr Howard said sailing experience wasn't essential.

"The main skill is being able to judge the strength and direction of the wind and being able to steer the boat."

### AHOY THERE

- Anyone wanting to have a go can head to Wamberal Lagoon on Fridays from 10am to 2pm
- Races are held typically on the first and third Sundays of each month
- Details: 4365 2817, [bwrys.com](http://bwrys.com)

### Example 2: Cliff Bromiley

Hi Selwyn,

Good to meet you the other day

As mentioned, I find it is generally very easy to get articles in local newspapers – and sometimes in bigger publications

I did it for our club in the early days, now I mainly do it for major events

For example I've attached a press Release and an article I got published following last year's Nationals.

I often do 5 or 6 variations of the Press Release of events like this – for example I'll do one focussed on the bronze medal winner and send it to the local rag where he/she lives and/or where their club is located

I got around 10-12 articles published following last year's Nats – including local rags in Adelaide, Melbourne, Sydney, The Launceston Examiner (attached), Afloat, several on-line sailing newsletters, The Senior (I think that was what it was called – a Seniors magazine)

Didn't take a great deal of effort

Good quality photos of people are essential

Hope this is helpful

I have lots of other articles I could send you if you would like to see them

Cliff Bromiley  
0417 469-675

And one of Cliff's articles in AFLOAT

<http://www.afloat.com.au/press-releases/scott-mitchell-takes-gold-at-rc-laser-nationals>

## **2013 RC Laser National Titles Media Release**

### **Media Release**

#### **Scott Mitchell Takes Gold at RC Laser Nationals**

Outstanding sailing over two days rewarded Adelaide resident Scott Mitchell with the Gold medal at the 2013 Australian Championships for Radio Control Laser sailors.

The event was held over the long weekend, 5<sup>th</sup> and 6<sup>th</sup> October, at Patawalonga Lake, Adelaide in perfect sailing conditions and attracted the country's top sailors with twenty-four competitors and all States represented.

Holding down top position after day one of the two day event, Mitchell's lead was under constant threat from two-time National champion, Victoria's Scott Fleming. Also snapping at his heels was incumbent champion Graham Brown from NSW and experienced Tasmanian George Fish, the latter sailing in his first National championship but with a long list of State trophies to his name.

In the final count after 15 hard fought races Mitchell won well with Fleming second. Fish missed the silver by one point but was thrilled to take the Bronze after finishing strongly.

As is always the case with fleet racing, consistency is paramount. Mitchell showed the way recording five wins out of the fourteen races and, more importantly holding down a top three spot in all but three races.

Adding to Mitchell's achievement is that this was his first major championship in a RC Laser and it was done against the country's best. He is keen to show he can win away from home when he defends his title on the Gold Coast in 2014.

'It was a fantastic event, the sailing was tough and fair at all times', said Mitchell. 'I was impressed with the way the RC Laser handled, a great boat for novices and for experienced sailors. There was no easy sailing out there – the winds were often unpredictable and there is often a little luck involved in sail selection in these conditions. Local knowledge is always an advantage but I'm confident I'll be able to defend my title next year', he added.

The big interstate contingent enjoyed the conditions at 'The Pat' with its coastal breezes and occasional 747-induced turbulence to add challenge. South Australian hospitality was also at the forefront of conversation with most competitors venturing out to regional areas to toast their success or plot a better campaign for 2014'.

'The racing is exciting - it takes enormous concentration and has all the challenges of sailing a big boat', Jurgen Luther who was instrumental in bringing the event to Adelaide explained. 'It gets the adrenalin going when we are racing but the social part of it afterwards is just as important. We compete hard but never take it too seriously and have a lot of fun on and off the water.'

The Radio Control Laser is one of the most widely raced yachts in the world and is a quarter scale model of the iconic Olympic class Laser dinghy.

For information about sailing with your local club please contact Cliff Bromiley on 0417 469-675

*For information about this Press Release please contact Cliff Bromiley on 0417 469-675*



Medal winners at the 2013 remote-controlled laser nationals are Scott Fleming, of Victoria (silver), Scott Mitchell, of South Australia (gold), and George Fish, of Tasmania (bronze).

## Fish proves his skill with scaled-down dinghies at nationals

DEVIOT Yacht Club member George Fish's ability with boats of a smaller variety saw him finish third in the Australian championships for radio-controlled laser sailors at the weekend.

Fish, of Legana, got on the podium for winning one of his 14 races, and finishing among the top four in 11 others.

Racing a metre-long remote-controlled scaled-down version of laser dinghies used at

the Olympics, Fish used the light winds to his advantage, finishing behind South Australia's Scott Mitchell and Victoria's Scott Fleming.

Radio-controlled laser sailing is a training tool for those wishing to step up in yachting.



Out of the blue: Noel McPherson posted his best finish to a remote control sailing championship last month. He said his fourth place finish was miles ahead of previous efforts at the NSW and Australian championships.   
Picture: Mike Sca

## Boats have big appeal

By Steven Splerings

BAULKHAM HILLS sailor Noel McPherson is celebrating his best finish at a remote control sailing championship.

McPherson, who is semi-retired, took up the sport four years ago.

He said he was thrilled with his fourth place finish in last month's State Championship laser category at Iron Cove in Sydney Harbour.

Each of the 11 contestants struggled with the weather conditions on the harbour with heavy winds on the first day.

McPherson said he adapted well to the shifting wind conditions and benefited from a north-easterly to finish just outside the top three.

"I was blown away to finish fourth behind some of the best sailors in Australia," McPherson said.

"In the past I've competed at previous state and national championships but nothing

comes close to this."

Graham Brown of Winston Hills won gold and Kellyville's Peter Newman finished fifth. Remote control sailing is a developing sport in The Hills with a growing of participants.

Like most of his competition racers McPherson got into the sport through friends.

He said despite its small numbers it was an addictive sport with a healthy sense of competition.

"Essentially it's the same as full-size sailing," McPherson said.

"And like any sport it's a lot harder than it looks."

McPherson said he, Brown and Newman were all good mates who like to compete against each other.

"Graham's gold medal was well deserved and impressive considering he was chasing the result over the two days," he said.

## Wanderers ready to take the field

By Steven Splerings

SOME said it was a fairytale but in three weeks the Western Sydney Wanderers will make their A-League debut.

The formation of the club hasn't been without its difficulties but, despite several off-field incidents, the Wanderers will be ready ahead of time for their October 6 deadline.

Working hard behind the scenes has been the club's inaugural executive chairman, Lyall Gorman.

Gorman, who helped establish the Central Coast Mariners, said the Wanderers' assignment has been a tough challenge but one well worth the effort.

"People thought it was an impossibility to have the club up and running in six months," Wanderers fans will get their first look at A-League football when they host the Central Coast Mariners at Parramatta Stadium on October 6.

Gorman said. "[But despite the difficulties] we've signed 19 out of the minimum 20 players we need, and we're well advanced with our recruitment, sponsors and corporate hospitality."

The team's first real test came last month when two ugly crowd incidents threatened to derail the club's membership drive.

Club officials and fans reacted quickly to deal with the situation and stress to the public the Wanderers football club is committed to positive social change.

"There was a little bit of concern [about the potential impact] the incidents could have on the club," Gorman said. "But people soon realised Wanderers fans weren't involved in either incident."

"Once people understood the true values and culture of our club the fans gave the accusations no credibility at all."

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**Registration nights on:**  
 Monday 10th Sept 5-6pm  
 Castle Hill Showground (Castle Hill)  
 Thursday 14th Oct 5-6pm  
 George Thompson Reserve (Parramatta Hills)  
 Tuesday 19th Oct 5-6pm  
 Central Coast Reserve (Baulkham Hills)  
You can also register by email. See a post

For more info call 1800 466 090 | [www.CastleHillOzTag.com.au](http://www.CastleHillOzTag.com.au)

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▶▶ MY CLUB: Koonawarra Bay Sailing Club

# Get a taste of racing

Whether you're a fan of full-size sailing boats or radio-controlled yachts, the Koonawarra Bay Sailing Club can cater for you.

The club is based at Kanahooka Point, Dapto, on the western shore of Lake Illawarra. It was started in 1956 by a small group of sailing enthusiasts and has operated many different sailing classes. At present the fleet comprises small catamarans, such as Paper Tigers and Moths, and radio controlled yachts, but all classes are welcome.

Last month the club hosted the 2013 RC Laser NSW State Championships, a first for a sailing club outside of Sydney.

Club race officer Garry Bromley said about 45 people competed.

"These robust RC lasers are perfect for the conditions we have here," he said.

"We are also trying to grow the club so the opportunity to host the



**Close contest:** RC Laser boats racing off Kanahooka, on Lake Illawarra, at the NSW titles.

championships was good for us."

After 30 heats, the title was won by defending champion Graham Brown, of Sydney's Hills district. The club holds RC races on Tuesdays and Saturdays from noon until 6pm.

Mr Bromley said RC sailing was highly addictive and competitive.

New members are welcome and can enjoy full use of club facilities.

Sailors of full-size yachts are also welcome and lessons are available for beginners. The club regularly hosts local, state and national races.

A free Discover Sailing Day will be held on October 27, when visitors can sail with an experienced sailor.

Information: phone 4271 2932, visit the website [koonawarrabaysc.org.au](http://koonawarrabaysc.org.au) or email [info@koonawarrabaysc.org.au](mailto:info@koonawarrabaysc.org.au)



Dobroyd Point Radio Control Laser Club members Paul Derwent (left) and Cliff Bromiley enjoying their sport last weekend.

PETER KELLY

## Lasers model of fun

WHEN Cliff Bromiley goes sailing he takes his boat in his car boot.

Mr Bromiley is a member of Dobroyd Point Radio Control Laser Club, a group of sailing enthusiasts who meet each fortnight at Rodd Point.

Although the members sail quarter-scale models of Laser class boats, the skill and excitement is just as enticing as the real thing.

Mr Bromiley said the group was in its early stages, but it hoped to

establish fleets around the country with the aim of eventually setting up a world championship competition.

He said a basic boat kit, ready to hit the water, cost about \$900.

"In the scheme of things it's really good value," he said.

"Other classes, such as 1m racing yachts, cost somewhere in the order of \$3500 to get on the water.

"With the Laser, everybody's got exactly the same thing."

Although races were competitive and followed the same rules as their full-size cousins, the main theme was for fun, he said.

Dobroyd Point Radio Control Laser Club next meets at Rodd Point, off Henley Marine Dr, on August 14.

■ For more information email [radiosail@bigpond.com.au](mailto:radiosail@bigpond.com.au), visit [www.radiosail.com.au](http://www.radiosail.com.au), or phone Cliff Bromiley on 0417 469 675.