

French Bay Yacht Club





Back to life !

- Origins in the 1950s
- Close to collapse 5 years ago
- Currently experiencing a strong renaissance





Metrics

- 2010-2011 : 78 members
- 2011-2012 : 130 members, 66% growth
- 40 active families, aiming for 60
- 30 dinghies racing regularly this season
- 65 dinghies at 2012 FBYC Regatta
- Income of @30k/annum from hall hire



Management Structure

General Committee

Sub Committees

Sailing

Property

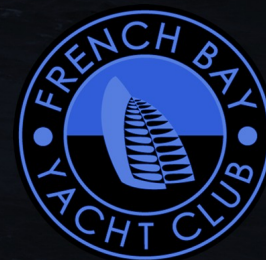
Membership

Coxswain

Fund Raising

Junior

monthly meeting cycle





Our Vision



To be a lively hub of both the French Bay and local area communities, where people come to sail and to be involved in sailing



Goals :

- to be a sustainable club at all levels
 - sailors, volunteers, financial
- to offer a diverse and fun sailing calendar that encourages competitive sailing
- to have several class fleets that meet the various needs of our members



Goals :

- to foster skills and education
 - sailing, safety, boat handling, marine VHF radio
 - first aid, and general seamanship
- to be a club that our sport looks to as a model for revitalisation and sustainability
- to have a lively social aspect to the club
- to become a truly valued community asset





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www.wpas.co.nz
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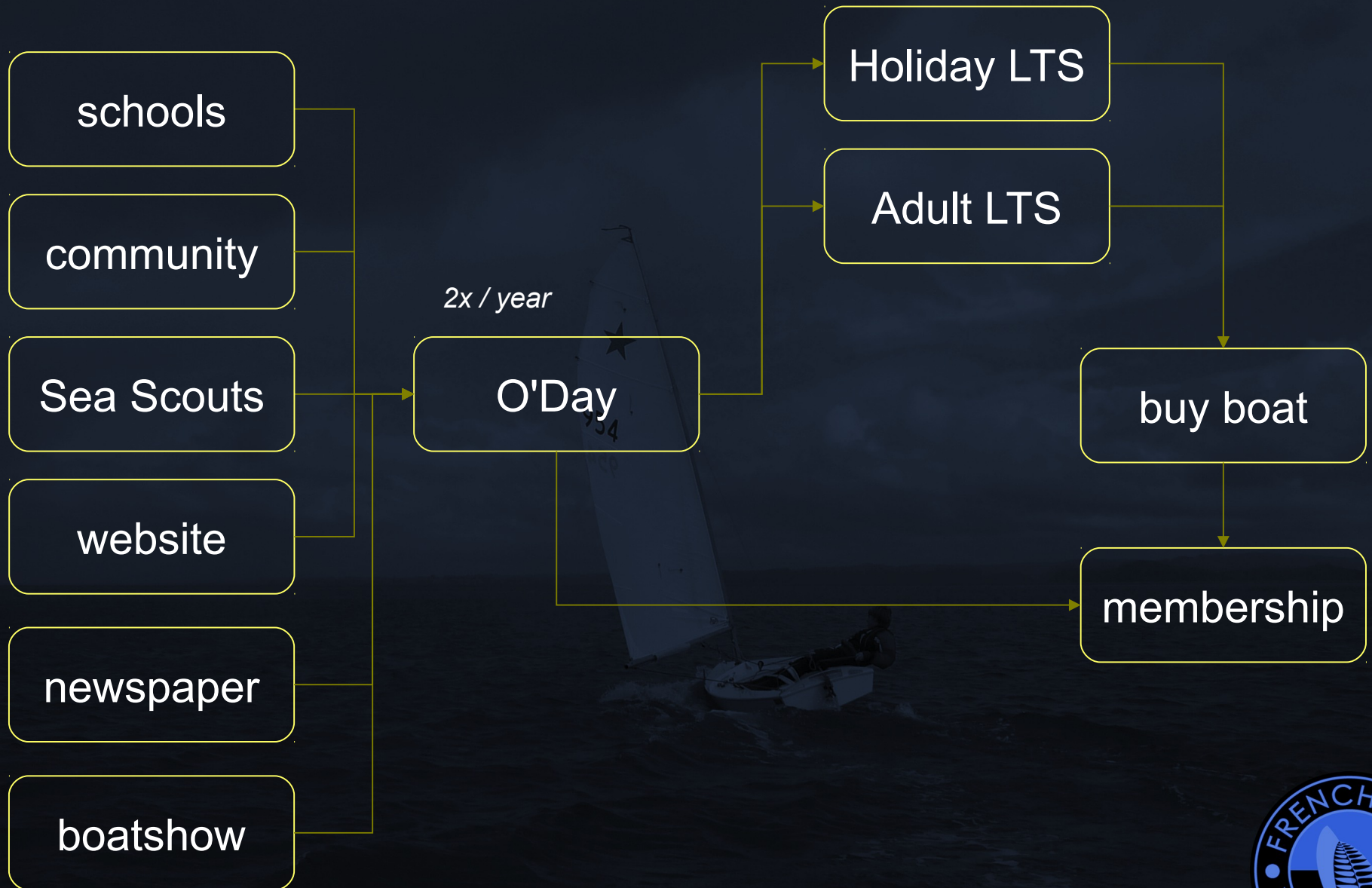
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Twice the size by 2016, how?

- Engagement with our **RSO**
- Enthusiasm and passion for the sport
- Delivery on what people want :
 - Good organisation★
 - Friendly, hospitable, easy to deal with
- Exposure !
 - Posters, Road front signs, Newspaper, Boatshow
- Long term commitment to change
 - Get the basics in place
 - Watch the momentum build
 - Be open to trying new things
 - Fix grumbles quickly



Converting new members





Exposure : 7 touch points

- (1) Seeing FBYC in the Tatler and/or Western Leader
- (2) Seeing the signage 5 times driving to work every day for a week
- (3) Coming to the Try Sailing O'Day
- (4) Then signing up for the FBYC email newsletter via website
- (5) Receiving the email newsletter
- (6) Receiving a thank you note for attending the O'Day
- (7) Getting a follow up phone call from Amanda:
 - (1) ALTS Course?
 - (2) LTS Course?
 - (3) Membership?



Key messages we promote

We are a family sailing club

We are (relatively) affordable and approachable





Communications

- Google Calendar
 - Racing, Hall Hire, Social
 - Torbay SC, Maraetai SC, Clarks Beach YC
 - Jollyboat Class Association
- Google Groups
 - Weekly 'What's on' newsletter
 - Roster reminders
 - Race results
 - Open Meeting NORs, etc





Events

[HOME](#) / [EVENTS](#)

French Bay Yacht Club Fixtures and Bookings

FBYC Events

Today ◀ ▶ **October 2011** ▼ Print Week Month Agenda ▼

Mon	Tue	Wed	Thu	Fri	Sat	Sun
26 Canterbury (South) A	27	28	29	30 Pending	1 Oct Pending 13:00 Winter Series : P 10:00 FBYC Working Be	2
3	4	5	6	7 Booked	8 Starling Training FBYC with Elise Beavis Booked	9
10	11 Starling Pre-Winter Champs Coaching, Murra	12	13	14 Starling Winter Champs / Murrays Bay	15 Rotorua Regatta : Sprint Racing / FW Cham 11:00 LTS 11:00 Coaching/Trainin	16 12:00 Opening Day
17	18	19	20	21 Hawkes' Bay Annivers	22 Booked	23
24 Labour Day	25	26	27	28	29 Pending 11:00 LTS 11:00 Coaching/Trainin	30 12:00 FBYC Racing
31 Marlborough Annivers	1 Nov	2 Booked	3 Booked	4 Booked	5 Booked Howick Junior Regatt	6

Events shown in time zone: Auckland Google Calendar

2011-2012 Sailing Calendar



Download and print the draft sailing calendar as PDF
(Rosters are to be added during September 2011)

Communications

- Website
 - Self service with enquiries via email
 - Integrated live Calendar + print version
 - Roster echo
 - Integrated Forecasts
 - Newsgroup signup
- Google Docs
 - Club documents
 - Roster
 - Membership
 - Risk Management
 - live changes, with sharing privileges





Dinghy sailing at French Bay

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French Bay Yacht Club in Titirangi, Auckland is a great place for affordable, fun, social sailing for both adults and children.

We offer Learn to Sail programs, Racing, Adventure Sailing

Picnics, a great bunch of people and a fun opportunity for people who enjoy mucking around in boats and want to spend time on the water.

[Find out more](#)

Next Season

- Winter Programme
 - Racing 1x month all winter + impromptu meets
 - Rules clinics, VHF training, First Aid courses
 - Junior sleepovers with sailing movies & pizza
- 2012-2013
 - Manukau Shield & FBYC Regatta, Feb 10 2013
 - Rigging Deck & new Boatshed with TVCG
 - Improved rostering
 - Junior racers : YNZ coaching courses + mentoring
 - Implementation of Risk Management policies
 - Large fund raising requirement
 - Project Litefoot participation



Questions

Website : www.frenchbay.org.nz

Email : sail@frenchbay.org.nz

