



## Information Officer Report – 2019-2020

Peter Lesty

### The Blacks Website

We experimented this year with providing financing via the blacks for purchasing of club events. October 2019 we had the Coobowie trip run out of the blacks website with it mostly being a success, however there were a few kinks to get through before using it in anger. Namely, there is a huge barrier of entry on getting new products published in a timely manner.

Alongside this, we have continued to investigate the feasibility of managing boat dives and payments through the blacks to varying degrees of success. While there has been a bit of usage for some dives, it has not been the commonplace method, and so some more direction may be needed from the next committee in order to really enable this as a solution.

There were a few issues around registration and renewal which have been brought to the attention of the blacks, and this has been raised with them as a high urgency problem. I invite members to continue to raise issues so this can get more traction with the blacks.

### AUSC Website

The website got a rehaul and modernisation. Building on the great work of David Warren and his drive to publish information, we built a new structure around providing information for new and returning members. The information is built in a way that it shouldn't feel stale in a few years, but may need to have a few adjustments here and there.

The technology behind the new website is wordpress, so we have some options on enabling eCommerce if the blacks does not provide the facilities we need for payments.

In terms of website traffic, the website refresh, saw an instant increase of roughly 1000 visitors, with a **6.5x magnitude** increase from January this year.

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2020	221	318	534	2,398	1.76 GB
Feb 2020	1,059	1,750	15,811	22,602	22.24 GB
Mar 2020	1,014	1,846	8,281	12,083	8.12 GB
Apr 2020	1,383	2,647	26,030	28,449	2.64 GB
May 2020	1,525	2,802	39,885	43,232	2.27 GB
Jun 2020	1,441	2,670	20,869	24,628	14.16 GB
Jul 2020	1,454	2,858	28,022	35,728	22.47 GB

## Facebook

The Facebook group has been pivotal in organising dives and circulating information with the club. We have seen an increase to 1,600 total members of the group. The facebook group is important as a discovery tool for new and returning members, to ensure that they see activity.

When I was not a member, I used the group to gauge whether the group was active. So I believe it is vital, as new members come through, that they can see that we are actively diving, even with the current state of the world.

The Facebook Page regularly has prospects come in and message us for details, and we hold a response rate of around 1 hour, which is important for engaging with new members. We have doubled the amount of likes from last year's AGM, from 88, to reach 184 likes.

## Other Social Media

With the new website and focus on the facebook group some of the other social media accounts have taken a back step. This includes the blog and instagram page, which have not seen any activity. My focus has been on ensuring the website and facebook group are maintained, but feel that it will be necessary in the future to branch out to other social media platforms.

Having social media accounts that are inactive can be a detriment to marketing activities, even moreso than having no accounts at all. Next year the push should be to decommission inactive accounts, and increase activity where the committee feels it will make the biggest impact.

## Covid-19

We managed covid-19 and messaging around this via the website and facebook group. It was important to ensure that there was up to date information available to members and that any activity conducted with the club was a safe activity, with in SA Health guidelines.

Information about restrictions was circulated and updated in a timely manner, and we managed to get a number of successful and safe dives out, which is a great win for a club run purely by volunteers.

All of the committee members were involved in making sure the club survived the pandemic, and I would like to extend my thanks to members that have had to stay beyond their intended tenure.