

Information Officer Report – 2021-2022

Peter Lesty

AU Sport Website

The AU Sport website continued to be used for products & membership up until the start of this year. After which the University moved to a new system: revolutionise.

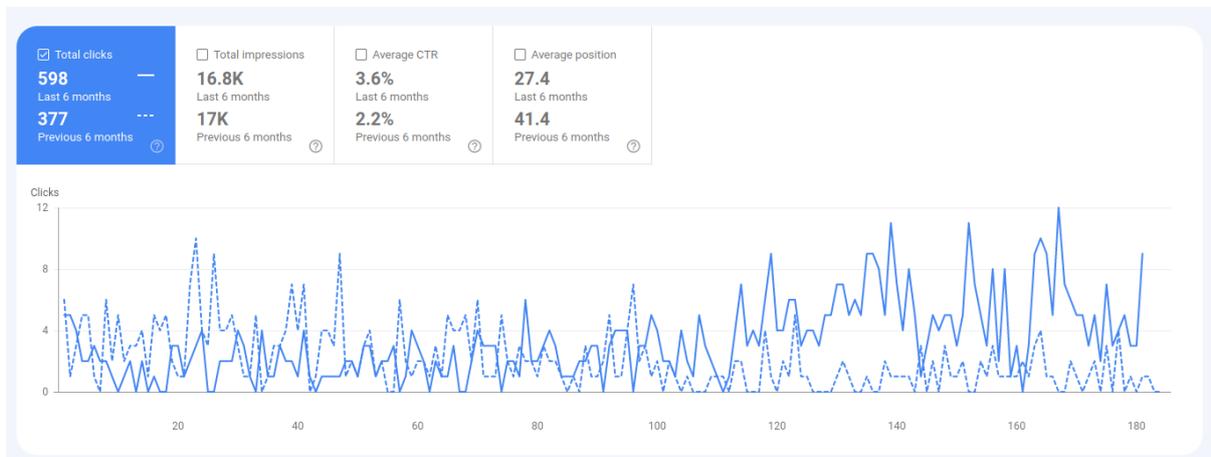
This system change took place without any notification from the uni when it happened, did not migrate all the information & products and was a scramble to get something in place for the dives that weekend. Due to the transaction fees for products in this new system being exorbitant, we were investigating other options and arrived at Square as an online shop.

We have now moved all our products over to the square store & will continue to use this as our shop until if & when the committee decides to change over.

AUSC Website

The website moved hosting from hostingmatters to VentraIP. This was mainly based on ventra being hosted in Australia as opposed to America & with the support that Ventra IP offers better. The transition was mostly seamless.

Year on year we have doubled the number of visitors coming to our site from google to an average of 100 visits per month:



Most queries were for AUSC or “Adelaide Uni Scuba Club” followed closely by “Adelaide Scuba”. The focus should now be to increase the click through rate on more generic terms such as “dive clubs” or “scuba in adelaide”

Facebook

The Facebook group has grown an extra 200 members to roughly 1900 members up from last year. This group has been pivotal in providing/organising dives and events the last year. All of our boat dives and club events can be seen within this group.

The Facebook public page has also grown around 200 members to roughly 500 people following, which has allowed us to reach and engage with new members.

Some of our campaigns to attract new students, such as the no cost signup special were a success, seeing our membership numbers increase with the proportion of student members outweighing non-students.

We shall be continuing outreach on Facebook next year & hopefully have enough dedication to resurrect our Instagram page.