



QUEENSLAND MODEL BOAT ASSOCIATION

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PUBLICITY OFFICER'S REPORT 2002 - 2003

Since becoming the Publicity Officer for the QMBA for 2002-2003 there has been a large increase in Clubs using the on-line championship entry form facility offered by the *R/C Yachts – brisbane, australia* website.

During the year the following Queensland Clubs have taken advantage of this system;

Brisbane Radio Yacht Club

Secretary: Gil Walker
Email: gfm_jmw@topgun.aunz.com

Burnett Model Marine Club

Secretary: Yeoman SANDS
Email: peekee@bigpond.com

Fraser Coast Radio Yacht Club

Secretary: Bruce YARROW
Email: brucey@herveybay.qld.gov.au

Gold Coast Radio Yacht Club

Secretary: Mr. Tony FANNIN
Email: tonyfannin@hotmail.com

Mackay Model Mariners

Secretary: Ross ANDERSON
Email: colanna@mackay.net.au

Mooloolaba Radio Yacht Club

Secretary: Gary WHITE
Email: garyw@skp.com.au

North Lakes One Metre Yacht Squadron (Inc)

Secretary: Brian LEVER
Email: goshogun@powerup.com.au

Pine Rivers Radio Yacht Club

Secretary: Ray NASMITH
Email: rayna@ats.com.au

Queensland Radio Control Multi Hull Owners Association

Secretary: Peter BIRCH
Email: lwsharpie@hotmail.com

Townsville Model Marine Club

Secretary: Alan KEMP
48 Tapiolas Ave Kirwan Qld 4817
Phone: 07 4773 7768
Email: helena.kemp@bigpond.com

Wynnum Manly Radio Model Yacht Club

Secretary: Mike LANO
Email: paolano@powerup.com.au

All clubs have reported that the online entry form facility has been a great advantage with increased entries being received for the regattas that they have hosted. The recent South Queensland IOM Championship as hosted by the Gold Coast Radio Yacht Club in particular received 100% of their entries via this system and the Club through Bill CLANCY reported that they were most satisfied with the system.

Online entries also has the added advantage of allowing skippers entering to be able to check the online skipper frequency list to see what frequencies are still available. Since using the online entry form systems, no actual "frequency clashes" have been reported, although it must be noted that the different radio systems used by our members has cause some confusion as to the actual frequency identification.

The "payment on the day" also seems to cause little inconvenience to the Race Secretary during registration with some forward planing, pre-written receipts using the online skipper list adds little to the work load of the race secretary on the day.

At this stage the **Whitsunday Model Boat Club (Inc)** and the **Magnetic Model Boat Club's** have not used the online facility but this may also be contributed to the fact that these two club may not have held any regattas to warrant use of the system at this time.

The closing date for receipt of entry forms can also be extended as entries and frequency nominations don't have to be posted which reduces the time needed usually required waiting for snail-mail entries to arrive.

However some Queensland clubs could make better use of the Notice Board to publicise their upcoming events.

The **Magnetic Model Boat Club** also have not as yet supplied their contact details for inclusion on the website at this time.

During the year, publicity photo CD's were supplied to;

- 1/. CR Daphne McDONALD – Gold Coast City Council
- 2/. 10 Miscellaneous Give-aways
- 3/. 55 Photo CD's were also distributed after the 2002 ARYA Qld Nationals

R/C Sailing articles have appeared in the following publications;

- 1/. Airborne March 2002
- 2/. Courier-Mail 17th March 2003
- 3/. *ARYA Publicity Brochure
(*Following a request from the ARYA a contribution was made towards this publicity brochure on the 4th Feb 2002 – but it is unknown if it was decided to produce this pamphlet).

Site Links have been exchanged on the Internet with;

Organizations

- [Australian Radio Yachting Association](#)
- [Australian Yachting Federation](#)
- [International Sailing Federation](#)
- [IASF - Radio Sailing Division](#)
- [International One Metre International Class Association](#)
- [Model Yacht Association \(UK\)](#)
- [American Model Yachting Association](#)
- [New Zealand Radio Yachting Association](#)
- [Canadian Radio Yachting Association](#)

Australian Suppliers

- [BG Radio Yachts & Sails](#)
- [Carbonic Boats](#)
- [Mirage Radio Yachts](#)
- [Radio Yacht Supplies](#)
- [Craig Smith \(IOM only\)](#)
- [RMG Sail winch](#)

Australian Clubs

- [Ancient Mariners Club](#)
- [Albert Park Model Yacht Club](#)
- [Canberra Model Yacht Club](#)

- [Emu Lakes Radio Controlled Yacht Club](#)
- [Fraser Coast Radio Yacht Club](#)
- [Geographe Radio Yacht Club](#)
- [Gold Coast Radio Yacht Club](#)
- [Lilydale Radio Yacht Club](#)
- [Mackay Model Mariners](#)
- [Mooloolaba Radio Yacht Club](#)
- [NSW Radio Sailing Association](#)
- [North Lakes One Metre Yacht Squadron \(Inc\)](#)
- [Pine Rivers Radio Yacht Club](#)
- [Queensland R/C Multihull](#)
- [RC Yachts - australia](#)
- [RC 12 Metre Yacht Club](#)
- [Stirling Marblehead Yacht Racing Club inc](#)
- [Townsville Model Marine Club](#)
- [TheModelYacht.Com](#)
- [Whitsunday Model Boat Club \(Inc\)](#)
- [Wynnum Manly Radio Model Yacht Club](#)
- [West Coast Radio Yacht Club](#)

Overseas Clubs

- [Guildford Model Yacht Club](#)
- [Ryde Model Yacht Club](#)
- [Great Basin Model Yachting](#)
- [Three Rivers Radio Yachting Club UK](#)
- [The Ann Arbor Model Yacht Club](#)
- [Buffalo Model Boat Club](#)
- [Greater Hartford Model Yacht Club](#)
- [Wellington Radio Yacht Club](#)
- [MYA Scottish District](#)
- [The London Model Yacht Club](#)
- [The Model Yacht Sailing Association](#)
- [Sabal Pines Model Yacht Club](#)

Technical and Info Sites

- [Lester Gilberts](#)
- [International One Metre Compendium](#)
- [Racing Basics](#)
- [Classic and Vintage Model Yachting](#)
- [WB Sails](#)

Discussion and Community Groups

- [IOM Talk](#)
 - [RC-Sailing discussion forum](#)
 - [Wind Power discussion forum](#)
 - [BG discussion forum](#)
 - [RC Yachts- Queensland](#)
- “Things to see and Do” www.wynnummanly.com.au

Several State clubs are also actively supporting the website with regular regatta results and photos for uploading either through their individual club websites or directly to the Publicity Officer.

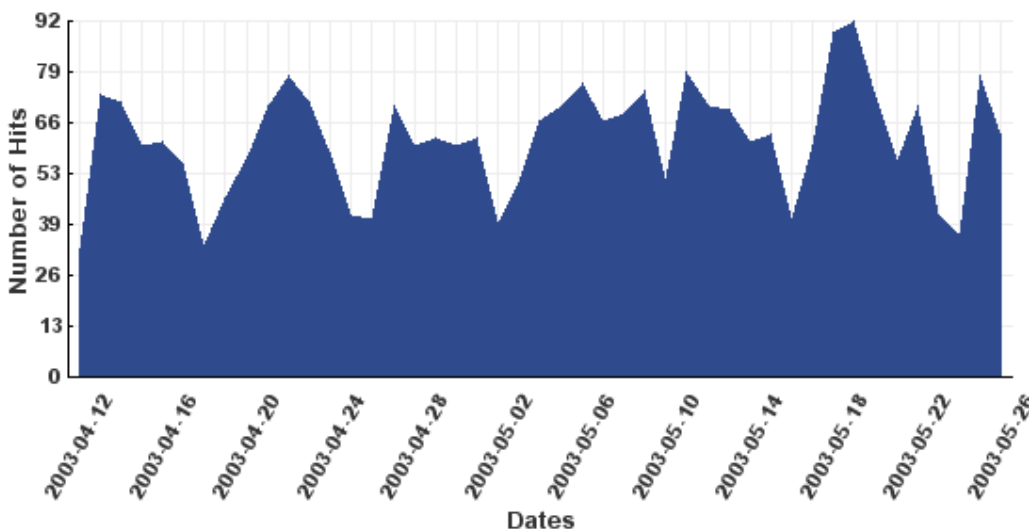
The Internet continues to be the major means of publicizing our sport and also gives a visible and initial point of contact for the QMBA – but it must be remembered that not everyone has access to the Internet.

Both social sailing and regattas as hosted by individual clubs throughout the State obviously attract a large amount of public interest where visible and this improves public awareness of the individual club(s) but not necessarily the QMBA itself.

- *Is the QMBA satisfied with its current level of public exposure?*
- *Should it be left up to the individual Club to promote State events in their ‘local’ area?*
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It must be noted that the QMBA does not actually having its own web page and is reliant on the ARYA webpage and my personal webpage (R/C Yachts – brisbane, australia) for public exposure although this does **NOT** appear to be a disadvantage at this stage with R/C Yachts – brisbane, australia attracting over sixty (60) hits per day;

Last Months Activity



Counter Name: RCYACHTS		051273
Page Name: http://www.rcyachts.net/index.htm		Bravenet.com
Date	Number of Hits	
May 26, 2003	63	
May 25, 2003	78	
May 24, 2003	37	
May 23, 2003	42	

May 22, 2003	70
May 21, 2003	56
May 20, 2003	72
May 19, 2003	92
May 18, 2003	89
May 17, 2003	60
May 16, 2003	41
May 15, 2003	63
May 14, 2003	61
May 13, 2003	69
May 12, 2003	70
May 11, 2003	79
May 10, 2003	51
May 09, 2003	74
May 08, 2003	68
May 07, 2003	66
May 06, 2003	76
May 05, 2003	70
May 04, 2003	66
May 03, 2003	50
May 02, 2003	40
May 01, 2003	62
April 30, 2003	60
April 29, 2003	62
April 28, 2003	60
April 27, 2003	70
April 26, 2003	41
Total	1958
Average Hits Per Day	63.16

I am open to further suggestions and constructive criticism to improve the profile of the QMBA.

The North lakes One Metre Yacht Squadron have also produced an all purpose Car Sticker for R/C sailing, reasonably priced at only \$2.00 each which other Clubs could also purchase from Brian LEVER to promote the sport.

RECOMMENDATION: All Queensland Clubs should appoint their own "Publicity Officer" with the sole duty of publicizing the sport and particularly any major events being hosted within their immediate area. Such as those newspaper articles which appeared in;

- 1/. Bayside Bulletin 17th April 2001
- 2/. Pine Rivers

I am more than willing to provide such clubs with a "photo CD" of suitable pictures of past events where possible upon request for forward on to their local media outlets.

Signed;



Eduard COWELL
QMBA Publicity Officer
2002-2003