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Uni Gliding

July 2007

The Official Journal of the Adelaide University Gliding Club



Anthony and Justine ridge soaring Wilpena Pound in the Bergfalke.

Photo: Sarah Allen

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QUOTE OF THE MONTH

'My wings are longer than yours'

Catherine Conway to Simon Hackett - how long has she waited to say that? :)

Editorial

Sarah Allen

Welcome to winter everyone!

Due to a lack of both material and time I made the executive decision to miss out on the June newsletter, but I don't expect that problem next month with all the Flinders stories you guys have to send me. So keep on sending me through all your photos and stories, thank you to all who contributed to this months newsletter.

Big news this month is the huge work done on starting the foundations for the first AUGC hangar to be erected at Stonefield since we moved. Huge thanks to those involved, especially Mark Tyler who seemed to grow an extra limb in the form of either a pick or a shovel, Redmond for generally organising, supervising and trying to crash the Dingo Digger, to Derek who doesn't seem to sleep, unless it was on the Dingo Digger and to Anthony whose love of trees led him to burst a water pipe just to ensure the trees get enough water. I was only there on the Sunday so thanks to everyone who was there on Saturday also, I know we're all looking forward to being able to use our very own hangar again.

The annual Flinders Camp was once again a success. The weather, although not giving us wave everyday, was consistent and quite mild. The southern face of the pound was working everyday that I was there, and lets face it ridge soaring is awesome, so that kept most of us occupied. On the Tuesday after we all left (grr...) we heard about rumours of wave - I'm sure we'll all here about it later and I expect some stories for the newsletter.

The only downer on the whole weekend was the temperature, I have never seen icing on wings like there was on the Saturday morning, it was after 9am before we could go flying!

There are some great photos from the weekend later in the newsletter for you all to enjoy.



Tyles showing off for the camera in WVA

In more local news for those who haven't heard Joey-Glide, the Australian Junior Nationals, will be held at Gawler this year, a huge bonus for the South Australians. What this means for AUGC in particular is we have been invited to help with the catering and hence reap the profits. If you would like to help in the kitchen have a chat to Mark Tyler. Not only is there work to be done in the kitchen, but there are a large number of jobs that need doing during the competition like running ropes, marshalling gliders, taking photos and video footage and being my umbrella holder that those of you who would like to come along will not be bored, for more information talk to contest director Nick Gilbert for more information.

With the Motorfalke in the air West Beach has been quiet, but don't forget we have the Bergfalke, the Arrow and the pie cart which all need some of your TLC, any help for even the shortest amount of time is much appreciated.

As highlighted by both the Treasurer's and President's reports further in this newsletter, AUGC's financial position is not as strong as we would like. What this

means for us is that we need to heaps and heaps of flying! Failing that it's a great time of year to bring up your friends and family for AEF's and passenger friend flights and doing general tidy up work around the club, remember every little bit helps.

Go flying!!

Sarah



Nick and I missing out on all the fun but getting some great shots

July 2007



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					30 Go Gliding!	1 Go Gliding!
2 Help at West Beach	3 Help at West Beach	4	5	6	7 Go Gliding!	8 Go Gliding!
9 Help at West Beach	10 Help at West Beach	11	12	13	14 Go Gliding!	15 Go Gliding! Try 'n' Fly Day
16 Help at West Beach	17 Help at West Beach	18 Exec Meeting	19	20	21 Go Gliding!	22 Go Gliding!
23 Help at West Beach	24 Help at West Beach	25	26	27	28 Go Gliding! Try 'n' Fly Day	29 Go Gliding!
30 Help at West Beach	31 Help at West Beach					

President's Report

Guy Harley

For a gliding club to survive it must have new members and keep them. All organisations lose members with time. This is not unique to AUGC. That is why it is important to continually recruit in order to replace the members who leave.

The most effective way to recruit new members is through an active promotion of Air Experience Flights. There are those who believe that a gliding club cannot actively promote AEFs and provide a successful training program at the same time. To the contrary, not only is it possible, it is mandatory if the club is to survive. How else are potential new member going to be enticed to come to our club?

Combining AEFs and Training

Many gliding clubs successfully combined both AEF and training activities. The Air Force Cadets fly more AEFs and send more trainees solo each year than we do. The Adelaide Soaring Club is the largest gliding training organisation in the state but also aggressively pursues AEFs with paid advertisements in the press. AEFs do not have to book, they just have to turn up and are flown with a minimal wait. It is true that ASC charges \$120 but this is a consequence of a location premium and ASC's differentiated marketing strategy. Their value proposition is convenience and the latest equipment at a premium price. Our value proposition is cheap gliding and so we must market our AEFs at a lower price.

AUGC successfully combined AEF and training activities for 30 years. We had high aircraft utilisation (up to 240 hrs per annum per aircraft) and produced up to 12 solo per annum. Many members stayed with the club or the sport for decades. Since the club abandoned its focus on AEFs, its flying operations have collapsed. In 2006 we achieved our lowest hours flown in 30 years (425 hrs) and lowest number of solo trainees ever (only one). In 2007 we have our lowest number of new trainees (only one).

The Pre-Purchase Decision

There are 4 phases to a purchasing decision (Engel, Kollat & Blackwell, 1968).

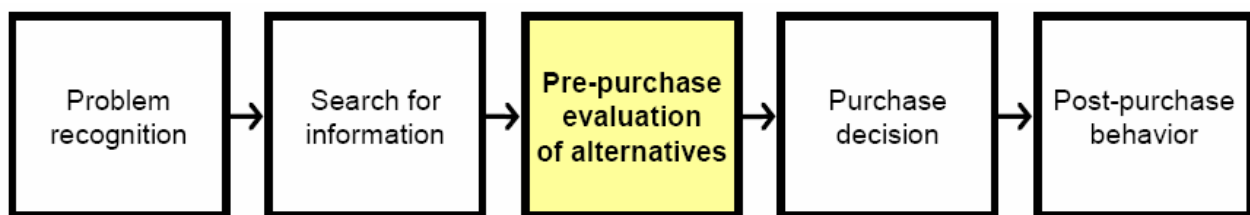


Figure 1. Model of purchase process (Blackwell et al. 2006).

Evaluation plays a pivotal role in the purchase process. After a potentially suitable item has been located in the search phase, the purchase decision cannot be made without some form of evaluation. Consumers are interested in finding out about the experiences they can expect when using or consuming the good. A key problem is how best to communicate the product experience as opposed to merely listing the attributes of the item (Pine and Gilmore, 1999 and Schmitt, 2003). It is not enough for us to give consumers written information about gliding, they have to experience it as well. This is the role of AEFs.

During a recent discussion with a new members he told me that he had always intended to learn to fly but he only made the decision to join AUGC after an AEF. He had to make sure that the experience matched what he was expecting and that our type of aviation satisfied his needs.



President's Report

Historical Analysis

I recently analysed the accounts database and, for the period 2000 to 2006, extracted the total number of new members each year and the number of those who subsequently recorded up to 5 hours flying with the club during the ensuing years.

Year	New Members	>30 Min		>1 hr		>2 hr		>3 hr		>4 hr		>5 hr	
		No	Retained	No	Retained	No	Retained	No	Retained	No	Retained	No	Retained
2000	73	22	30.14%	13	17.81%	11	15.07%	9	12.33%	9	12.33%	9	12.33%
2001	108	31	28.70%	19	17.59%	15	13.89%	10	9.26%	9	8.33%	9	8.33%
2002	74	32	43.24%	24	32.43%	20	27.03%	18	24.32%	17	22.97%	16	21.62%
2003	76	16	21.05%	10	13.16%	10	13.16%	10	13.16%	9	11.84%	9	11.84%
2004	107	22	20.56%	19	17.76%	16	14.95%	13	12.15%	12	11.21%	11	10.28%
2005	110	18	16.36%	11	10.00%	10	9.09%	9	8.18%	9	8.18%	8	7.27%
2006	17	11	64.71%	11	64.71%	9	52.94%	9	52.94%	9	52.94%	8	47.06%

Table 1. New Members and Their Flying Hours 2000 - 2006

In analysing the results, I assumed that the new members in the years 2000 to 2005 inclusive were mainly students who signed up for the combined discounted AEF and membership package. I also assumed that an active member is one who records over 60 minutes flying as they would normally have to pay GFA fees. Whilst there are some qualifications to the data, a number of findings can be made:

- AEF's are a source of new active members.
- The average take up rate for membership from student AEFs could be as high as 43%.
- There is a significant drop off in active members in the 2 to 4 hour band. This drop off was more pronounced when the club was actively promoting AEFs.
- The drop off in active members can be substantially reduced (see the figures for 2002).

The data clearly establishes that the club does gain active members by actively promoting AEFs. It is not a myth. The real issue is retaining the active members that such an approach brings to the club. I believe that the answer lies in capacity, relationship and expectation management.

Capacity Management

It is possible that the drop off in active members in the 2 to 4 hour band is the result of the training bottleneck identified by Derek Spencer and others. It is interesting to note the higher retention rates in 2002. I understand that during 2002 we had 4 new Level 1 instructors and both two seaters were operational. Clearly there was no training bottleneck.

There is also no training bottleneck at the moment. Ideally, we should have 4 trainees per day and each trainee should attend the airfield for training at least once every fortnight. This means that we have a potential capacity of 16 trainees at any time for each two seater/instructor combination. We currently have 2 two seaters with a theoretical maximum capacity of 32 trainees and will soon have a third two seater with a theoretical capacity of 48 trainees. We currently have 9 trainees including 2 post solo trainees. We therefore have surplus capacity and can actively promote AEF's until the capacity fills without compromising the experience for trainees. This approach is no different to that used by many businesses, e.g. Qantas.

We need to keep flying. Even on training days, which generate little or no flying income for the club, we are making gains. We generate launch income for our related corporation, the Stonefield Aviation Association. This will be ploughed back into airfield improvements that benefit us all. Increased launches will keep our launch fees down, they will not rise as they did after the record low levels of flying in 2006. The training effort also helps to produce solo pilots in time for summer. It is their flying of the single seaters that generates the club's profit. Finally, such flying operations help to encourage an active organisational culture and build critical mass that attracts new members.

President's Report

Relationship Management

We need to chase up AEF's after their flight. We must establish a strong relationship between the club and a new member during the initial period of their training. Someone needs to regularly contact them, encourage them to attend the airfield and organise their attendance.

Expectation Management

Modern technology has helped to create a society that expects instant gratification. We must progress new members quickly through the initial stages of training to the point where they feel that they are flying the aircraft. That means doing the maximum flying on each day. Early starts and quick turnarounds are part of the solution.

Your Role

It is the responsibility of all members to improve club membership recruitment and retention.

You can help by:

- Actively promoting AEFs to your friends, family and work colleagues.
- Making sure that AEFs enjoy the experience by talking to them, involving them in operations and showing them our facilities.
- Increasing the tempo of operations to make sure that trainees get as much flying as possible.
- Thinking of new ways for the club to promote itself, AEFs and its training facilities.
- Upgrading your qualifications to independent operator, Air Experience Instructor or Level 1 Instructor. Speak to the CFI about it now.

References

Pine, B.J., and J.H. Gilmore (1999), *The Experience Economy*, Boston: Harvard Business School Press.

Engel, J.F., D.T. Kollat and R.D. Blackwell (1968), *Consumer Behavior*, Holt, Rinehart and Winston marketing series., New York: Holt Rinehart and Winston.



Gabriel and Derek find themselves in wave over Stonefield in the Motorfalke



Flinders Ranges 2007



Treasurer's Report

This month I'll report to you on flying progress for the year to end May. This ignores the significant flying undertake at the Flinders' Ranges flying camp, however it highlights the extent of flying undertaken by the club and strongly indicates a projection for 2007 fleet utilisation.

Figure 1 shows the cumulative flying hours and compares them to those achieved in 2006. It is apparent that AUGCs fleet utilisation is tracking 2006 reasonably closely. It should be remembered that WVA and TX were unavailable for much of the last half of 2006, however there was not significant cross country flown during this time. The projected flying hours is then likely to be in the region of 450 hours in AUGC gliders, excluding the MotorFalke.

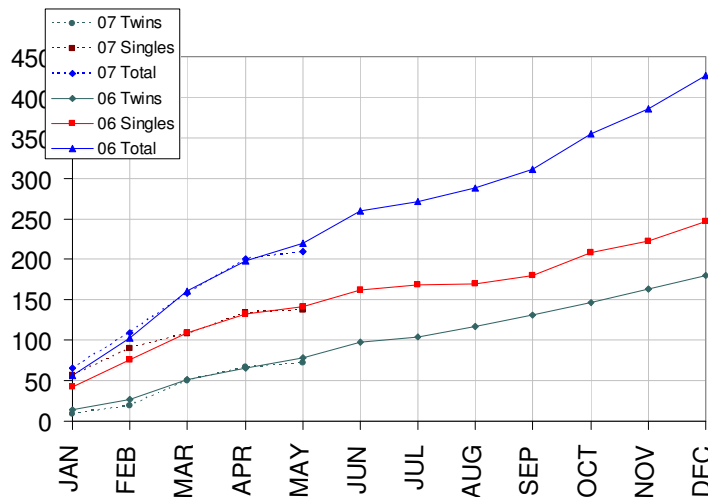


Figure 1. AUGC cumulative flying hours in MI, TX, WVA, ZM, KRO

Figure 2 shows the monthly total flying hours for AUGC gliders. It is apparent that Winter is typified by relatively little flying with the exception of June, which benefits from the Flinders' Ranges flying camp. During winter AUGC's operation is characterised by circuit days, with a few days having a few hours of soaring. It is then sensible for AUGC to lay-up (side-line) aircraft during this period, until Spring. It has been decided that WVA and TX will be on lay-up from now on, and until Spring. This will benefit the club by making a small insurance saving (approximately 10% of the premium).

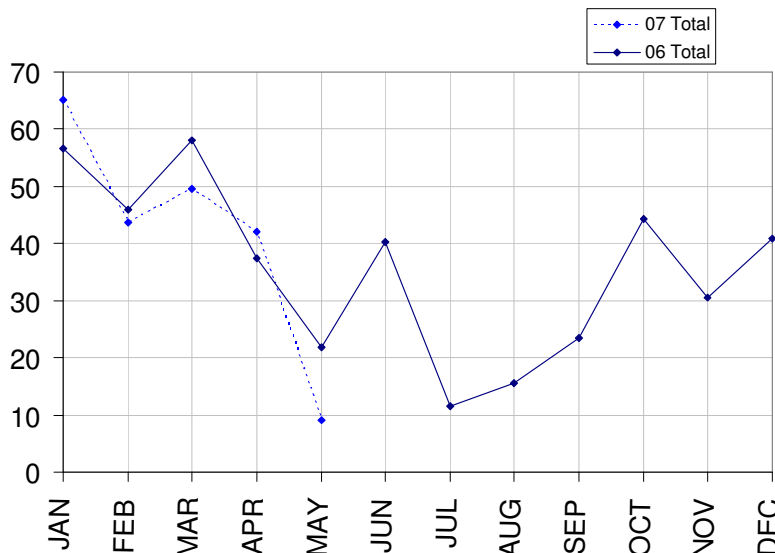


Figure 2. AUGC monthly flying hours in MI, TX, WVA, ZM, KRO

FQW has been flying approximately 3 hours per weekend since it has returned to service, however it has by far exceeded this during the Flinders' flying camp. It is anticipated that FQW will see higher utilisation during winter, rather than summer. Therefore, the current levels of utilisation are the minimum that would make FQW viable for AUGC to own and operate.

News From the Executive

The last AUGC executive meeting was held on Wednesday, 20th of June. Below is a brief outline of what was discussed and decided.

1. Any person wishing to take a club glider to any of the following completions must make application to the executive which will make a decision on aircraft allocation at its September meeting.
Qld State Comps (McCaffrey Field) 24 - 28/9/2007
Club Class Nationals (Kingaroy) 7 - 19/10/2007
NSW State Comps (Lake Keepit) 10 - 18/11/2007
Joey Glide (Gawler) 16 - 22/12/2007
2. There will be a ridge soaring camp at Lochiel in September/October. Accommodation will be available in the clubhouse at our old airfield but operations will be conducted from a paddock to the north. Dates will be fixed when we have a better idea of the weather for the period. Further details to follow.
3. The club has entered into a strategic alliance with the Australian Air league - a cadet organisation for children aged 8 to 18. This should see us conducting Air Experience Flights and providing ab-initio instruction for them.
4. In an effort to reduce costs, GTX will be laid up until the first week end in September 2007.
5. The Arrow is reluctantly offered for sale as is, where is, including trailer. The aircraft requires some work including repairs to water damage to its wing and re-fabric of the wing. The Arrow was the first aircraft owned by AUGC and is a delight to fly. It was regularly flown in competitions. It flew many 300 km tasks and a 515 km flight from Mildura to Balranald, Sea Lake and return. It would suit someone, or a syndicate, that wishes to acquire a low cost sailplane or who has an interest in vintage aircraft.
6. We will be displaying a glider at the Mawson Lakes Campus of the University of SA on the 24th and 26th July 2007. Volunteers are required and should contact the President on guy@harley.net.au
7. A grant application is being submitted to the Sports Association to cover the relocation costs for our 2 hangars, winch shed and clubhouse.
8. A grant application has been made to the Department of Recreation & Sport for FLARMS for our aircraft.
9. We are to ask the Sport Association to introduce a rolling membership year. This means that members joining the Sports Association will receive a full 12 months membership regardless of when they join. At the moment, members who join in the latter half of the year receive less than 6 months Sports Association membership for the full Sports Association membership fee.
10. We are to ask the Sport Association to introduce a recreational membership category which would allow people to have a short term membership of AU sporting clubs.
11. We have asked SAGA to request the GFA to introduce a confessional rate for 3 month memberships.
12. We have asked SAGA to introduce a 3 month membership at a reduced rate to match the 3 month membership offered by GFA.
13. We have asked SAGA to request GFA to only require a 6 month subscription to Australian Soaring (at half price) as a condition of a 3 month membership.
14. The measures outlined in the preceding paragraphs should substantially lower the costs for students to undertake ab-initio instruction with the club.
15. The club will offer social membership for an annual fee of \$20. There are no Sports Association or GFA fees for this membership category.
16. The club is to undertake a comprehensive Risk Management review of all club operations and assets over the next few months. Anyone interested in being involved in this project is asked to contact the President on guy@harley.net.au. It would make an ideal project for a University assignment.



Stay In Touch

The club has an email group address, augc-people@lists.internode.on.net, that is used to either discuss or arrange things within the club. If you want to stay in touch with the club, subscribe to the mailing list by filling out the online form at:

<http://lists.internode.on.net/mailman/listinfo/augc-people>

You can still send an email to the list even if you have not subscribed to it. There is also an 'augc-announce' list for official club announcements, courtesy of our friends at Internode. If you are an AUGC member and have provided your email address then you will already be on this list. If you want to join this list or want to change your subscription, go to:

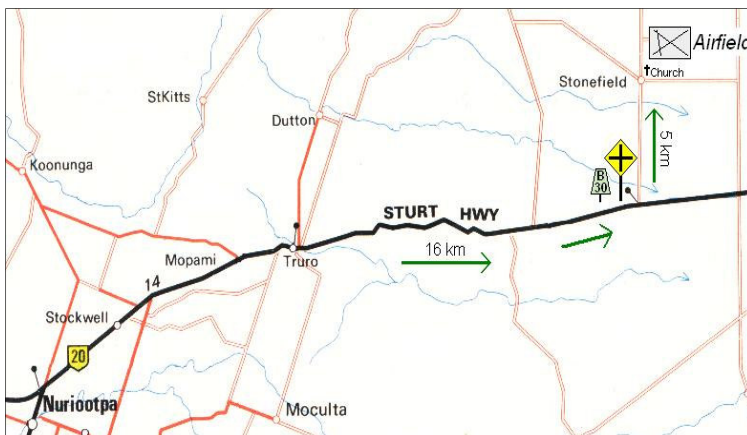
<http://lists.internode.on.net/mailman/listinfo/augc-announce>

You can also get the latest newsletter and up to date news on what is going on at the club's web page:

<http://www.augc.on.net/>

If your email address is on the membership database the club's Assistant Treasurer can send you your account updates over the internet. Send an email to: accounts@augc.on.net

Want to fly this weekend?



Want to go flying on the weekend? You must ring the club contact person, Tom, on the Thursday before between 8.00pm and 10:00 pm on 0412 870 963, (or by email: contact@augc.on.net) so that he can organise instructors and transport for those intending to fly. Members can book via the online booking system at:

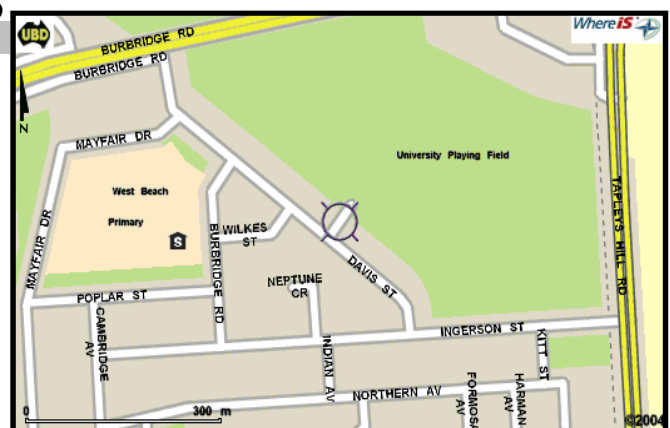
<http://booking.augc.on.net>

You can either drive up yourself by following the map at left, or Tom can arrange a lift to Stonefield either from the Adelaide University footbridge (meet at 7.15am to leave at 7:30 am), or from the Caltex Service station on the corner of Montague Road and Main North Road (meet at 7.45am to leave at 8:00 am).

Want to help at West Beach?

West Beach is where we carry out the maintenance and repair on our gliders and equipment. There are usually volunteers working down there on Monday and Tuesday evenings. The entrance is at the end of Foreman St, West Beach.

So you want to help fix the gliders at West Beach, but can't get there? A lift can be arranged from the Adelaide University footbridge at 7.30pm via augc-people@lists.internode.on.net.



Contact List

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Upcoming Events

**Sunday 15 July and Saturday 28 July:
AEF Try 'n' Fly Day**

A weekend dedicated to introducing new members to our great sport.

Come along, meet some new faces and lend your enthusiasm to making this a great, fun weekend.

For more information contact the contact person, Tom

Wednesday 18 July: Executive Meeting 7pm

Come along and take an interest in the running of your club. All members welcome.

Please note that the venue is to be advised and the date is subject to change, watch the email list for further news.