

Aim

The Aim of this Management Plan is to provide the PSYC Board with a high-level view of what types of Communications and IT systems can best serve the Club and Member needs, and external parties and how they should be utilised and controlled.

Management

Communications and IT Management including mediums and systems utilised are overseen and administered through the PSYC Director 3 role. The Plan as approved is implemented through the Communications and IT Implementation Plan.

The range of mediums and systems necessitates manual oversight and user's education to manage security, access, implementation and ongoing achievement of Club aims.

WEBSITE - PUBLIC

Purpose

The website is the principal communications tool and is the 'go to' place where club notices and documents are stored and available to Members e.g. News, Club Calendar via RevSport, Advice & Notices from Commodore, Vice Commodore and Board, Race Programme, Handicaps, Race Results, membership and race entry forms etc.

The website also provides an avenue of communication with the general public for PSYC and its activities. Prospective members would likely use it as their first/main source of information about PSYC.

System

The website is built using the WordPress package and hosted by Jesweb Newcastle. It's a one-way system with security provided via hosting and package with password access controlled by the PSYC IT Manager.

Management

Information published is limited to club specific documents and messaging. No posting of private views, sensitive PSYC data, political or religious comments, advertising or non-PSYC promotional information is permitted. Postings and member comments should be limited and cognisant of the risk of offence and adverse reactions.

Responsibility is detailed in the Communications and IT Implementation Plan.

WEBSITE - MEMBERS PORTAL

Purpose

The Club Portal is to provide information specific to the membership only on internal club activities and member information, such as Board Reports, Finances, members contact details, that is not for distribution in the public domain.

System

The portal is built using the WordPress package and hosted by Jesweb Newcastle. It's a one-way system with security provided via hosting and package with password access controlled by the PSYC IT Manager. The system manually imports member information from REVSPORT.

Management

Information published is limited to club specific and members' details. No posting of private views, sensitive PSYC data, political or religious comments, advertising or non-PSYC promotional information is permitted. Postings and member comments should be limited and cognisant of the risk of offence and adverse reactions.

Responsibility is detailed in the Communications and IT Implementation Plan.

REVSPORT

Purpose

REVSPORT provides an online management tool for PSYC management and publication of administration and operations including Club Calendar, events, membership, event booking, assets, club sailing register and financial transactions recording direct to the bank account. Additional functionality includes daily SailPass registration to club crew visitors.

System

The REVSPORT Portal is a web based multi-sport platform provided by Australian Sailing. Security is provided through encryption and access control via specified roles. Access is managed via the Secretary with support from the IT Manager.

Management

Information published is limited to club specific and members' details. No posting of private views, sensitive PSYC data, political or religious comments, advertising or non-PSYC promotional information is permitted. Postings and member comments should be limited and cognisant of the risk of offence and adverse reactions.

Management Responsibility is detailed in the Communications and IT Implementation Plan.

EMAIL SYSTEM

Purpose

To provide communications recognisable as officially PSYC content and separated from the personal emails of PSYC board members or club officials. To provide an email avenue for public contact with the Club.

System

The system is provided by Vodien, the domain registrar for the psyc.com.au domain. It is managed through a cPanel interface and provide POP/IMAP mail services.

Management

Use of the Club email system is limited to club-specific activities and information. The posting of personal views, sensitive PSYC data, political or religious comments, advertising or non-PSYC promotional information is not permitted. Emails should be limited and cognisant of the risk of offence and adverse reactions.

Account setup, access and management is provided by the PSYC IT Manager and Secretary as detailed in the Communications and IT Implementation Plan.

FINANCE MANAGEMENT SYSTEMS

Purpose

To manage and track the expenses of PSYC, categorise and reconcile bank account transactions, set up invoices and provide auditable reports.

System

Xero is set up with our bank (Commonwealth Bank) and RevSport so that transactions flow securely straight into Xero each business day.

Management

The Treasurer and Commodore can access Xero, via a secure Xero Verify App.

EFTPOS

Purpose

The club financial transaction system to conduct payments for bar, memberships and stock. Further the system provides reports on sales completed.

System

'Square' is a cloud-based internet hosted system which directly transfers payment to our bank (Commonwealth Bank).

Management

The Licensee is the system manager supported by the IT Manager.

DATA STORAGE**Purpose**

To provide the Club with a centralised, secure and accessible artefacts storage facility for club documents.

System

The system is provided by Box, a cloud based, encrypted storage facility. It enables access from multiple devices. It automatically backs up and syncs files across devices for access from authorised devices. Security is provided by the product and access controlled via the PSYC IT Manager as per the Communications and IT Implementation Plan.

Management

Use of the Club storage system is limited to club specific information, and no personal, private or sensitive data or information is to be stored unless approved by the board. The storage directory structure and access are managed by Director 3 and the IT Manager as per the Communications and IT Implementation Plan.

TOPYACHT**Purpose**

TopYacht provides management of fleet details, series and race participation, handicaps allocation and progression. The system is used to publish entries, start times, and key details pre-race and to determine and publish results to the Club website.

System

The system is provided by TopYacht Australia, is a standalone program downloaded to specified Race Committee members' computers. Access is provided by annual subscription to a product key and security provided through individual computer access. The Club also subscribes to the website hosting module via a link to the PSYC website results page. The master datafile is copied to a Box folder under Race Management as a backup and to enable updating of future series and races.

Management

Management of TopYacht is through the Vice Commodore and Race Committee members. The system is 'data integrity fragile' and use should be limited to appropriately trained members.

SOCIAL MEDIA

Purpose

The PSYC will utilise social media to manage the club's public image, generate interest and drive membership growth by providing details of events and a means of communication with the public.

Systems

Facebook and Instagram Groups are established with administrator and user access managed as per the Communications and IT Implementation Plan. Security is managed within the social media platforms and access management.

Management

The posting of information representing PSYC to social media channels is limited to board-approved individuals as per the Communications and IT Implementation Plan. Posting is restricted to basic information about the club and to advertise specific events. Additional posts or comments are not supported.

No posting of private views, sensitive PSYC data, political or religious comments, advertising or non-PSYC promotional information is permitted. Postings and member comments should be limited and cognisant of the risk of offence and adverse reactions.

Social media may be used to share links to official race documents but is not their original source.
Refer Website – Public.

Administrators provide oversight of social media and are empowered to remove inappropriate posts and comments.

EXTERNAL – NEWSPAPER AND RADIO

Purpose

The use of the press is to promote PSYC major events and achievements for the purpose of managing our public image, generating interest and driving membership.

System

Written and verbal communications to key media contacts.

Management

Information representing PSYC passed to the media (not withstanding individual ad hoc engagements) is limited to board approved individuals as per the Communications and IT Implementation Plan. No posting of private views, sensitive PSYC data, political or religious comments, advertising or non-PSYC promotional information is permitted. Postings and member comments should be limited and cognisant of the risk of offence and adverse reactions.

CLUB NEWSLETTER

Purpose

To provide an avenue to engage members in past and future club activities, provide updates of Committee activities and to provide a sense of belonging to members. Further, the newsletter can be used to engage interested public members.

System

The newsletter 'The Bilge' is produced in pdf format, posted on the PSYC website and emailed to members via the RevSport portal.

Management

As detailed in Communications and IT Implementation Plan, the newsletter is produced by the authorised Editor from information sourced from the membership. The newsletter is viewed and approved by the Commodore, then published on the Website and distributed to current members via the RevSport email channel.

No posting of private views, sensitive PSYC data, political or religious comments, advertising or non-PSYC promotional information is permitted. Postings and member comments should be limited and cognisant of the risk of offence and adverse reactions.

WHATSAPP

Purpose

The Club's WhatsApp group was set up to enable skippers and crew to communicate their intention to race and crewing opportunities.

System

Security is provided by the WhatsApp application with access control and membership managed as per the Comms and IT Implementation Plan.

Management

Information posted to the various WhatsApp groups should be limited as per the stated purpose of that group. *Refer below for guidelines.*

WhatsApp may be used to share links to official race documents but is not their original source. *Refer Website – Public.*

No posting of private views, sensitive PSYC data, political or religious comments, advertising or non-PSYC promotional information is permitted. Postings and member comments should be limited and cognisant of the risk of offence and adverse reactions.

P.S.Y.C. COMMUNICATIONS AND I.T. MANAGEMENT PLAN

WhatsApp Usage Guidelines

The intent of the WhatsApp social media channel established by the PSYC is to provide focussed, functional ‘Groups’ where only information relevant to that ‘Group’ should be posted, and a space for sailing-related ‘free chat’.

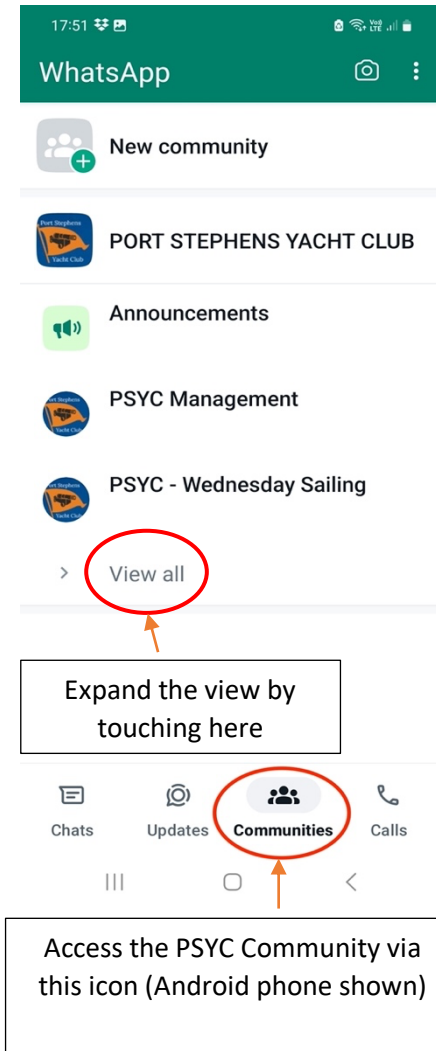
Each ‘Group’ has a specific function as per its title. There is also an ‘Announcements’ section that serves as an official club messaging area independent of the chat and functional groups.

All sailors will be invited to the ‘Wednesday’ and ‘Saturday’ sailing groups and may join the ‘Member’s Chat’ group if they choose. Other groups are closed to the general membership as they are for club operations only. It is possible to leave a group e.g. ‘Member’s Chat’ and retain sailing communications via the other groups.

Messages to the 'Wednesday' and 'Saturday' sailing groups will auto-delete after one week and should only contain information relevant to the running of an event. All other more general comments should be made in the ‘Members’ Chat’ group.

Members are reminded that visitors to the club and potential members may also be invited to the groups to facilitate their inclusion in club activities.

Following is a brief description of the structure, function, rules and sample posts within the community:



P.S.Y.C. COMMUNICATIONS AND I.T. MANAGEMENT PLAN

Port Stephens Yacht Club Community

- Announcements

- Club management to members
- Posts can only be made by Admin
- Posts are seen by everyone regardless of the group(s) they belong to
- Replies to messages here are only seen by admin (so no multi-line exchanges are visible to members)

- PSYC Management

- Board members and invitees only
- Club members who are not in this group will not see posts but will see that the group exists

- PSYC Race Management

- Race committee members only
- Club members who are not in this group will not see posts but will see that the group exists

- PSYC Bar Staff

- Bar staff and management only
- Club members who are not in this group will not see posts but will see that the group exists

P.S.Y.C. COMMUNICATIONS AND I.T. MANAGEMENT PLAN

- PSYC Wednesday Racing

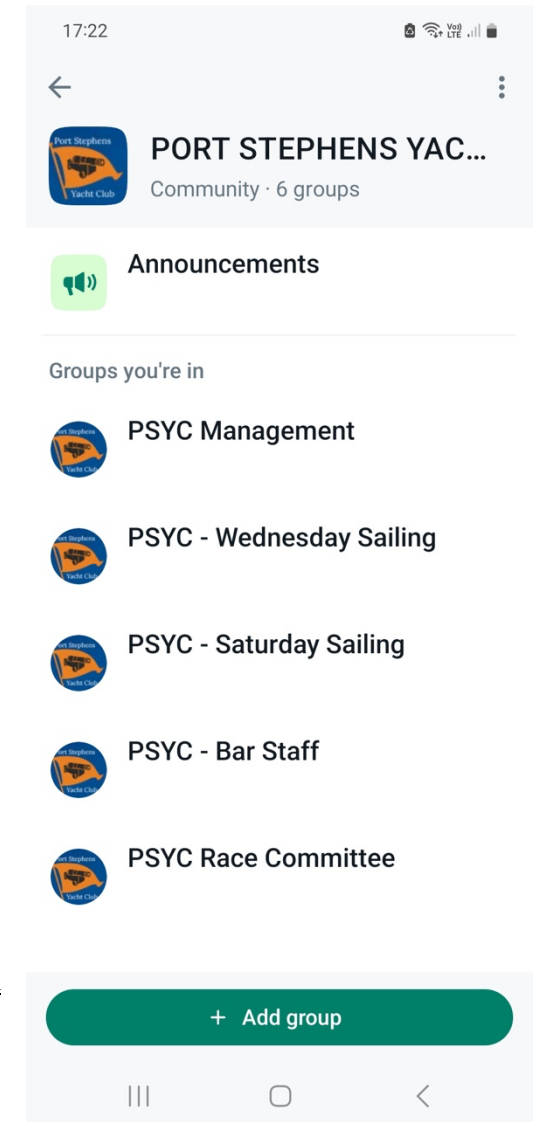
- Messages related to racing/sailing on Wednesdays
 - *“Anyone need a crew for Wednesday?” – Appropriate*
 - *“Maggaruffin not sailing today” – Appropriate*
 - *“Poneymenny finish time 15:03:51” – Appropriate*
 - *“My outboard fell off, did anyone see it?” – Post in ‘Members’ Chat’*
 - *“Who’s sailing in Sail Port Stephens this year?” – Post in ‘Members’ Chat’*

- PSYC Saturday Racing

- Messages related to racing/sailing on Saturdays or Sundays
 - *“Apache looking for crew for next race” – Appropriate*
 - *“Gale warning is in effect, racing cancelled” – Appropriate*
 - *“Is there a BBQ after the race today?” – Post in ‘Members’ Chat’*
 - *“I’m selling a spinnaker, anyone interested?” – Post in ‘Members’ Chat’*

- PSYC Members’ Chat

- This group is unfiltered for content*
- All traffic should be related to sailing and be of interest to sailors
 - *“I’ve got the wrong user manual for my GPS, does anyone speak French?” - Appropriate*
 - *“Engine maintenance workshop at NCYC next weekend!” - Appropriate*
 - *“I’m raising money for my favourite political party/charity/special interest group” – Not appropriate*
- **Comments to club management should not be made here**
- All feedback and comments to club management should be made by either responding to an announcement (in the Announcements section) or by email to a board member



PORT STEPHENS YACHT CLUB

WhatsApp Community

Announcements

- PSYC Community admin only
- Official club communication channel
- Announcements from club management to members
- Replies from members are only visible to admin (not other members)

PSYC – Management

- Admin: C
- Board members and invitees.

PSYC – Race Committee

- Admin: C, VC
- C, VC, club captain, starters

PSYC – Bar Staff

- Admin: Dave, Margaret
- C, VC, RC and Bar staff

PSYC – Wednesday Racing

- Admin: C, VC (curated)
- Owner/skippers & crew
Wednesday fleet (recommended)
- Who's sailing, relevant issues and results

PSYC – Saturday Racing

- Admin C, VC (curated)
- Owner/skippers & crew
Saturday fleet (recommended)
- Who's sailing and relevant issues

PSYC – Members' Chat

- Admin: C, VC (free chat*)
- All club members (voluntary)
- Sailing related general info, buy and sell, jokes, photos, items of interest

***As this is a public forum, posts should be positive and constructive. No criticism of any club member will be tolerated. In addition, social media etiquette applies and posts that are exclusionary, sexist, racist, abusive, representing personal views outside the context of PSYC or detrimental to the club's standing, and the reputation of its officials and volunteers will be deleted. Any personal views or complaints regarding events, processes or decisions should be forwarded by email to the secretary@psyc.com.au.**