

Webmaster Report (AGM) – Tue, 11 November 2025

OFFWA website – new look:

For those that do not know me, I am the newly appointed webmaster.

Look out for me on the walks in my coloured sequin-band hat.

I was nominated for the **assistant webmaster** position on the day of our Kings Park Sausage Sizzle (9 Sep 2025).

Following my change in position – from assistant webmaster to **^webmaster** – I have been busy pursuing foundational rebuild work on the club's website, with my main aim being that it should:

1. Serve club members from a social aspect.
2. Facilitate the timely dissemination of information to club members from the Committee (e.g., walking calendar, AGM documents, constitution, etc.).
3. And IMPORTANTLY serve as a welcoming introduction to **potential new members** that may wish to join the club, particularly in light of the dwindling membership numbers highlighted in the *Treasurer's report presented today.

**Des Criddle, Treasurer (presented by Di Jeffrey)*

^ re-nomination form completed 13/10/2025 & ratified at the 28 Oct 2025 committee meeting.

“Operation – Roll up – Roll up”

This is what I am calling our campaign to get more people to sign up for committee positions even if they are in a shared-role capacity.

Whatever your skillset, we can find you a position or give you tasks such that nominees do not need to fear about ‘biting off more than they can chew’.

“Operation Blue Badge”

Club members will likely see reference to a ‘new membership’ drive/campaign that I am calling “Operation – Blue-Badge” because of the blue button badges given to new members on their 1st trial walk day(s).

Feedback sort from club members:

I put out a request verbally (and on the website) to **interested members of the club** to have a look at the website and forward any feedback about errors or suggested missing content, etc.

No matter how small glitches look, it is **worth raising** them since they likely bother other people too.

~ I have a ‘No job is too small’ approach, as I hope to build the website into a useful reference point as we aim to improve our membership numbers so we can continue to offer organised walks for anyone in Perth regardless of their physical capacity or limitations. ~

We will be working on some email integration with the website domain

As webmaster I have a public domain email now that advertises our organisation automatically with any email I send.

We will investigate moving other key committees onto this platform if it suits their important workflow.

Storage capacity has been doubled on the club's website

With the committee's approval, this has allowed me to expand the content offered via our website.

I believe this will entice new members to sign up; I want them to be confident to 'give us a go'.

Reminder about downloadable integrated google maps for walk events

The 2025 walks to be published in the new year will include these interactive 'live' GPS Google Maps.

If anyone needs assistance in 'subscribing to the live' digital calendar, please see me for help.

Visits to the website

Numbers are up.

Hopefully this converts into more *membership joining* enquiries.

Unique visitors in Sep 2025 = 2,613

Unique visitors in Oct 2025 = **9,985**

Unique visitors on 1 Nov 2025 = 199 (to date).

While this might have something to do with the warmer weather, I believe that the new content introduced to the website has helped to improve engagement with our club through our website.

The new content includes:

1. Pictures for the walks (thumbnail + Ellen's mud maps)
2. Social function pictures (for the 'fun' element)
3. Useful information that targets and entices potential new members
4. Documentation for our AGM – so that existing club members can easily access important information.

Making it easier for club members to explain to outsiders what a great club we have

In the coming months we (on the committee) – through the website and other means – will seek the assistance of club members to hand out our flyers and direct potential new members to our website.

With plans to improve the advertising of our club to the wider public combined with a supportive and resourceful website, I believe we are moving to a winning combination.

This should make it much easier for our loyal club membership to proudly promote our club – within their own communities – throughout the wide and diverse Perth metropolitan area.

Thank you for your attention.

Annette Althuizen

OFFWA Webmaster

mob: **0421 888 150**

email: **offwawebmaster@over55walkingassociation.org.au**