

The Naked News



November 2009

Waikato Outdoor Society



President: **John W** 07 829 5282
Vice-President: **Bruce** 07 829 5451
Treasurer: **John** 07 855 5917

PO Box 619 Waikato Mail Centre
Hamilton 3240
Phone: 027 631 6883

Website: www.gonatural.co.nz/waikato
Email: waikato.outdoor@gonatural.co.nz

From the Oblong Office.

I came across this quote the other day,
“Clothes are the first lie we tell when we meet people.”
Think about it!

A funny comment that I came across the other day. A good one for barbeque nights ----
On the menu at Naturist clubs, “Nudieburgers, More meat less dressing”



Phoenix Shield.

A small but well skilled group of W.O.S. Members made the trip across to Matata to successfully contest the Phoenix Shield against Bay of Plenty club. Well done those people!

I understand that a good time was had by all, and look forward to hearing more about the adventures and the competition!

I suspect that it might be in order to start practicing now for next years matchup, BOP wont be taking this lying down!

Marketing conference.

I had the privilege of representing our club at a marketing conference in Wellington last month, and it was a most interesting weekend.

First of all just getting there was an adventure, I was towing a 5.2 metre long traditionally built steamboat down to deliver it to a friend, and made it through the Desert Road just before it was closed by what hopefully was the last snowfall of the season. I suspect that it was laid on by the “authorities” just for me with my not very big front wheel drive car. If it was not for the heavy truck that I was following making nice clear tyre tracks I’d have spent the night up there!

Saturday lunchtime at Five Acres, the Wellington clubs grounds was great, warm weather and friendly people, a good lunch provided along with my accommodation for the weekend by the Percy Cousins Trust, (thanks all) and then into it.

The first real shocker was a chart made up from a survey conducted the month before, the survey shows that almost all clubs are losing membership. Losses that will see some clubs reduced below a level where they are able to stay “alive”. Some clubs show a catastrophic fall in membership, one going from 100 to 14 over the past few years.

The consensus is that this is not unique to the Naturist movement, clubs in all fields of endeavor are suffering from what seems to be a major cultural shift in how we live and work, but in order to continue we as a community need to find a way to survive in this environment.

W.O.S. is among a very small group that have an increasing membership, and it is a very small group. Hence the series of Seminars on marketing our lifestyle and club facilities, this one being the third so far and the first that I’ve attended.

We had an excellent Master of Ceremonies in Gerald Delany who is a professional business advisor with a management consultancy company, and his co presenter Natalia Valentino, fundraising officer for the Arthritis Foundation.

The discussion was wide ranging, hugely interesting and showed up some real issues, and turned up some real possibilities.

Some issues that arose during the seminar.

* Kevin Sampson from Katikati Naturist Park was there, and made a very valuable contribution to the debate both from his point of view as a commercial operator and from his other position as NZNF. We owe him a vote of thanks for that.

* Many clubs have issues with the NZNF, find the levies hard to justify and don't see value for money from their contributions. The executive feels that poor communication on their part is to blame for this and we can expect to have much more information as to what they are doing on our behalf.

* Many clubs find that a significant proportion of their membership are unhappy with the thought of clubs actively advertising or otherwise promoting their existence.

* Clubs manage their entry criteria very differently, WOS being more flexible than most which is seen as part of the reason for our clubs better position.

* There was much discussion about a more commercial approach, the example of Katikati Naturist Park showing that Naturism is popular even if the traditional club structure is not. The question that arises is how can we as member owned clubs use some of the lessons that we can learn from the two major commercial operators.

* Advertising. Where, what media, how to structure an ad, how often to advertise and so on. NZNF Communications officer Glenne Findon spoke at length about this, and while mainstream media advertising is an expensive exercise there are opportunities out there to publicise our lifestyle.

Our new website is a big step in the right direction, thanks to Bruce and John B.

* Membership structures and management. How to convert enquiries into subscriptions, how to retain members, the need to follow up past members or lapsed members was discussed.

I get the impression that WOS does this better than most, although there are points which we could do better. Our membership retention is good, our conversion rate on enquiries much better than most and we are looking at why this is so we can continue in the same vein.

* Rack cards, we have 500 of these and will over stamp them with WOS contact details and distribute them to Information centres.

* Club direction. Much the same issues are facing all clubs, and a few, WOS included, are in a position to do something about these.

The questions are, what are we offering prospective members? What can we offer? As a movement, and as a club. Not only membership, but social and the club grounds as well. We've just completed our 10 year plan, and are looking at what the next ten year plan might contain. I'd like anyone with views on this to seek out a committee member and make your views known as there will be some discussion on this in the near future.

I have, for those interested a report by Glenne Findon and can forward that to anyone interested. If you'd like a copy please email me at jwboatdesigns.co.nz

I have been tasked with setting up an on line internet discussion group for NZNF delegates to use to debate the marketing issues, that's done, up and running.

The Wednesday night barbies are running, Barry and Barbara are our naked chefs this week, don't forget!

Thanks to John D for four big trailer loads of firewood for the spa pool. It might have a lot of nails in it but its dead dry and burns really hot.

That's it from the Oblong office for this month, don't let the prospect of Christmas coming up stress you, and I'm looking forward to seeing more of you in the pool

John Welsford

President. Waikato Outdoor Society.



Next Event

On Saturday 5th December we will be holding our Christmas Dinner

The price will be \$10.00 per person. The dinner will start with Happy Hour at 4.44pm with dinner around 6.30pm.

The weekly BBQ's are going well and it would be lovely to see you. A roster has been drawn up and the last hosted BBQ for the year will be on the 16th December. Between 23rd December and the 12th January whoever is on the grounds can host or use the BBQ. The roster will begin again on 13th January 2010 with Gail as your hostess with the mostest.

September Committee Bullet Points.



- Apologies from Heather who is unwell.
- Date to be set in March for a 'Future direction for WOS' think-tank. Key folk involved in promoting naturism to be invited.
- Hedge cut will need to wait until 2010.
- Mini-rally applications on-line and have been sent to club secretaries.
- Constitution and By-laws accessible on-line for folk on email. Hard copies to committee & snail-mail folk. Many thanks Christine for this very time consuming task.
- Cabling, water pipe etc to back shed to go ahead asap.
- Charity funding applications for the kitchen upgrade. Thanks Graeme for pricing this out.
- Quote of \$13000 plus GST for pool solar heating. A future initiative.
- Worm farm - shifted & problems sorted by mid-January or to be removed.
- Xmas parade – awaiting council confirmation re float entry.
- 2010 calendar compiled at December meeting.
- Muddy River Xmas with Nudvan cancelled because Heather is unwell.
- Committee Meetings 2010 to be held on Fri nights @ 7:00pm.
- Bowers' paving around caravan approved.
- Matting at end of paving along back wall to be removed.
- Jenny & Chris and Julian accepted as provisional members.
- Membership = 77 plus new members.

Next Committee Meeting

Sunday December 6th at 1.30pm

All Members are welcome to attend

Get Well Soon

Our thoughts are with you Heather and we hope you will be up and about and feeling much better soon.

WOS Events for 2009

November 13,14,15. Phoenix Shield at BOP

December 5, Xmas Dinner
6 Committee meeting

October/November Birthdays



Best wishes to:

Alan C, Lynn C, Linnelle, Dianne W,
Richard, Sarina, Heather, Tom, Anne,
Barry D, Pam, Christopher C.

Welcome to our New Members

Christopher, Jennifer, Lauchlan & Sarah C
Julian L.

Congratulations

I have just been told that WOS has retained the Phoenix Shield from BOP.

Good work team and I understand that you all had a great time.

Around the Clubs

Check updates on

www.gonatural.co.nz/whatson_nz.html

Hibiscus –29 August (Last Saturday in month
6-12pm

Hot nude swim at Parakai Palm Springs. \$10
Adults, \$5 for children.

BOP

14-15 November Phoenix Shield against
WOS.

South Canterbury Club

New Year Campout

Tuesday January 5th to Sunday January 10th
2010

Nudvan

Friday 27 - Sunday 29 November

Christmas Party 28th November 28th

Change of venue to

Auckland Outdoor Nurtist Club.

Please bring a Salad or dessert. Wear a
wacky wig or hilarious hat. Bring a suitable
item wrapped in Christmas paper for the lucky
dip.

Pineglades Nurtist Club

Registrations are now open for you to attend
this rally. Registration forms are available at
the club or online at

www.gonatural.co.nz/pineglades



Cycle the Otago Central Rail Trail – Naturally January 4th – 10th 2010

Join us for a week long adventure along the Otago
Central Rail Trail – naturally.

Self-contained accommodation (campervan) preferred
Or tent or book your own.

For more information on the rail trail go to

www.otagorailtrail.co.nz

or for more detail information and itinerary contact
Glenn:

info@gonatural.co.nz or phone 027 4353515

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You are Invited

As a Member of WOS Inc.

**To visit us here at "Lake Downs" in the
Manawatu**

Travelling South - do drop in - we would love to
see you

Day visit or stay overnight.

Stay 2 nights and a 3rd will be FREE

Bach and Caravan for hire

(Book in advance and plenty of powered sites
available

Please contact Trish & Colin at 0273 904428 or
email at pro@mannatclub.com

372 Lake Road, Oroua Downs (off Highway 1,
on right before Himatangi Beach turnoff

www.manawatu@gonatural.com