



Information Officer Report – 2020-2021

Peter Lesty

AU Sport Website

The AU Sport website was used throughout the year for event and other types of payments. This was mostly a success, barring the outstanding issues with membership and renewal. All payments, with few exceptions, should now go through AU Sport, as it allows us all to ensure membership is current and to reconcile where funds are coming from.

Many chats have been had with AU Sport in order to address the shortcomings of their registration system. All committee members can empathise with how much of a pain it is to deal with memberships.

We have considered possibly looking to other systems due to this issue, but have not proceeded down this path, mainly due to the maintenance overhead of managing our own system, and have continued to request changes and fixes to the AU Sport website.

AUSC Website

Not many changes were made to the AUSC website since the last AGM, with the main adjustments relating to the ever changing covid landscape. We have planned to include some more content to boost our search engine rankings and ensure our web presence is well known, but are currently ranking first in a search for “adelaide scuba club” on google.

We saw some great increase in visitors over the holiday period, with it tapering off in the new year. Some issues related to hosting did cause a dent in these numbers, and the host has become slower response times. Some investigation may be needed to adjust the hosting service.

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Aug 2020	1,308	2,575	36,626	45,333	11.94 GB
Sep 2020	1,592	3,060	41,853	45,841	17.07 GB
Oct 2020	1,915	4,045	41,834	44,284	16.52 GB
Nov 2020	1,448	2,844	23,483	26,818	12.64 GB
Dec 2020	2,167	5,385	64,955	67,274	9.24 GB
Jan 2021	1,095	1,876	8,098	11,610	19.29 GB
Feb 2021	602	1,040	2,997	6,222	17.56 GB

Facebook

The facebook group has grown to roughly 1700 members since last count, with a lot of the dives and trips organised through this page. It has also been pivotal in providing information to members around changes of covid directives as they evolved.

The facebook public page has grown to roughly 300 likes, and has been quite active as a way to message the committee, with new members seeking information or coordinating trip activity.