

I WAS appointed as Editor of the Club's magazine RSAYS Newsletter early in 1982 following the retirement of our former Editor, Blythe Lindsay. I retired as Editor in 1992 due to a close family member's illness. During my time as Editor I was also a regular racing crew member of *Renegade* owned by Bob Francis.

At the time of my appointment, the magazine was a relatively inexpensive publication (blue on white cover) gratefully printed by one of our Club members, Jim Green.

In December 1987, I was able to make some significant changes whilst maintaining the same basic production style with the support of our Commodore at the time, Allan Swinstead. This included a name change, historic photos on the cover (mostly from the Squadron's collection), and more articles and photos inside. Also at this time we included the State Parliamentary Library, the State Library and the National Library on our distribution list.

As the publication costs increased, there were moves to reduce the frequency of publication to three times a year. However, I asked for approval to increase the amount of paid advertising to cover these additional costs. With Allan Swinstead and Vice Commodore Merv Butterfield's support, approval was given, but I was well aware that at that time advertising was not universally supported by all members.

The amount of material available for publication continued to grow with good support from our members, and I always had more articles than I was able to publish. However, I tried to maintain a balance of racing, cruising, technical articles, and humour. Whenever possible I attempted to include members' names and photos where appropriate, to personalise the magazine. I also wrote many articles under non de plumes. I am also pleased to say that I only ever received one written complaint from a senior member about my 'flippant editorial comment'.

Finally I was pleased to be able to hand over to Dr Peter Last who had been a good supporter of the magazine during my time.

I have been fortunate to be able to continue reading the Club's magazine on a regular basis in its latest format. I congratulate the editorial staff on the quality of your publications and I always look forward to borrowing a current member's copy of each edition.

AFTER my election to membership of the Squadron in 1963, I received intermittent notices to members from Jim Henry, the Secretary-Manager, typed by Jean Cousins. They were the only full-time staff in the Clubrooms in the basement of the T&G building, on the corner of King William and Grenfell Streets, and which were closed in 1968. The Outer Harbor premises were the domain of Jack Carlstrom, who lived in a small cottage beside the Club shed. He was David Borg's grandfather.

Then came the RSAYS Newsletter, an unpretentious publication produced by what was called roneo-ing. It was printed on cheap paper in a seriffed font that looked like Bookman and it did not accept illustrations or advertisements. RSAYS Newsletter was a work of love by Jim and Pat Green, who raced a small vessel in the third division. Members could contribute, and I recall a piece I wrote on the anchorages of Thistle Island. I don't know when it started, but by 1987 the last issue was No 111.

In December 1987 came the first issue of *Squadron Quarterly* (SQ), B3 format, properly printed on glossy paper, illustrated (in black-and-white), and controversially with advertisements. Old members felt that they were not appropriate for a Royal club. One of the longest standing loyal advertisers was David Binks.

The new editor was Dave Hurford and, like the Greens, he did everything, including drafting all the advertisements. I was one of many members to enjoy a medium for material I wanted to write. Ever since then SQ has maintained that function.

In 1992 Dave Hurford was unexpectedly confronted with a serious family health situation and he was obliged to relinquish forthwith all but inescapable outside activities. Commodore Tim Williams asked

me to promptly bring out the December issue, for which there wasn't enough copy. Hastily I wrote a potboiler on Flinders' allusions to Lincolnshire, and no issue before or since has had so many blank white patches.

I continued the tradition I inherited of doing everything myself, other than advertisements, until after 13 years I relinquished the post to a collective. They moved to A4 format and reduced the amount of text to accommodate more illustrations and to fit in with page layouts. The result is a pleasing publication, containing a huge amount of interest as it has developed its own style.

Squadron Quarterly is the formal publication whereby the Squadron officers and committees communicate four times a year with the members. It is the major but, of course, not the only Club Circular defined in Clause 21 of the Constitution. That is the dominant priority.

SQ is also the medium for publication of contributions by members. Thereby it is a significant historical record, both of what is happening now (for we are all living history), and of what took place in the past.

The hand-written minutes of the first meeting of the *South Australian Yacht Club*, dated 5 November 1869, lie in the Mortlock Library. David Borg and I have transcribed these and



David Hurford

Unfortunately I do not have a suitable photo for you. However these days on the few occasions that I visit the Squadron, my appearance has aged to the extent that very few recognise me without introduction.



Peter Last

successive minutes to the 1940s, so we have recorded every new member elected until then. We have no such record of vessels. In 1968 there was an act of crass historical vandalism. Everything not current went into a massive bonfire, so we have only a few sketchy records that escaped the conflagration.

The Squadron, for a remarkably long time, retained Word1 for correspondence when the rest of us were up to Word7. In 1990 the back-ups were held on the original 2kB large floppy disks. Today, how could I read them? Where will The Cloud be in ten years, let alone 150?

These days electronic communications have complemented, but not replaced, hard copy. In my view SQ should be maintained in its present form indefinitely, not least as an indispensable historical archive.

UNTIL recently two different international boating magazines have come into our home – one digital and one hard copy by post. We have now cancelled the digital magazine. However riveting the stories, we never quite got around to reading them. The hard copy, however, is opened and then read with great anticipation, cover to cover over a couple of weeks. It sits on the dining table, migrates to the bedside and several copies always cruise with us. It is enjoyed thoroughly.

When the SQ arrives it replicates the latter, being opened with expectation and affection. To publish digital-only is a great temptation in all spheres, for at budget time just one tap of the delete button can save thousands of dollars. But the value to readers, sponsors and advertisers, writers and photographers of SQ in hard copy may be far beyond those costs.

I believe the Squadron has three standout images: the plain, elegant entry highlighted by an immaculate, high quality, stand-out logo; the wonderful Clubhouse, welcoming and contemporary, but absolutely unique and timeless; and the *Squadron Quarterly*, a quality magazine full of meaty stories, easily

the match of any yachting publication in the land. These images have developed over time, and have required investment and much work by members.

But there is no doubt that the greatest role of our hard copy SQ is that of a community builder. We learn about each other, we dream of emulating others' sailing achievements, we learn what our Club is and who our members are. We learn about seamanship and enjoy fellowship. A digital-only version would undoubtedly reduce readership. And without the 'real' magazine, the Squadron could lose its face. Apparently Management Committee is considering the idea of SQ being digital-only

DURING my time with the *Squadron Quarterly*, electronic publishing was becoming less complex. Obtaining interesting photos of good quality became the norm as cameras gave higher resolution and became easier for contributors to use. We used this technology to build on the progress made by Di Moncrieff which helped to make the SQ a more vibrant visual experience, while maintaining a varied and interesting written content. Regular contributors such as Wayne Knill, Barry Allison and Sally Metzger helped ensure a diverse range of content. Malcolm Dayman and Gill Hogarth were invaluable in proof reading and in the production of the magazine. Not to mention Peter Last!

- Regarding the continuity of the SQ in printed format, there is no doubt in my mind that the hard format is preferable. This issue has been raised before and members were surveyed for their opinions, which were overwhelmingly in favour of the hard format. Their reasons:
- SQ provided, and continues to provide, the best and most accessible record of Club history and activity in social, racing and cruising.
 - Can withstand a splash of salt water!
 - Is a better vehicle for selling advertising (still under-utilised in this area)
 - It is nice to hand on to mates, prospective members and advertisers.
 - If it ain't broke, don't fix it!

WITH a background in media and a tertiary education in copywriting, marketing and journalism, I have been pleased to be able to contribute to the SQ team since I was invited by Di Moncrieff (then Sullivan) in 1994. During this time the magazine was converted to full colour, as the cost wasn't as prohibitive as we'd expected. We also started to produce our stories by computer, which sped up the process considerably. I remained on the team when Colin Doudy took over and, although my presence was off-and-on with travel and family life, I have remained on the SQ team until the present day. I took on the Editor's role for the June 2013 edition, and have been 'at it' ever since. What you are reading is my 24th edition.

I have gathered a strong, enthusiastic team of volunteers around me who have their fingers on the pulse of the Club. They suggest stories, gather reports, take photos, write articles and act as GPS proofreaders (as in Grammar, Punctuation and Spelling). We currently have 14 members in our team, with Fay Duncan helping to hold it all together so Roger Oaten, our very patient Production Coordinator, can get the magazine out on time. I couldn't do it without all their support. *See the SQ team members listed on Page 2.

The current SQ team strongly believes that the magazine should continue in its printed form, both now and in the future, with the digital version available on the RSAYS website for those who wish to read the electronic format. The current 'push' to save money by discontinuing the printed magazine as we know it is regarded as short-sighted, as the hard copy is read at people's leisure, whether on land or sea. It has great retention value, and has documented the evolution of the Squadron over the past 60 or so years. It also serves



Di Moncrieff

– and it is right and proper that it budgets wisely. But I do hope the conclusion will be that no delete button will be pressed on SQ hard copy. It's simply too much to lose.



Colin Doudy

I hope those making the decision about the future of the *Squadron Quarterly* note that book sales are now in resurgence. Remember the digital watch? You hardly see one now!



Sally Metzger

as an important part of the Squadron's marketing mix, a role that has been greatly underestimated until now.