



Caro Ryan

lotsafreshair.com

youtube.com/lotsafreshair

@lotsafreshair

Member of:


- ❖ Bushwalkers Wilderness Rescue Squad
- ❖ Sydney Bush Walkers Club
- ❖ NPA

Issues Facing Bushwalking Clubs

Are clubs relevant?




Isabel Yersin Perhaps that fact that many people that come to Australia would not necessarily think of joining a club to bushwalk - how hard can it be? Where we come from you don't join a club for hiking! Etc...

Unlike · Reply ·  2 · 22 hrs



Nathan Rogers I agree with this. I love walking on myself- why do I need a club? 

Unlike · Reply ·  1 · 21 hrs



Great Walks Magazine membership from the next generation.

Unlike · Reply ·  1 · 19 hrs



Tony Holgate Finally, it doesn't matter whether you lead walks, a club or Bushwalking NSW, one of the jobs of a leader is encouraging a generation of others to replace the current generation of leaders.

Unlike · Reply ·  1 · 1 hr · Edited



Lucinda Doughty My club is struggling with getting members to step up to be leaders. I think that will continue to be an issue.

Unlike · Reply ·  2 · 21 hrs



Scott Kaderle Unfortunately that's usually the way in clubs, a small group of people do all the work

Unlike · Reply ·  1 · 18 hrs



Heather Boyd I'm in WA and have tried a couple of times to join a bushwalking club here, but they won't let me actually join until I've completed an introductory walk to prove I'm fit enough to join their actual walks - but because of my work roster, I can never actually get to their scheduled introductory walks. I don't know if it's the same elsewhere, but that's been the biggest issue for me.

Unlike · Reply ·  1 · 15 hrs



Sydney Bush Walkers Club 2015

- 833 Members (Female 387, Male 446)
- 250 Prospective Members
- 25% Conversion to full member = static membership

- Median Age 51
- Male 55
- Female 46

- 20s 61
- 30s 135
- 40s 147
- 50s 172
- 60s 112
- 70s 46
- 80s 6
- ?

154

Tiggers Email List
266

How Active Are Members?

Walks/yr	%	Comment
12+	11%	> 1 walk per month
8-11 quarter	6%	2 walks per
4-7 quarter	14%	1 walk per
1-3 per quarter	36%	< 1 walk
0 zilch!	33%	Nada, null,

Leaders & Activities

- 75 leaders
- 451 walks to date in 2015.
- Top 12 leaders led 50% of the walks.

Year:	2000	2004	2011
Active members	440	388	444
Non-active members	32	32	58
Honorary Active	15	15	32
Prospective Members	148	212	351
Total members	635	647	875
Prospective members converting to full membership	18 = 12%	12 = 5%	49 = 14%

2009



SYDNEY BUSH WALKERS

Image: Caro Ryan

[Home](#) [About Us](#) [What we do](#) [How to join](#) [Galleries](#) [Resources](#) [Member's Area](#) [Contact Us](#) [Member Login](#)

Welcome to the Sydney Bush Walkers

We are a community of around 800 men and women of diverse backgrounds, bonded by a desire for outdoor adventure in wonderful natural areas of Sydney, Australia and beyond.

- [Experience camping on a wild pristine river](#)
- [Watch the sunrise from a dramatic escarpment](#)
- [Chat around the dying embers of a camp fire](#)
- [Feel the personal satisfaction of climbing a high peak](#)
- [Gaze over untracked Australian wilderness](#)
- [Abseil through a canyon](#)
- [Kayak down scenic rivers](#)
- [Bush walk through local Sydney bushland](#)
- [Or adventure off-track through National Park terrain](#)

And more...

News

New Members Information Night

[New Members Information Nights](#) are held every month at 16 Fitzroy Street Kirribilli, 8 - 9 pm on the second Wednesday of each month, except for January when it is the third Wednesday.

August 2015 - Spring Program released!

The Spring Program for 2015 is now out and has been emailed to members. Check it out for lots of great walks around Sydney and beyond. If you haven't got your copy, it can be downloaded from the [Member's Area](#) of the website. You'll need to login to

What did we do?

- Professionally produced (Design, UX/Navigation, SEO)
- Brand
- Images (like attracts like)
- Emotive copy - experience based
- Consistent
- Facebook Page (795 likes as at today)
- Niches : Tiggers, Women
- Made it easier to join - Centennial Park Training
- Leaders Pathway

2015



This is a bad website

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- Abseil down a dramatic escarpment
- Participate in the pleasures of a camp fire
- Find the personal satisfaction of climbing a high peak
- Gaze over untracked Australian wilderness
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Once upon a time...





Carne?

Si, carne.

Carne?

Si, carne.

Si, carne. :-)

Carne?

Cojones?





CAPTAIN
SENTINEL OF LIBERTY
BERZ

0:01 / 23:30

Overnight/2 Day Backpacking/
Take?)

LIBERTY
OR DEATH



ing/Hiking Load (What to



Overnight/2 Day Backpacking/Hiking Load (What to
Take?)



lotsafreshair

Bushwalking & Hiking Tips from an Unexpected Outdoors Chick

Visit lotsafreshair.com for loads more tips n' tricks!



lotsafreshair

EDIT PROFILE

Caro Ryan Blogger Vlogger | Producer | Unexpected Outdoors Chick | Bushwalkers Wilderness Rescue Squad | Macpac & CARE Australia Ambassador | pale ale fancier. lotsafreshair.com

844 posts 820 followers 579 following

Lotsafreshair

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Lotsafreshair - How To Hiking Videos - Season 2 Trailer

18,927 views 1 year ago
A sneak peek at what's on offer in Series 2 of the Lotsafreshair How To Hiking series. From How To Pack for day hikes, Treating Drinking Water, How to Adjust a backpack and even dealing with Periods on hikes, Series 2 is created to encourage people (especially women) to get out into the great outdoors and pursue a life of adventure.
<http://lotsafreshair.com>



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Bushwalking and Hiking Tips from an Unexpected Outdoors Chick.

HOW TO | OUTDOOR FOOD | HIKING ADVENTURES | BUSHCRAFT | CHITTY CHAT | REVIEWS | HIKING FITNESS | HIKING HEALTH | LOCAL KNOWLEDGE

The Unexpected Outdoors Chick

Jamison Valley, Blue Mts NP



Kangaroo Island - 3 Days Hiking - Part 1
399 views • 1 week ago



LotsaScope - Jumping into Periscope
320 views • 3 weeks ago



Top 3 Family Friendly things to do in National Parks of the
630 views • 1 month ago



Pat's Backcountry Beer Road Test
878 views • 2 months ago



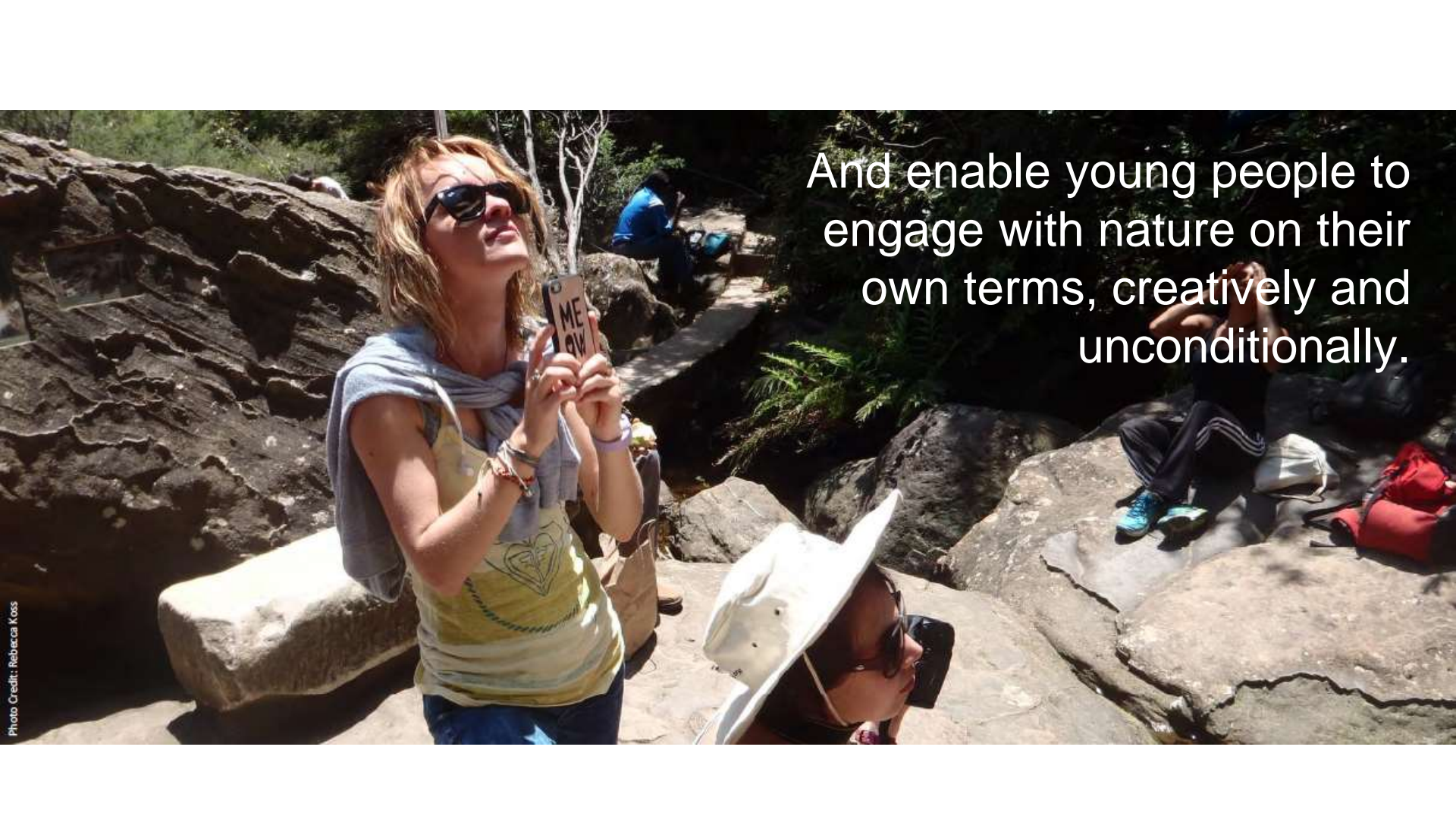
Rab Womens Neo Rain Jacket - Gear Road Test
777 views • 3 months ago



Rab Womens Neo Jacket - Gear Road Test
354 views • 3 months ago

2014 World Parks Congress
*Solutions for Inspiring a
New Generation*

1. Find & share the
fun in nature

A photograph of a woman with blonde hair and sunglasses, wearing a yellow tank top and a grey scarf, holding a smartphone to take a picture of a rocky landscape. In the foreground, the back of a person wearing a white hat and sunglasses is visible. The background shows a rocky path and other people in a natural setting.

And enable young people to
engage with nature on their
own terms, creatively and
unconditionally.

2. We must bring Children into nature at an early age.



3. We must embrace technology as a means to connect young people and nature.





2015



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This is a bad website



ourcamplife

FOLLOW

8,037 likes

7h

ourcamplife In the end, it's all about experiencing and sharing those special moments that only mother nature can provide. Big thanks to [@ourcamplife](#) for letting me share some of my favorite images on their amazing feed this past weekend. I hope you enjoyed them! Feel free to follow along my adventures at [@scott_kranz](#) and [www.scott-kranz.com](#). Cheers!

Photo by: [@scott_kranz](#)

Location: Mt. Rainier, WA State

[#ourcamplife](#) [#scottkranztakeover](#)

[view all 93 comments](#)

[loren_dickey](#) [@carolinecash](#)

[femkevandersmissen](#) 🍷

[christinecyoo](#) [@jparkk1447](#) mount rainier!

[camaxtil_foto](#) [@keepcalm_drinkcoffee](#)
goodnight



Add a comment...





beauramsey

Wolf Peak, Wa

FOLLOW

2,094 likes

9h

beauramsey Descending the spicy summit of Wolf Peak last night, I had to stop for a minute to enjoy the last bit of remaining sun... I will always crave these simple moments of solitude.

[view all 96 comments](#)

canvivi64 Wahou 😊 ce brouillard on a envie de se jeter dedans.. [@jannejacques](#)

jannejacques ?? Lolo [@canvivi64](#)

canvivi64 Oh pardon. Vraiment désolée c'était lol.. 😊 [@jannejacques](#)

jannejacques Je m'en doutais un peu..

jannejacques [@canvivi64](#)

canvivi64 Quelle honte.. [@jannejacques](#)

jannejacques ?? A ce point!! [@canvivi64](#)

canvivi64 Non . Mais bon.. [@jannejacques](#)

toni_haaker11 While you're in Washington [@jakethehaak](#)



Add a comment...





rawcalifornia

FOLLOW

2,024 likes

11h

rawcalifornia 📷: @timkemple

|| We hope you all were able to find a little "forest" time this weekend... Happy Monday! ||

Location: #jeddidahsmithstatepark
#RawCalifornia

view all 25 comments

mwindle_04 @_jakeruff

the_winged_ling @almostwonderwoman
yes please.

homosapiens @frenchtoasted

__hean @rory__john looks familiar

rory__john Sure does! @__hean maybe we should tag him in it haha

rory__john @__hean we definitely got our forest time!

jayyyz24 @imcc86

abedlsantos5 Let's go?? @delosivan



Add a comment...





san_rey
Yosemite National ...

FOLLOW

loloocat_, officialrokpak and paulrobinson87 like this

3m

san_rey The ecstasy that Yosemite brings!
#thatwowmoment #yosemite
#yosemitevalley #roadtrip #hiking
#welcometocalifornia #naturesplendor



Add a comment...





wonderful_earthlife

FOLLOW

4,546 likes

8h

wonderful_earthlife Photo by

@moonmountainman

📍 Location : Gothic Peak ,WA |

#Wonderful_EarthLife

view all 55 comments

mattyrandrup @petiteloudy more blankies?

hamed.ht @hossein59.nasiri

earth_deluxe 😍😍

petiteloudy @mattyrandrup 5 blankies should do 🤔😍😍

resulceliikk Awesome :)))

mrlaw86 @kaymaek

akk_mohamed @precious_maya prête pour l'aventure

i_am_laura_to_you @tater_aj11

cristinapalomar @carlossalidokelly

blackwyvere @sushma.roy

...
...
...



Add a comment...

...



everchanginghoriz...

Hanging Lake, Col...

FOLLOW

5,136 likes

8h

everchanginghorizon This morning, I watched the light fade into my first official day back on the road. From the comforts of my own hammock 😊 #noedit

Later Colorado 🍷 🍷 #AlaskaBound

[view all 243 comments](#)

followaflorist Wow what a view!

lolo_ts @mrcordone

fuhrantay @goheim omg here plzzzz

jesus.soccer.life Alaska! How long are you planning to be out? :))))

@everchanginghorizon

nicoleannesteele @berty__c

@ronny__bass @brendancarti

shen_d_poor_traveler Stunning!

theakim And you went without me

@thisstrangeevolution

iamesutter @itsage ahh I miss the road ____



Add a comment...





yuliaoby
Wentworth Falls

FOLLOW

287 likes

2w

yuliaoby Mountains adventure begins - Blue ones today and probably the most beautiful walk I have ever done there 🙌
#bluemountain #thenationalpass
#bushwalking #beautiful #openmyworld

sevem13 Красота! Представляю какой там воздух!

favourite_aussie Вот это горы...захватывающий вид 😍

tatianabalagur Вот это вид! 👍

malva__landa Поднимались по Гигантской лестнице? ;)

yuliaoby @sevem13 очень чистый, еще зима и водопадов там много, само удовольствие 🙌

yuliaoby @favourite_aussie очень, фото не передает этой красоты 😍

yuliaoby @tatianabalagur а ты там ведь тоже была?)



Add a comment...





yuliaoby

FOLLOW

228 likes

6d

yuliaoby I can only imagine what this waterfall looks like after rain 🌧️🌧️🌧️

mari_dimari Ох как же красиво!!! 🙏🙏🙏🙏🙏

nadiaandchristian @yuliaoby какой малыш у тебя высокий 👍😄 лапочка!

yuliaoby @madiamchristian спасибо 😊🙏



Add a comment...





“Bushwalkers
have great stories to tell.
Let’s tell them in a
language people understand
and in a way that inspires them.”



Do you have
the cojones?