

Airwaves December 2018 - Changing Our Name



Hi << Test First Name >>

Welcome to part two of a special edition of Airwaves

[Changing Our Name](#)

We require your help to evolve our sport

In this month's previous edition of AirWaves, you would have read about the

HGFA giving members the opportunity to help choose a name that best reflects the excitement, adventure and freedom of our sport and takes our members soaring into the future.

Styles of names for organisations

In order to develop a new name, it is vital that the name is inclusive to all members, helps by firmly positioning our sport for the future and conveys the adventure and thrill that our sport provides. Some of the principles for choosing a name for any organisation include:

1. Says what it is. Developing an organisation name that clearly conveys what the company does makes it easier to build awareness of the brand. An example is: “Civil Aviation Safety Authority.”
2. Search engine optimised. Using a phrase that people use to search for can help build the online awareness of a brand faster. An example is: as “Gold Coast Sky Diving”.
3. Emotionally engaging. Emotionally engaging names like Red Bull can create a strong position connection with a brand – increasing brand trust and brand preference.

Draft names

Thanks to the feedback from our members, over 30 draft names were submitted by the State and Regional Associations. Through careful consideration, names were shortlisted by the executive by selecting the most relevant name from similar suggestions. We also dropped names that were not available because an ASIC search suggested they were taken, were too similar to existing sporting organisations, were not inclusive of all pilots, or where the proposed name was unlikely to receive sufficient support from members. If you feel strongly about one of the names removed from the list, you can add it back in in the survey available below. **Please note, the word “limited” is required to be added at the end of the name to reflect to the CLG legal structure.**

Draft ideas for the names are below

1. **Hang Gliding Federation of Australia Limited** - many members support retaining our current name and brand.

2. **Hang Gliding and Paragliding Australia Limited** - many members feel the name should reflect 90% of our pilots.
3. **Sports Aviation Federation of Australia Limited** - the 'Sports' term is inclusive of all current and likely future disciplines
4. **Adventure Airsports Australia Limited** - it envisages an exciting future for our sport.
5. **Soaring Australia Limited** - it describes the joy of flight that we aspire to.
6. **Pure Flight Australia Limited** – it reinforces that our sport offers flight in its purest form.

Reminder: How to evaluate the new organisation name

We want our members to be leading us into the future with a new name and ensure it is both inclusive of all pilots and conveys the thrill and adventure of our sport, positioning us strongly for the future.

When deciding on a name, ask yourself the following three questions and then provide us with your feedback (via the survey)

- Inclusive: Does the name represent all of the types of gliders / powered, non-powered in our hobby/sport?
- Adventure: Does the name convey the excitement, adventure and freedom of our sport?
- Sustainable: Will the name grow with our support and support the future of our sport?

In the survey you will also have the opportunity to provide the executive with new names for consideration.

Take Survey Now

The executive will review your feedback selected the most popular name in

The Executive will review your feedback selected the most popular name in early 2019. In February, members will be asked to vote for a Special Resolution to evolve to a Company Limited by Guarantee with the most popular name.

Thank you for playing your part in helping to evolve our sport into the future for all members.

Until next time, safe, fun flying

- Paul Green, President, HGFA

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Keilor East, VIC 3033
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