



Archery NZ

## NZ Archer Report: 2012/2013

Over the past year the magazine has gone from strength to strength. The articles that have come through my email have really set the bar in quality. There were so many this year that were fun, informative and a great resource for all our archers.

Subscriptions are up overall, we now have a distribution of 170. I still want to see more getting the magazine – so keep telling your archers they should subscribe! The Facebook page has a following of 130, which is a massive increase from the 50 or so that it started with at the beginning of the year.

A huge thank you to Gina Goad, my silent hero, who has been helping with the layouts of the magazine throughout the year and is responsible for the clean, professional, slick look-and-feel that makes the magazine look as awesome as it does. She's a huge part of what I do and without her our magazine would not look quite so amazing.

I would also like to thank my regular contributors – without whom there would be no content. From updates of tournaments, photographs aplenty to choose from, Board updates and regular article writers about topics as various as setting up your own range at home and , the magazine content has been very, very easy to fill, which I truly appreciate, and allows me to concentrate on editing, rather than filling in the gaps.

I have had a lot of questions and feedback this year about an online version of the magazine, and so have spent a lot of time this year researching ways to go about this. The original proposal was given to the Board in July to positive response, and so now we ask you to consider the option of having an online version available to those who are interested.

As more and more archers find their information online, and printing and postage gets more expensive, it makes sense to move towards a medium that is accessible and progressive (and cheaper). I am proposing that we start the move towards an online magazine in order to reduce postage and printing costs. Please read the attached report so we can discuss at the AGM.

I believe having the magazine online would be the ultimate way to enable more archers in NZ to subscribe, share news and experiences and photographs, as well as receive their magazine on time without delays of postage.

Finally, many thanks to you, my readers, for picking it up in the first place.

Cheers

Caro

Editor



**Archery NZ**

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