

Editor's Report 2011

When I took this job last year at the Nationals, I started with a stack of CDs and a template to work with. I've begged and pleaded for articles, I've demanded answers, and I've scraped together photographs and information for the sake of a good story. I made deadlines even when I didn't think it would be possible!

The good stuff:

- More people subscribe to the Archer than the year before, and the numbers are growing
- The content is getting broader – it's more about archery in New Zealand than just Archery NZ, and I'm getting really positive feedback on the articles
- More field and traditional archers are getting involved than ever before
- The Archer is available for sale in some archery stores around New Zealand, with more interested as we speak.
- The new branding and layout is really exciting and easy to work with and read!
- More people are submitting articles and interviews

The not so good stuff:

- The printing company, NZ Printing Company in Hamilton, are not very consistent with the quality of printing. I am looking at alternative printers for the new year to see if we can get better quality magazines
- Not all of the clubs in NZ get the Archer as a club subscription – we need to see more clubs getting a copy sent to their clubhouse so all can read it
- The new website still doesn't have a section on it for the Archer magazine, but this is in the works

Throughout this year we've seen articles on old masters of our sport, historical specials on clubs, showcases on new archers, interviews with our top international representatives and some truly exciting news from our clubs, proving that archery is alive, well, and kicking its way into the future in this country.

A big thank you to everyone who sends through their tournament write-ups, their results, and their photographs. Without you my job would be a great deal harder.

Next year I hope to see more progress, more articles, more content and perhaps a colour magazine?

We can only get better.

Caro