



Archery NZ

NZ Archer Report: 2011/2012

Over the past year I've seen some really wonderful changes and I hope to stay on to make more. Some may remember my battles last year with the printer? This year with a change of client manager, our relationship with the printer has gone from strength to strength. The quality of printing has, as many of you have seen, really improved with their new printing machine.

A huge thank you to Gina Higham, my silent hero, who has been helping with the layout of the magazine throughout the year and is responsible for the clean, professional, slick look-and-feel that has really made the magazine "pop". I think we can all agree it truly looks the part of a magazine.

A big thank you also to 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 coaching and bow setup, 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.

We now have a distribution of 150, which is up from 130 last year. I still want to see more getting the magazine – so keep telling your archers they should subscribe!

The separate NZ Archer subscription form, which was in trial mode this year, has proved popular, with archers giving the feedback that they like the flexibility. If they can't subscribe at the time of fee renewal (which I appreciate that most people still do!) then archers have been able to pick up a form, pay their subscription and felt confident that they will get their magazine for a year.

We sold out of issue 508 (Jan/Feb), 510 (May/June), and 512 (Oct/Nov). There are limited copies of 509 and 511 still left, but these are quickly being picked up. Approval has been given for issues to be sold at large tournaments, with most of the Aug/September issues being sold at the Indoor Nationals very successfully.

The Facebook page has proved popular, with 81 followers at the time of writing. There are regular article questions and updates, posts about the new magazines, and updates about deadlines. There is still a lot of suspicion about Facebook, even though the page is available even if you don't have an account, which brings me to the one more improvement I'd like to see.

NZArcher.archerynz.co.nz – a website. A sub-domain such as this is free under the domain we already own (www.archerynz.co.nz) and the hosting fees could easily be paid for by selling advertising on the website. It would give general web-browsers a chance to find the magazine, as well as those who aren't comfortable with Facebook a chance to see deadlines and access old articles in PDF format.

If we do eventually move to an online magazine, it would be good to have the website there already, so that the transition is smooth.

At the moment displaying the magazine is word of mouth. Having a website would be the ultimate way to advertise the magazine to the world, and enable more archers in NZ to see what we do and to subscribe online.

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