

EC MEETING APRIL 2013

PUBLICITY OFFICERS REPORT

ACTIVITY and ACHIEVEMENTS

- Press releases have been issued to the DNM's, magazines, class associations and the MYA Acquaint.
- Progressing Bank Account and hand over documentation to David Coode.
- Weekly if not daily participation in the EC forum discussions.
- Liaison with Richard Rowan and up-dates have been conducted on the website, I think there is a lot more that we can do with colour and presentation to improve the impact of the site.
- Revisions have been made with notified address and contact details. Events, their notification and links with Notice of Race and entry forms have been included.
- Details of our trophies have been updated together with venues and winners.
- I have been unable to locate The Canada Cup, despite numerous emails and contact with previous winners and skippers who attended the last two events. The last winner, Graham Bantock, denies knowledge of this trophy. I am awaiting a photograph of the Marblehead trophy to finish this project.

ITEMS for the FUTURE

- Raise the IRSA profile by providing bibs, flags and or banners for World and International events and determine how to have them distributed and presented. We should encourage the use of IRSA rather than ISAF references at these events.
- Low budgets and the lack of an agreed policy for publicity and website development expose shortcomings in our future profile.
- Prepare details for our Yearly Activity Report for the ISAF annual conference.

Robert Hobbs, Publicity Officer