Promotions and publicity Report – 2022 AGM

Having only recently taken over as chair of this committee I can only report on my time.

There has been no advertising in any magazines during my time. We could have placed an advertisement for the show in a prominent magazine however the cost of advertising was thought to outweigh the value of the advertising at this time – I believe print media is now the second choice for most people in keeping up to date. Social media is being widely used by the general public and business' have already moved to this medium with sponsored advertisements often popping up to entice visitors to websites or social pages. Our championships page has actually bought forward some outside interest of the breed, where some people have messaged for more information on attending the show and also other shows in their state of residency.

We have been concentrating on promoting the Australian Championships and this has taken up most of our time. There will be a ramp up of Social media as we get closer to the show. Sponsors must be supported. Whilst the show is not all members cup of tea, it is an avenue of opportunity for the Society in obtaining some income for the year.

We will be looking at introducing buying incentives – this will be where we hope to get business' allowing a percentage discount for a purchase or a service to members on producing their membership card or similar. This will be quite a bit of work as businesses will need to be approached individually. More news on this will be provided once its deemed workable. If you or someone you know might be interested in being a "member discount business" please contact the Society office.

The board has recently approved for circulation, a list of the advantages of being a member of the Australian Arabian Horse Society. The intention with this is to advertise widely so people understand a little bit more about the positive reasons for being a member. We will look at producing this both on social and print media including the Australian Arabian Horse News.

There are plans to utilise our website better and to look at paid advertising for studs and horse related business' that will be linked on social media pages. This will require ongoing discussion to work through once the new directors are on board. This will only work if members support.

We are very open to any member who may have any promotion or publicity ideas – we do however, need to consider costs. So please come forward if you have ideas!

Kerryn Aldridge