



## Annual Report 2013

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## PRESIDENTS REPORT

While reflecting on the past year, on what we've done and how we've changed, I think we've achieved some good things and made progress in some key areas. I'm proud of what much of what we've done, such as the Pelorus Event and the Away Runs. But I think the most significant improvement is not a particular event or activity - but a happier atmosphere. I hear more understanding and appreciation for each other and our intrinsic diversity, and it is this which I believe has led to more a more harmonious environment. We will not always agree. But *how* we disagree and resolve to move forward is important.

That said there are many significant challenges that remain. If we are to thrive as a club we must carve out a big niche, and make the changes required to establish ourselves more clearly in that space. With your input, the committee have developed a draft strategy - *Our Future* – that aims to set us on the right path. This strategy will help us to decide what to do and how to do it, and how we will know we're doing a good job. We cannot be all things to all people. Choosing goals that achieve something worthwhile will help us to understand what to focus on, and what to be good at.

Growing our membership is the biggest challenge we currently face. We end 2013 with 44 members. And while this is similar to recent years, this is not sustainable. Promotion and advertising is important, but it is only part of the picture. Being clear about what we offer and 'getting the basics right' is fundamental. It is these things that determine whether a prospective member's experience with us is satisfying, and if they keep coming back. We need to improve recruitment and retention if we are to grow our membership. We have not been good at this for a while.

The committee have started to invest in some more promotional activities, particularly those focussed on raising our profile with target audiences (e.g previous Pelorus entrants). Recent investments include a banner, a flag, business cards, a MapMyRun group and courses, an advert in NZ Fitness magazine, and a Facebook profile. Generic Hutt News Adverts are expensive and have a very diffuse impact, so are rarely suitable for what we want. If promotion is to generate new members we also need to get better at the basic stuff, such as organising weekly training runs, communicating information and supporting each other with our personal goals.

We have continued to develop our website, adding both functionality and content. Recent improvements have included a Club Diary, a Facebook 'like' function, and route maps. It is a long term job, but I think it is gradually becoming one of the best club sites around.

This year was Tony Plowman's first as Race Director, and I'm sure everyone will agree, he did an absolutely brilliant job. This year's *Pelorus Event* had 1,049 entrants – the most ever! I'd like to convey the club's sincere thanks to everyone who helped - the Race Committee, and all the volunteers and marshals. It is no secret that the money raised is critical to sustaining the club throughout the year. It helps to fund many things, including the Youth Scholarship, Away Runs, BBQs, and even the library. Given how important it is to us, I'm really looking forward to seeing how we can all help Tony to build on this year's success.

This Brooks 5k Series was very well run this year. However, the number of people attending was low and as a result we made just \$55 profit over the whole series. While changes could be made, the Race Committee currently consider that the effort and investment required would be high, and the benefits for the club are low. We have therefore decided not to organise a 5k Series in 2014.

Finally, I would like to acknowledge the hard work and dedication of my management committee colleagues over the past year. Jenny Raymond, Janette Gwilliam, Mark Newlands, Geoff Laws and Murray Thessman. Working with them has been a pleasure and a privilege. We each owe them a very big thank you for their commitment and hard work!

It is therefore with sadness that I report Geoff and Jenny have both decided to not stand for election to the committee in 2014. They have both made very significant contributions to the running of the club over the past few years, and their input and energy will be sorely missed.

For my part, if re-elected, I will focus our efforts on getting the basics right and growing our membership. Each of you can help, whether it is helping to implement a particular improvement, or supporting the changes by keeping an open mind -remembering what we're working towards. With change comes disruption and uncertainty. However I'm confident we can support each other and be successful in building the 'first choice' social running and walking club in the region, and create a strong supportive environment that encourages our members to achieve their goals.

*Mark Potter*

## CAPTAINS REPORT

This year has been an extremely busy year as Club Captain, with my role changed into more the general running of the Club. The Committee have all been very busy with listening to members who wanted away runs and enjoying a coffee and cake afterwards. I have spent some time trying to attract new members, focusing on different ways and marketing. I have learnt that our members are quite happy at Huia Pool and it was evident on our trial that the Indoor Sports Centre was not what the members wanted. I did enjoy the Café after the run and enjoyed the social time with fellow members, that to me was a big plus.

The big event for the Club was the Rotorua Marathon with a few runners and walkers training long hours to conquer the lake, seems to be the annual event.

Next year being the 50th Rotorua I am sure there will be a very big turnout of our Club members to participate either running or walking the course. I expect to see many runners and walkers out and about training over the summer.

Well done to Janette Gwilliam and Mark Newlands for tackling a very tough off road marathon and both completing the very hard course. It sure sounded tough and not your usual marathon course. No doubt they have plans for next year!

The Committee had visions of growing the Club and attracting new members, we have focused on that this year and it has been disappointing to find that our numbers aren't what we had hoped for.

A lot of time and effort goes in to help Tony with the Pelorus Trust Half Marathon and helping out with that plus the Committee has to run the Marathon Clinic too. We spend a lot of time helping both during the yearly Pelorus fundraiser for the Club and it is a huge event to organise.

I have enjoyed my years as Club Captain; however I now have a full time job working at Configure Express in Lower Hutt and will be studying to be a Personal Trainer next year.

I am competing again for Rock n Roll and dancing in the New Zealand Champs, with lots of practice and perfecting my jumps for next year. I would like more time to get my running back on track for a change. I am stepping down from the Committee and having time out for me.

You have a hard working Committee, and I would encourage fellow members to help out and go on the Committee. The Committee is only a few people and it would be nice to have more members to help lighten the load. You will have fun, lots of laughs and always a helping hand. Thanks guys I will miss the meetings.

*Jenny Raymond*

## RACE DIRECTORS REPORT

The total number of registrations this year was 1,049, up from approximately 950 last year. Of this 907 participated on the day; 792 in the 5k, 10k and half marathon events and 115 in the CKK.

Despite the cool weather we had quite a few people signing up in the morning. For the Half and 10k we had a kapa haka performance from Koroanui School. No race records were set this year.

A large group from HEHA (Healthy Eating Healthy Action), a Porirua City Council initiative, participated in the 10k run. A discount was given to this group to encourage as much participation as possible.

Our major sponsors this year were the Pelorus Trust and Brooks/Shoe Clinic. Sealord provided tins of tuna, Pak N Save sold us discounted drinks and muesli bars and Cadbury's gave us a box of Favourites for the kid's race. We were not able to attract a sponsor for the major spot prize so if anybody has any suggestions for next year please let me know?

This year we purchased fridge magnets with a picture of a medal and the event name, year and club logo. It is hoped these will become collectable as people try to get one for each year they compete. The magnet design and all our other design work was again done by Jane Fichtner. The work Jane does for us is invaluable and her help is very much appreciated.

Hutt Valley Special Olympics were able to help us out with marshalling again and we were very pleased to be able to donate \$1,500.00 to them this year.

The race committee this year was Janette Gwilliam, Mark Newlands, Brendan Quirke, Barbara Morrison, Robyne Blackford, Murray Thessman and Mark Potter. Thanks must be given to all of them for their contribution. Not only did they all do a lot of work but their advice was a great help to a novice Race Director. Thanks also to all the club members who were available to help. Thanks must also be given to Tony McKone who helped with the timing system, Rees Buck the announcer, and Evan Agnew of Brooks for providing the very large and brightly coloured finishing line gantry.

The 5k Series this year went very well. The premises we used were the same as for the Pelorus event and this provided a much brighter and warmer environment for our participants, although it did mean a minor adjustment of our half way point. Our numbers ranged from 44 one week down to 17 another week, with wet, cold weather being the main reason for lower numbers. It was great seeing so many regular faces from the year previous as well as many new faces who all seemed to enjoy the event. Spot prizes were from Brooks (of course), RLine, Madcrossfit, Revera, ANZ Bank, NZ Fitness Magazine and Whittakers gave us a box of chocolate minis which everyone enjoyed at the end of each evening. Thank you to all the members who contributed their time to help make this a successful event.

Next year's Pelorus event is tentatively scheduled for Sunday the 14th of September.

*Tony Plowman*

## RACE ACCOUNTS

<b>INCOME</b>	
Pelorus Trust	10,000.00
Active Network	25,202.45
Cash Entries (including 5km And t-shirts)	6,776.00
<b>Total Income</b>	<b>41,978.45</b>
<b>EXPENDITURE</b>	
Rentals	800.00
Committee	1,406.70
Stationery & Postage	149.40
Printing	1,955.00
Advertising	1,941.10
T-Shirts	2,104.50
Trophies & Prizes	2,156.75
5km Series Advertising	445.60
Water Stops	1,106.50
GWRC Levy	2,190.00
Race Day	5,829.81
Cash Prizes	4,800.00
Traffic Management	1,437.50
Race Packs	3,225.80
Athletics Wgtn Sanctioning (incl timing system)	2,267.00
Special Olympics Donation	1,500.00
<b>Total Expenditure</b>	<b>33,315.66</b>
<b>Profit</b>	<b>8,662.79</b>

## ANNUAL ACCOUNTS 1/11/2011- 31/10/2012

	Actual 2012	Budget 2013	Actual 2013
<b>INCOME</b>			
Subscriptions	1,285.00	1,500.00	1,222.00
Clothing Sales	220	200	100
Other income	24	0	1,030.88
Savings Interest	193.18	100	27.49
Term interest	989.46	1,100.00	1,015.94
<b>Total</b>	<b>2,711.64</b>	<b>2,900.00</b>	<b>3,396.31</b>
<b>RACES</b>			
Income	38,501.00	40,000.00	41,998.45
Expenditure	26,499.35	28,000.00	33,315.66
<b>Total</b>	<b>12,001.65</b>	<b>12,000.00</b>	<b>8,682.79</b>
<b>EXPENDITURE</b>			
Hall Hire	1,940.00	2,144.00	1,945.50
Clothing	0	500	530.15
Teas	99.17	2,000	1,859.81
Club Equipment	462	200	262.75
Bank Fees	10	0	2
Web Costs	511.54	600	993.97
Trophies & Engraving	230.92	500	371.9
Storage	545	1,200	1350
Youth Scholarship	1,000.00	1,000.00	1,000.00
Functions	1,954.05	1,000.00	405.00
Reimbursements	0	0	0
Marketing	897	500	725.33
PO Box	145	145	170
Athletics NZ	115	115	120.75
Pelorus Race Director Gift	275		
Thank yous	106.48	200	87
Web Site	4,839.47		
Training Course (committee)	80	0	20
Committee Dinner	336.53	0	
Library		250	240.56
Transport		2,000	1,782.5
Misc			417.3
Pelorus			819.98
Accruals (Pelorus)			594.67
<b>Total</b>	<b>13,547.16</b>	<b>12,354.00</b>	<b>13,699.17</b>
<b>Total Club Profit</b>	<b>1,166.13</b>	<b>2,546.00</b>	<b>-1,620.07</b>

## OVERALL FINANCIAL POSITION AT 1 NOVEMBER 2013

2012 Funds movement (excluding Race)	
Opening Funds (1/11/12)	31,617.89
+ Transfer from Race profit	12,000.00
	<b>43,617.89</b>
+ Loss 2012 year	10,302.86
<b>Closing Funds (31/10/13)</b>	<b>33,315.03</b>
Club funds at 1/11/2012 (Start of Financial Year)	
Day to Day	469.51
Race	12,247.77
Savings	3,777.73
Investment	27,370.65
	<b>43,865.66</b>
Club Funds at 31/10/2013(end of financial year)	
Day to Day	1,057.58
Race	19,442.56
Savings	3,465.53
Investment	18,279.92
	<b>42,245.59</b>
<b>Change in Club Funds</b>	<b>-1,620.07</b>

### Items of Note from 2013 Financial Report

- Transport costs are for Away events - Buses, Mileage Claims. Totalled \$1,782.50.
- Away Run Teas (Café or Food purchases for BBQ etc). Totalled \$1,859.81.
- Marketing purchases include Hutt News Advert, Banner and Signs. Totalled \$725.33
- Pelorus Race used the Day to Day account for Transactions. Accruals are payments to be recouped post Year end
- Detailed breakdown is available upon request.