



# Annual Report 2015

## PRESIDENT'S REPORT



### Grow the membership

We end this year with 54 members - up seven - a 15% increase on last year. This is the second consecutive increase, and a positive sign that we're on the right track. However, building on this remains our biggest challenge, and I'm certain that growing our membership should remain our main focus moving forward.

Even though it was advertised only passively on our website, our 'free trial membership' still attracted fifteen people this year. This offer is proving a good way to encourage people to come along and see what we're about for themselves. Making people feel welcome is then very important, and I'm proud we usually do this well.

Our Rotorua 'Special Offer' was less successful at attracting members than last year. Last year was particularly good at re-engaging lapsed members. We'll need to carefully consider whether we continue these offers in their current format.

A new initiative tried this year, was to invite Pelorus Event half-marathon entrants to join us for their final long-run. This generated good interest, and four people come along for two different paced pack runs to Days Bay. Race entrants are a fertile area for the recruitment of new members, and given this positive response, will be well worth exploring further.

While marathons will always remain central. I think we should consider diversifying our core service offering a little. Maybe trail and adventure racing, or half-marathon coaching. I'm keen to hear your feedback on how we might introduce these areas.

### Better organised training programmes

We have continued to evolve the Club Diary function; in particular, publicising the marathon training programmes leading up to Rotorua and Queenstown. One improvement was the augmentation of some of the 'very long' runs with whole club Away Runs, such as Makara and the Miramar Peninsular. This simple co-ordination added a more social and supportive aspect.

Offering mentoring and coaching to first time marathoners is a key draw card, and should remain a core service we offer. I encourage members to do more to share their experience, enthusiasm and expertise with others. Sharing our passion, helps to build passion in others.

### More social opportunities

Without doubt the best event this year was March's weekend 'big' Away Run to do the Tongoriro Crossing. In spite of poor weather on the weekend, eleven members stayed at the very well-appointed Aorangi Ski Club's lodge in Ohakune. While gale force winds kept us from the crossing, we still tramped and ran on the lower slopes, and enjoyed a thoroughly wonderful weekend.

At the time of writing, I look forward to another Club Dinner at the Speight's Ale House in Petone. This was a repeat of last year's successful Butcher & Brewer version, way back in late 2014.

### Pelorus Event

Tony and the other race volunteers worked tirelessly again this year, and it was good to see event registrations up on last year. As a result, income went up. However, profit was down 30%, due to increased costs.

Next year, our goal for the Pelorus Event is for significant growth in profitability, predominantly though increasing participation – an exciting goal. While keeping a close eye on costs will be important, improving promotion and marketing will be key. One aspect we are considering is upgrading the website so it is enabled for smartphone use.

### Financial Position

The cost of some fixed liabilities increased this year, most notably room hire and the storage of event equipment. Other operating costs were reduced, including website, advertising and catering. Overall, our expenditure was reduced by 15%.

Income rose significantly (143%) due largely to a successful Pub Charity application for Pelorus Event equipment storage.

At the end of the year, our financial resource is \$28,489, down \$4,531. Many of our costs are fixed, although discretionary expenditure was more modest this year. This highlights the importance of increasing the profitability of the Pelorus Event, that provides the majority of the club's operating revenue – which underpins so many of our activities.

Finally, I want to convey my sincere and heartfelt thanks to your management committee volunteers: Janette, Mark, Brendan, Murray and Tony. They do so much all year, mostly unseen. I have enjoyed working with them all this year. Sadly Janette has stood down as Secretary, and her departure leaves a big hole in our team. Any new volunteers, of any shape and size, with any time or capability, will always be warmly welcomed. Only more so if they bake...

*Warm regards,*

*Mark Potter*

## RACE DIRECTOR'S REPORT



The 2015 event was held on Sunday the 13th of September. We were fortunate with the weather and had a great turn out with several hundred people signing up on race weekend. Even after we ran out of timing chips we had many people still wanting to enter. While I am still calculating the final number, entries were significantly up on 2014 (although still less than 2013).

### Marketing

One of the things we wanted to improve on this year was marketing. With the number of competing events growing all the time it is important to keep our event visible. We purchased a new banner and 20 new signs which were put up around the Hutt Valley and Wellington. Ken

---

*“Very friendly family orientated day. From an out of towners point of view your volunteers were exceptional. Fabulous weather really helped too!”*

10km Runner

---

arranged a number of free sites for erecting our signs and put a significant amount of time into getting them up. Murray helped Ken to put the signs up in the Hutt Valley. The cost of the additional signs and the purchase of a new banner is mostly a one off cost with only occasional replacement of damaged signs. A local contractor was engaged to run a Facebook campaign. The result was a much more focused social media presence. This is an area where we have been behind other events.

### Major Sponsors

The Edgewater Resort & Spa supported us again this year with three fantastic prize packages. Brooks dropped us as they are looking to reduce the number of events they sponsor. We were lucky to be able to pick up Hoka One One as a replacement shoe sponsor and indications are they would like to continue their support into the future. The Pelorus Trust gave us \$8,000 towards event costs.

---

*“The last 2 years I have walked the half, the prize giving has been bit messy but this year was much better and flowed much more smoothly. A big improvement.”*  
Half Marathon Walker

---

### Traffic Management

Traffic was planned and managed by Murray Thessman this year. A lot of work was put into preparing a traffic management plan for the council and as a result we were able to save over \$1,500 in consultancy costs.

### Registration Provider

We replaced our previous event management software provider with an NZ based company - *Event Plus*. The main reasons for the change were a lower commission, and participant registration fees being paid directly into our account. Being local also meant better access to support staff, which was a big help. However, receiving registration fees directly meant we had to set up a merchant bank account. This was a rather trying and lengthy process and I would like to express my appreciation to Mark Newlands and Mark Potter for their assistance (and patience).

Special Olympics  
Our donation to Hutt  
Valley Special Olympics  
this year was \$950,  
including additional on-  
line donations.

#### Committee

The race committee  
comprised the following  
invaluable persons:  
Janette Gwilliam, Robyne  
Blackford, Mark  
Newlands, Murray  
Thessman, Barb  
Morrison, Brendan  
Quirke, Mark Potter, Ken  
Howell, and Jane  
Fichtner. There is always  
a lot to do in organizing  
this event and none of it  
could be done without  
the help of such a  
competent and  
supportive committee.

My thanks to the  
committee and also all  
members of the club who  
have helped out in  
various ways.

*Cheers,*

*Tony*

*Plowman*

Race Accounts	\$\$\$	2014 Comparison
<b>INCOME</b>		
Event Plus Entries	16,535.00	↓
Paymark Entries (EFTPOS)	1,770.10	↑
Cash Entries	4,445.00	↓
Pelorus Trust Grant	8,000.00	↑
Repay from D2D Acc	245.88	
BNZ Interest	0.38	
<b>Total</b>	<b>30,996.36</b>	<b>↑10%</b>
<b>EXPENDITURE</b>		
Advertising	3,315.95	↑
Athletics Wgtn. Sanction Fee	1,786.58	←
Cash Prizes	4,750.00	↓
Committee	485.20	↑
Entrant Refunds	195.00	↑
Event Plus Process charges	1,699.36	
GWRC levy	1,110.00	←
Printing	1,657.77	↑
Race Day expenses	4,943.08	↑
Race Packs	2,451.99	↑
Rental Equipment	1,035.00	←
Special Olympics Donation	950.00	↓
Stationary & postage	172.80	↑
T Shirts	1,005.68	↑
Traffic Mgmt.	0.00	↓
Trophies & Prizes	668.75	↓
Water Stops	1,168.99	↓
BNZ Fees	400.57	↑
Pay for D2D	245.88	
Repay for D2D	150.00	
<b>Total</b>	<b>28,192.60</b>	<b>↑17%</b>
<b>Total Race Profit</b>	<b>2,803.76</b>	<b>↓30%</b>

## TREASURER'S REPORT

Annual Accounts 1/11/2014- 31/10/2015	Actual 2014	Budget 2015	Actual 2015	2014 Comparison
<b>INCOME</b>				
Subscriptions	878.40	950.00	647.00	
Paypal Income (subs, promos)	0	0	2,324.88	
Clothing Sales	50.00	500.00	20.00	
Other Revenue	10.00	5,000.00	2,227.25	
D2D Pelorus race income	806.44	200.00	150.00	
Save Acc Interest	155.42	155.00	164.72	
Term Acc interest	687.63	800.00	766.94	
<b>Total</b>	<b>2,587.89</b>	<b>7,105.00</b>	<b>6,300.79</b>	<b>↑143%</b>
<b>RACES</b>				
Income	28,018.92	33,000.00	30,996.36	↑
Expenditure	23,999.51	28,000.00	28,192.60	↑
<b>Total</b>	<b>4,019.41</b>	<b>5,000.00</b>	<b>2,803.76</b>	<b>↓30%</b>
<b>EXPENDITURE</b>				
Advertising	723.64	0	0	↓
Athletics NZ Levy	0	130.00	175.00	←
Catering	2,822.85	2,500.00	1,129.18	↓
Equipment Purchases	854.28	500.00	0	↓
Library	150.35	250.00	0	↓
Rent - Huia	1,860.00	1,700.00	2,180.00	↑
Rent – Committee Meeting Room	84.00	100.00	306.00	↑
Promotions	1,368.00	2,000.00	2,281.10	↑
Rewards & Trophies	654.40	1,350.00	576.47	←
Meeting Room Catering	88.20	0	0	↓
Online Accounting	317.23	500.00	599.19	↑
PO Box charge	170.00	175.00	170.00	←
Student Scholarship	2,000.00	1,000.00	1,000.00	↓
Storage	1,810.00	1,510.00	3,404.00	↑
Transport	824.29	2,000.00	744.00	↓
Web Services	1,368.80	600.00	573.66	↓
Bank Fees	37.00	12.00	20.00	
Income Tax	72.22	80.00	80.54	
Miscellaneous	130.20	250.00	0.50	
D2D repay Pelorus	0	200.00	245.88	
D2D pay for expenses	497.54	200.00	150.00	
<b>Total</b>	<b>15,833.00</b>	<b>15,057.00</b>	<b>13,635.52</b>	<b>↓15%</b>
<b>Total Club Profit</b>	<b>-9,225.70</b>	<b>-2,952.00</b>	<b>-4,530.97</b>	<b>↑51%</b>

## TREASURER'S NOTES



Change to the online registration company used for the Pelorus Event required us to open a business account with BNZ to create a merchant account number. Pelorus Event profit was 30% lower than 2014 event. A grant for event equipment storage for 12 mths was won from Pub Charity. This will save \$1,700 in race expenses next year. Accounts for 14/15 over budget as payments made this financial year.

Club provided subsidies for club members for Rotorua Marathon and the Tongariro away trip - cost these promotions was circa \$1,400 combined.

Club loss for the 14/15 year was 50% of the previous year 13/14. Looking ahead to 15/16, we should aim to break even. This can be achieved getting Pelorus Event profits up to at least 2014 levels - circa \$4,000 and benefiting from having storage paid for the year.

*Cheers,*

*Mark Newlands*

## OVERALL FINANCIAL POSITION

2014 Funds Movement (excluding Race)	\$\$\$
Opening Funds (1/11/13)	38,226.15
Transfer of Race Profit	4,019.44
	<b>42,245.59</b>
Profit\Loss 2014 and 2015 year	-9,225.70
Closing Funds 31/10/2014	<b>33,019.89</b>
<b>Club Funds at 1/11/14 (start of FON)</b>	
Day 2 Day Account	1,858.45
Race Account	6,284.07
Savings Account	5,982.04
Investment Account	18,895.33
<b>Total</b>	<b>33,019.89</b>
<b>Club Funds at 31/10/14 &amp; 31/10/15 (end of FON)</b>	
Day 2 Day Account	442.72
Race Account	4,682.92
Savings Account	3,376.64
Investment Account	19,581.73
BNZ Race Account	404.91
<b>Total</b>	<b>28,488.92</b>
<b>Change in Club funds</b>	<b>-4,530.97</b>

## AWARD NOMINATIONS

All financial club members were invited to make nominations to the Committee for the following annual awards. The nominees were:

### Margaret Field Memorial Trophy

This award is for any member who has achieved a significant running related personal achievement during the last year. It doesn't have to be the fastest in the club, but rather something significant that they have done that is deserving of particular recognition.

- **Mike Leahy:** Completing his 150th marathon at the Aurora Handicap Marathon in May.
- **Jocelyn Syme:** 1st place F55+ in the half marathon at the Wairarapa Country Marathon in October, with a time of 2:04:01 (Age graded equivalent: 1:37:19).
- **Peter Murmu:** A fantastic year. Including many 5k PBs, best being 20:41, down from 24:00 last year. Plus completing his first two marathons, and training for the Tarawera Ultra.

### Marathon Cup

This award goes to the member who has achieved above their generally expected level of performance in a marathon this year.

- **Bill Trompeter:** First male at the Aurora Handicap Marathon with 3:46:00. Second place overall.
- **Clive Start:** 3:27:15 at Wairarapa Country Marathon, compared with 4:42 in August 2014. Age graded equivalent: 3:00:53.
- **Chris Leahy:** 5:36:11 at Auckland. 2nd National Champs athlete (F65-69 age grade). Fifth overall. Age graded equivalent: 3:56:32.

### Most Valued Club Member

This award is for the club member who has made the most valuable contribution to the club over the past year. The contribution may have related to any aspect of the club's activities or development.

- **Janette Gwilliam:** "She has shown her multi-talents by being on both the Main and Race committees and being a stalwart of the Club. I am always impressed by the way she does the timing system."
- **Tony Plowman:** "Working so hard to organise another successful Pelorus Trust event."
- **Mark Potter:** "He is full of ideas and innovative ways to do things, particularly in trying to attract new members. His work should be recognised."

### Cliff Hrstich Memorial Trophy

Cliff was club member and a book maker. He liked to challenge members to estimate their Rotorua Marathon time, and had an uncanny ability to often better predict their performance than they could! This trophy honours Cliff, who died in 2006.

### Club Championship

An annual competition open to all. It aims to encourage members to take part in more races, especially locally, and is designed to create a fair and level playing field, adjusting chip times for both for age and gender. Run and Walk categories are awarded.