

# PUBLICITY REPORT 2010

WELL, ANOTHER YEAR HAS PASSED US BY AND IT IS PLEASING TO SEE THAT THE OVERALL MEMBER NUMBERS HAVE STAYED UP AND SLIGHTLY INCREASED THROUGHOUT QUEENSLAND.

THIS YEAR THE PUBLICITY PORTFOLIO HAS SEEN A FEW CHANGES WITH EDDIE COWELL CONTINUING ON WITH THE MAINTENANCE OF THE Q.R.Y.A. WEBSITES WHICH WE NOW ARE SO HEAVILY DEPENDANT ON AS A SOURCE OF INFORMATION AND WIDE EXPOSURE OF RADIO SAILING. CLEARLY, THE Q.R.Y.A. WEBSITES ARE THE UP TO DATE IMMAGE OF RADIO SAILING IN QUEENSLAND AND EDDIE COWELL DESERVES THE APPRECIATION OF ALL MEMBERS FOR A JOB VERY WELL DONE THROUGHOUT THE YEAR.

AS FOR MYSELF I HAVE CONCENTRATED MY TIME MAINLY IN ENDEVOURING TO INCREASE OUR EXPOSURE VIA MASS MEDIA AND FINALLY WE HAVE SOME SUCCESS COMING UP IN ONE OF THE AFTERNOON AROUND QUEENSLAND TV SHOWS.

I HAVE ALSO BEEN LOOKING AT INCORPORATING SOME SPONSORSHIP ASPECTS TO Q.R.Y.A. MAJOR EVENTS AND THIS IS BEING DISCUSSED AT COMMITTEE LEVEL NOW SO THAT ALL PARTICIPANTS WITHIN Q.R.Y.A. EVENTS CAN ENJOY A BETTER RACING FACILITY AND PERHAPS SOME UPGRADED PRIZES.

THIS YEAR I WOULD LIKE TO CANVAS ALL CLUBS WITH A VIEW TO HAVING A PERMANENT PUBLICITY OFFICER WITHIN EACH CLUB WITH A VIEW TO SOME LOCAL PUBLICITY. I AM OF THE FEELING THAT Q.R.Y.A. SHOULD GIVE THIS A GO.. IT MAY WELL HELP WITH EXPOSURE TO RADIO SAILING AND ASSIST IN GROWING CLUB MEMBERSHIPS AND BOATS ON THE WATER IN EACH INDIVIDUAL AREA.

THIS YEAR WE WERE FORTUNATE IN HAVING THE OPPORTUNITY TO PRESENT RADIO SAILING AND Q.R.Y.A. AT THE BRISBANE BOAT SHOW WITHIN THE BRISBANE CONVENTION CENTRE. NEEDLESS TO SAY IT WAS A BIG EXPOSURE TO THE BOATING PUBLIC WITH A STATIC DISPLAY AND A MICRO MAJIC SAILING DISPLAY. MANY THANKS TO ALL THAT ASSISTED.

WE ALSO HAD THE OPPORTUNITY TO HAVE A DISPLAY SAIL DAY FOR RADIO CONTROL YACHTS AT SOUTHPORT YACHT CLUB IN CONJUNCTION WITH ONE OF THEIR MAJOR EVENTS. BOATS WERE PUT ON THE WATER DIRECTLY IN FRONT OF THE MAIN CLUB HOUSE BY THE PARADISE RADIO YACHT CLUB, IOM DIVISION AND 10R DIVISION IN A MINI RACE FORMAT. THE EVENT ATTRACTED A LOT OF INTEREST FROM THE "YACHTIES" THAT WERE PRESENT.

SO THAT'S ABOUT IT FOR NOW. BEST OF LUCK WITH YOUR SAILING FOR 2010/2011. STAY SAFE.

RON HOSKING.