

ADSNA
Annual General Meeting, October 26th, 2003
Marketing Report

My role with Marketing has been very closely linked with my role as President. Our aim was to raise the profile of ADSNA and increase the state membership. I am pleased to announce that national membership has increased to 646 with all states reporting increases.

The following have been achieved:

- The marketing bag and banner was used at the Victorian, Tasmanian and NSW conference.
- The banner was displayed at the Western Australia conference.
- The ADSNA power point presentation displayed at the Queensland, Western Australia and Victorian conference as well as presented me at the Tasmanian and NSW conference.
- The continual use of ADSNA pens and magnets
- The web site has been better utilized by other states and has had 5000 hits in the past 3 months (compared with 108 in the same period last year) with a lot of activity on the conference pages and PDF files (which indicates forms being downloaded)
- The stationary has been printed as agreed to by committee: letter heads, with compliment slips and business cards for President, Treasurer, Secretary, Journal, Guidelines and Committee member.
- The journal has continued to improve in presentation and content.
- The publishing of the 4 new guidelines has increased awareness of ADSNA and its activities.
- The web site has not yet been linked to all other sites as requested last meeting.
- The reciprocal advert for ACORN has yet been designed.

Future achievements over and above those already achieved:

- Increase website development with links to other web sites
- Attend and increase ADSNA profile at Western Australia, Queensland and South Australian conferences.
- High profile at the National conference in September with pens, magnets, and large focus on International membership.

Wendy Adams