

## NSW ACDS PUBLICITY AND NEWSLETTER EDITOR'S ANNUAL REPORT JUNE 2017

Judging from the number of June Whip Arounds sent out this year, NSW membership has more or less held its numbers from last year. The number of June Whip Arounds sent out in the last eight years shows: 2009: 250, 2010: 289, 2011: 300, 2012: 309 2013: 306 2014: 310 2015: 323 2016: 282 2017: 281 Many of these are sent to family memberships so the actual number of members is of course somewhat more than these figures show. Junior member numbers remain good.

I receive regular newsletters from the Hills, Gulgong and Tamworth Clubs, whilst the secretaries and publicity officers of most other clubs can always be relied upon to supply me with news and photographs at the designated times. This of course makes putting together the Whip Around and the NSW news for the Journal very much easier.

On the other hand, there are a few clubs from whom it is very time consuming to get news, every time, even those with designated publicity officers. The ideal publicity officer is active, seeks out news, does not wait for it to come to him/her, and keeps to deadlines. In the end if nothing is forthcoming, and I haven't been able to glean news of their members from other reports, I have to leave these clubs out of the Whip Around and Journal, which must be disappointing for their members.

Fortunately I am still able to have the Whip Around printing done at a very reasonable rate, thus keeping the costs down considerably. Each individual Whip Around currently costs about \$1.20 for printing and postage.

Regarding reports, please try to mention the names of the people who attended events, rather than just doing a general description of the event. It makes much more interesting reading if names (including surnames) are mentioned. With photos, I urge clubs to always have someone taking photos at their events, even just a few. Reports are really enhanced if accompanied by photos, together with captions and photographers' names. It is ideal if each photo is entitled with name/s of driver/s and the photographer's name. Being a carriage driving society, I think photos of members driving their horses are the most significant. Of paramount importance is that photos *depict safe practices*. If juniors are shown in vehicles, they must be wearing helmets, as per the ACDS rule.

I remind clubs again that written 'permission to publish' from parents or guardians regarding photos of children under 18, is essential. Some clubs include a section for this on their membership forms which saves a lot of potential chasing up of permission. I have a list of juniors for which this permission has been given, but new juniors are constantly cropping up in photos. Club secretaries and publicity officers need to be alert to the rule, organise 'permission to publish' and let me know it has been done.

Carriage driving publicity during the year has been provided by Gulgong members having a stall at the Mudgee Small Farms Field Days, by Temora members giving carriage rides at local fetes and street parties, and other clubs organising and/or taking part in special events at agricultural shows and town festivals. The local publicity done by the Tamworth Club for its big weekend of Dressage, Cones and Show Driving at the end of April is to be commended, and resulted in a very big crowd of spectators.

The week long Henry Lawson Heritage Drive organised by the Gulgong Club and the Liverpool Range Club's Charity Drive again were great advertisements for carriage driving as they made their way along the back roads and through towns and villages in central and northern NSW.

Another form of publicity was the NSW Branch sponsorship of the Junior Whip class at the Sydney Royal, whilst the Hills Club's sponsorship was linked to two classes, also in the Light Harness section. In addition, the Camden and Hills Clubs continued to sponsor harness classes at their local shows.

Thank you again to all the people who have contributed to the Whip Around and to the Journal. NSW always gets lots of pages in the Journal and this is because there is always plenty of news. With the calendar looking very full of events and activities over the rest of the year, I am looking forward once again to receiving many interesting stories and photos from clubs and members. I thoroughly enjoy contributing to the ACDS in this way and hope that members continue to find the Whip Around and the NSW sections of the Journal worth reading.

June 2017

Janet Muspratt Newsletter Editor / Publicity Officer