



3D ARCHERY ASSOCIATION OF AUSTRALIA

ABN 37 082 971 439

AFFILIATIONS: INTERNATIONAL BOWHUNTING ORGANISATION
ARCHERY ALLIANCE OF AUSTRALIA

2016-2017 Annual Report Merchandise Officer

In the past 6 months since being appointed into this role, I have received stock of caps and badges.

Currently I have Stocks as listed;

1. Badges, Order Received of approximately 500, (spread between the tournament Director and myself for ease of distribution).
2. Hats, Quantity 150.
3. Shirts, Nil

Badge sales have been slow in the short time they have been available. As a new member to the Committee it has been difficult to be a productive merchandise officer. I have not yet received the entire inventory of merchandise due to the arranging transfer of products, which has been difficult. This has made it exceptionally hard to keep a complete record of the merchandise that has been sold.

Over the 2017/2018 period I would like to present a marketing plan to the committee along with collecting the rest of the merchandise which will allow me to better manage the role of merchandising officer.

I would also like to introduce sales to our facebook page, which will further promote our products to a wider audience. I would like to see the range of merchandise 3DAAA can offer grow to include unique items that will spark our members interests and let them show there pride in 3DAAA.

I know the future holds many obstacles and challenges for the new committee but have confidence that working together we can manage these issues.

Thanks,

Lachlan Donnelly
Merchandising Officer
3DAAA
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