

The Future of Vetline

Like all printed publications, there is a fixed setup cost. The unit cost of each magazine drops, the more copies that are printed. Since the introduction of the MoU in August 2016, only NZMA Competitive Member (\$60) and Social Member (\$45) automatically receive a Vetline magazine as part of our annual subscription. All masters who join an Athletics NZ club are required to purchase an annual four issue subscription for \$25. This has been promoted to all masters throughout New Zealand. Unfortunately, even amongst former NZMA members, the uptake of a subscription has been very limited.

The future financial viability of Vetline relied on a significant number of club athletes purchasing a Vetline subscription and we had hoped that by offering it to all masters, this would be the case. Without doing the calculations for the past five years, it has become clear that the cost of producing Vetline has not been covered by the income collected from subscriptions only. Once the mailout total dropped below 300, we no longer received the Post Office bulk mail discount rates, further adding to the cost. We have relied on the Fourth World Veteran's Games Trust (\$3000) donation and championship entries fees to offset the production costs. While we can potentially afford to do this, is it good business practice to continue losing money or is it time to do things differently?

At the 2021 AGM the NZMA Board flowed the idea that we move to a digital magazine as from January 2021 that would be available FREE to all masters. However, in fairness to all members we have not asked for your feedback and what you would like us to do. You may have some ideas of how we can do things differently.

So that you are able to make an informed decision, below are production costs for the July issue. The assumption I have made are that the \$3000 4th WVG Grant, the annual NZMA subscriptions (\$60 & \$45) and ANZ Vetline subscription (\$25) should cover the total production costs for FOUR issues.

That allows NZMA to use any other income for the purchase of medals that we gift to Centres and other Board related expenses.

Income (as per Annual Accounts)	
NZMA Subs received	\$ 6,151.00
Athletics NZ Vetline Subs purchased	\$ 763.00
4thWVG Trust Donation	\$ 3,000.00
Vetline Advertising	\$ 480.00
	\$ 10,394.00
FOUR Vetline Issues per year, therefore money available to cover costs per issue	\$ 2,598.50

July Vetline (Paid subscribers only)	
NZMA Competitive Members (\$60.00 per year or \$15.00 issue)	106
NZM Social Members (\$45.00 per year or \$11.25 per issue)	7
ANZ Club Members (\$25 per year or \$6.25 per issue)	30
	143
Average cost per Vetline	\$ 18.17

Actual cost of printing July issue (260 copies)	
Formatting (Fixed cost regardless of print run length)	\$ 750.00
Printing (\$7.32 per copy). More copies, cheaper unit price.	\$ 1,904.40
Postage, including 4 to Australia	\$ 761.67
	\$ 3,416.07
Actual cost per issue for July	\$ 23.89
Includes additional FREE copies for Centres, ANZ, OMA & Legal Deposit Office.	

Prior to writing this article, we have received some feedback from a few Centres. The comments range from staying as we are to going completely digital. I have also e-mailed all masters who have recently attended one of our events to seek their feedback.

We have several choices:

1. Stay as we are and cover the production costs out of our reserves.
2. Retain the current format, go completely digital and make the magazine available to all masters.
3. Go digital, but change the format to produce pre and post event report articles that align with our key events throughout the year, i.e. NI, SI & NMZA Masters championships, plus ALL non-stadia events.

Given you are the ones who receive the magazine, what do you think?