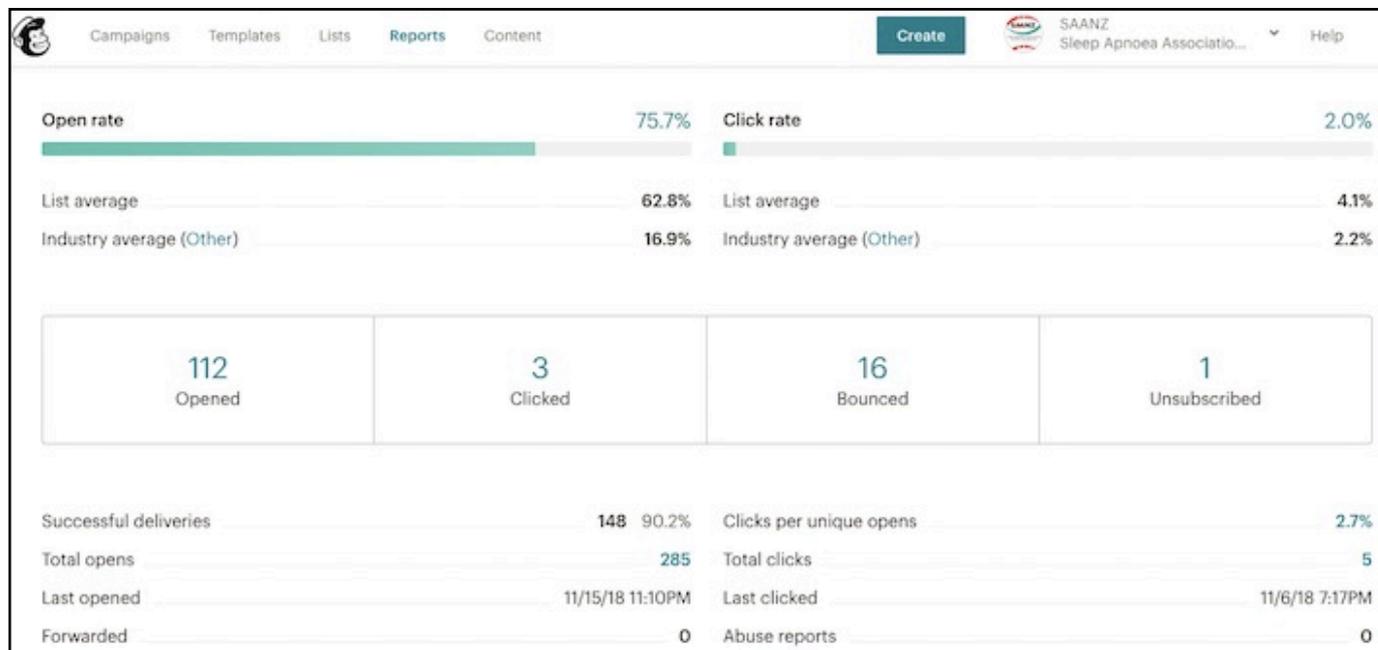


Editors Report to SAANZ AGM November 21st 2018

Four newsletters have been circulated this year and these are also housed on the website and available to all. We now use Mail Chimp to email out to most members - in November this was 159 by email and 24 by post. Of those sent by email, 16 bounced and of the 148 successfully delivered, 75% were opened.



The system is dependent on people updating their profile information when they change addresses and emails. In the past we have sent one newsletter per year in hard copy as well as digitally to all members, with reminders for them to update their details online. This can be done by the members themselves by logging in, but several choose to email us to ask for details to be updated, and these I do manually.

I have continued to update the website and add information as it comes to hand. There are occasional glitches where the website goes down but Joel from Go Tech is very quick to respond to these once contacted. The actual website software is becoming rather dated for these days of mobile devices. Currently our page does not read easily on a smart phone as the page is very narrow and the text small. I have talked with Joel about this and he can update the website software to bring it into line with mobile technologies for about \$500 + GST. I recommend that we proceed with this and have included that discussion in general business.

The contact form is well used by people wanting information and advice about sleep apnoea. Those requiring specific medical knowledge I forward to Alex who is very prompt in his replies to the inquirer. Product and general medical inquiries I can usually deal with myself but seek help from Jonathan and Alex as needed. Thank you both for being available and so helpful in these responses.

The website also generates phone calls to my cell phone. Thank you to Rod and Sherry who fielded these calls during the 2 months I was overseas. People are always very grateful for the information and support we provide whether that be early information about sleep apnoea and how to get diagnosed and treated, or in solving problems that they are having with their machine.

The Facebook page also generates activity and contact. I would still like to see this developed further with regular articles and other committee members adding both material and comment. The more often material is added or comments made or even the page liked, brings the page back

to the top for readers. I have added articles from the newsletters on a couple of occasions and also used it to advertise the Hamilton support group meetings and the AGM. I get weekly reports that show that there is significant interest in the Facebook page.

METRIC	LAST WEEK	PREVIOUS WEEK	TREND
Page Visits	12	0	↑
Weekly Total Reach	29	2	↑1,350.0%
People Engaged	10	2	↑400.0%
Total Page Likes	65	64	↑1.6%

Over the next year it is my goal to hand over at least some of the editor's role so that these important functions continue after I withdraw from the committee. Rachel has expressed an interest in taking over the newsletter and there are also 2 potential new members who have skills/background in the IT field. I feel I can now be hopeful that the newsletter and website will continue to function beyond my time on the committee.

Jill Hammonds
SAANZ Editor
16.11.18