

BMAF Marketing Report for the 2023 AGM

Work was done to develop a marketing plan to increase the number of registered Masters Athletes. Registered Master athletes (via the Regional Masters Clubs) have stagnated at the 5,000 +/- 10% level over the last 10 years or so. In general, there is an increase in participation, particularly in non-stadium running, but we have not seen this increase reflected in our membership. A marketing plan to attract more masters runners/athletes is ready, when the organisation is ready for it. One small element of the plan was to have a single website, and this was implemented.

We are now able to reach non-registered masters athletes using a new agreement with OpenTrack. This was first used for the BMAF Open Road Relays. Our current software (GetResponse) reaches BMAF registered athletes only.

A number of discussions were held with potential sponsors and suppliers, but more work needs to be done on the value the BMAF can bring to any potential partner.

Michael Hausler
21st November 2023