



# Orange Colour City Running Festival

## Committee Report

2016 ORC AGM

Presenter – David Gibson, OCCRF Event Co-ordinator



## Committee Members

Position	Name
Head Coordinator's	David Gibson
Assistant Coordinator's	John Betts and Ursula Wilson
Treasurer	Tim Edmonstone
Secretary	Amanda Gregor and Alison Spurway
Registration Officer	Iain McLean
Media / Website Coorindatior	Renai McArdle





# Orange Colour City Running Festival

## Mission Statement

“To be a leading event in Orange and the Central West, promoting the region and a healthy lifestyle, whilst providing participants with a rewarding, value for money experience no matter what their goals.”



## Festival Aims

- Raise funds for local charities
- Promote tourism within Orange and the Central West
- Promote a healthy lifestyle through participation
- Provide a memorable and rewarding experience for participants
- Be a prominent event in the annual running calendar
- Be financially sustainable



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## Full Marketing plan implementation

- “10 years running” Campaign
  - Logo and tagline
  - Special New Medals and Shirt designs
- Increased, targeted advertising
  - Move to increase PR presence
    - Articles in Runners World and R4YL + local media with increased TV and Radio presence
    - Online campaign via Orange Council’s “it’s on” campaign
- Targeting of tourism based sponsors



## 2017 Marketing Suggestions –

- Website revamp
- Increased online advertising participation with reduced offline spend



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## Festival Results - Entries

Event	2016	2015	Change
Marathon	112	146	-23.3%
Half	235	301	-21.9%
10km	323	336	-3.8%
5km	860	1002	-14.1%
2km	167	192	-13%
Total	1697	1977	-14.1%

Highlights included;

- 50% of participants from outside of Orange Postcode
- Exceptional feedback from competitors – AMR, race winners, general public
- Increase in field quality for Half and Full Marathon
- Although numbers decreased this was the second biggest festival



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## Festival Results – P&L

Description	2016	2015
Festival income	\$79,138	\$82,702
Expenses	\$55,983	\$52,526
Overall Profit	\$23,157	\$30,176
Donations (ext)	\$19,768	\$20,102
Donations (ORC)	\$2,500	\$3,000
Retained Profit	\$891	\$7,053

### Cash position

Expected cash balance of \$30,896.19 after completion of all donations

- \$1800 in expenses from 2015 carried into 2016
- \$6500 donation to Housing Plus
- \$2500 donation to ORC



# Orange Colour City Running Festival

## Committee members stepping down

- Amanda Gregor and Alison Spurway – Secretary
- David Gibson – co-ordinator

## Suggested role changes

- Maintain secretary role to be managed by two people – meeting and email secretary
- Potential for two head co-ordinators to work together also

**Thank you**  
**Committee members and all volunteers**

