

It is now 18 months since I took on the role as communication co-ordinator for SACC. In that time I have built up a good opinion on how things are happening in Scottish motorsport. As an association we have very little News to share but being the MSA regional association in which all clubs in Scotland are linked we should be in a strong position to be a source of information. Some clubs and events have been excellent at sending regular updates and we have relayed this back through newsletters and mailing list also displayed on the website.

The website displays a list of all motorsport events taking place but some clubs aren't utilising this and supplying dates or changes. With a country with so many motorsport and training events taking place it's important to keep the team of marshals, competitors and those with an interest in motorsport informed. I am a committee member of 63 Car Club, I compile our club newsletter and assist with website and Facebook updates so I know the problems faced with committing the time to ensure that all the outlets are kept updated so that our members know what's going on. Sometimes the more involved we become many of us start to assume everyone around us also knows what's going on.

So please help us help you and keep us informed with what's going on in your club, event, championship or training.

#### Newsletter

A change of format to quarterly More focused on features and a suitable tool for relaying information from the association plus club and event news. Features on clubs have been included and now information on different disciplines. Thanks to the individuals who have come forward with information, there is still some areas of the sport who have sent no information to be included.

Newsletter emailed to mailing list and also uploaded to ISSUU an online publication page plus SACC website.

ISSUU statistics May 239 reads Summer 261 reads

The next Newsletter will be published start October – Autumn Edition (**deadline 25<sup>th</sup> September**), Winter Edition (Deadline 25<sup>th</sup> November)

Updates have been emailed around the mailing list when required.

SACC Social Media – Steady growth in most areas, regular shares/updates

Facebook 13/06/2016 965 likes 15/09/2016 1016 likes

Twitter 13/06/2016 328 Followers 15/09/2016 368 followers

Rally Future Forum in Aberdeen, I had planned to Live stream the event through Facebook, just before the event started the MSA informed us that this was not allowed, A public event to relay

important information about the future of rallying couldn't be shown to the public?? No wonder some spectators, competitors, marshals are forming their own opinion!

Thank You

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