

3Touch volleyball AGM Report 2005

3Touch volleyball is now in its fourth year and continues to receive very positive responses from the volleyball community. We would like to again thank our main contributors who help to give the publication a good base to set the articles from around the volleyball community against. The number of requests to put information, articles and news in each issue constantly increases and we continue to collect comments and opinions from those within volleyball giving the very busy or those that dislike writing a voice! There is never any difficulty in filling our pages - in fact quite the opposite - we struggle for space in every issue. But this just demonstrates the richness of volleyball. Our budget is tiny and we do a lot with our sixteen pages.

One of our main frustrations is still that we do not reach as many people as we would like. While all EVA affiliated clubs receive three copies of 3T, many individual players tell us that they do not see a regular copy which is why that we offer bulk deals for clubs and offer subscriptions at cost and each new sale actually reduces the unit cost. So much happens within volleyball that one group does not necessarily know of the activities of another, information on sport politics which impacts on the game is not known generally and thinking on the game at both the team and individual level is not transmitted. We gather this information and would like it to reach as many people as possible. Having mentioned the downside we have to say that we do reach many people and have thus taken regular mailing requirements out of the EVA Office and act as publicity for the sport. 3T is also able to keep those people who have left volleyball in touch; these may return to volleyball in the future or enjoy meeting up with people at events that they hear about through the publication.

We continue to extend 3T as a PR tool for the Association and volleyball adding individuals including journalists as recipients of 3T and sending copies to bodies we think should know about volleyball. 3T acts as a media resource within schools and colleges. We produced a 3T special issue which acted both as a programme for the World Championships in Sheffield and marked the 50th anniversary of organised volleyball in the UK. The November issue carried advertising for the event and the January issue became our 'special' and was mailed out just before Christmas. This gave members a memento of the 50th year and took the news of the World Championships to the volleyball community and we hope that 3T helped in part in the sell out Saturday evening. In addition those not able to travel to Sheffield were able to read about the England, Home Nations and the visiting European Teams. We attracted advertising to this issue which helped to offset the programme cost. It represents some hard work on our part but we hope that it was enjoyed and that it supported the EVA and the National Teams in the World Championship event.

Our website www.3touchvolleyball.co.uk still sits high in search engine lists. We continue to include match reports from NVL and Cup matches from both 3T's Douglas Barr Hamilton and from some clubs who took up 3T's invitation to place reports on the site during the 2004/2005 season; we also included match reports from the World Championships. We carry some event dates and the site fulfils its original aim of providing a presence on the web for 3T and links visitors to the EVA site.

We cannot emphasise enough the importance of the specialised press for a sport especially during a period of little coverage for smaller sports in the national press - it informs, publicises and gives an area for the sport to show sponsors of its activities. We are also another point of contact in the sport for the membership and those interested in volleyball. 3Touch volleyball has entered its fourth year and our aim is still for it to continue to grow and change, matching and helping the sport as it too grows.