



Atheist Foundation
of Australia Inc Established
1970

Annual General Meeting Report

The Australian Atheist

CHANGE OF FORMAT

In 2014 we changed the format of the magazine. Significant positive feedback has been received on the new format. The general comments are that the look is now more professional.

CHANGE OF FREQUENCY

In 2014 we changed the frequency of the magazine issue from 6 per year to quarterly. Only one complaint was received at the change in frequency of issue. The quarterly magazine has approximately 40-50% more pages than the previous 6 per year issues.

PRICING

We have priced the magazine for non-members at \$7.50. In 2015-16, we have established at least one distribution outlet for sale of the magazine and we are currently in negotiations for another two outlets.

E-VERSION / APP

We are currently reviewing options to establish the magazine as an app. Establishment costs have been identified as approximately \$4,000. After that there are no further costs. The magazine app would then be available through iTunes, google store and over 300 electronic magazine distributors. For each download the AFA would receive 50% of the sale price. Further details to be submitted to the Committee of Management in a few months.