

Communication and Marketing Officer Report - August 2013
Orienteering Victoria Board Meeting

The weekly email bulletin distribution list is now at 940 addresses, and the email goes out each week at 8am on Wednesday morning. Recent analysis showed that 536 addresses have never opened the email, so I decided to send those people an extra mailing, We Miss You. About a third of those were read and will remain on the list - the rest will be culled fairly soon! At the conclusion of the MelBushO series, I included a prominent item drawing attention to the advantages of OV membership.

I have bought an iPhone so that I can easily post photos to Facebook and Twitter. Pictures are often appreciated and commented on.

I made suggestions to the BushO co-ordinator on how both clubs and newcomers may be helped. Small clubs should seek to combine expertise and manpower when staging events. Also, age group events seem inappropriate for small numbers. A colour coded scheme would be a better fit. Less experienced competitors could choose a course appropriate to their expertise and fitness rather than simply their age.

I have reviewed target events for the remainder of the year. These are Victorian Championships, Victorian MTBO events, EndurO, Sprint Series and Saturday Park/Street events.

I have met with Laurie Niven, BushO fixtures, and she has been enthusiastic about my plan to produce a 2014 BushO Fixtures Guide. She was optimistic for a December publication date, with the magazine mailout. Peter Cusworth has agreed to tackle layout and design for the project. I envisage an 8 page A5 booklet containing fixture information on Champs, State Series, MelBushO, Bendigo, Eureka, Albury/Wodonga, Schools and Sprint Series events. Also included would be information on OV membership, general course information and OV/Club contact details.

I receive regular emails from Orienteering Australia, OrienteeringNSW, Orienteering Tasmania, Orienteering South Australia and Orienteering Queensland regarding their event programmes. I also subscribe to newsletters from the International Orienteering Federation, regarding international issues.

Dennis Mews
Communications & Marketing Officer
14th August 2013