

Communications and Marketing Officer Report – April 2013

Orienteering Victoria Board Meeting

Overall:

1. **Press Releases, Email Bulletins and Facebook posts continue.**
2. **I recommend that we investigate a website redesign.**
3. **I am looking at the production of a Free Event Voucher.**
4. **I have completed an analysis of Sponsorship Opportunities.**
(See separate document)

Continuing Publicity Initiatives

Media Contacts

Press Releases to Newspapers continue. Easter2013 press release sent to Bendigo Advertiser and Bendigo Weekly, with no response. Curiously, over the Easter weekend, they rang Mandurang Cricket Club (Campsite and Event Centre) to find out why the tents were there, and were informed about the Easter2013, but again did not follow it up. Press releases were also sent to Diamond Valley Leader and Maroondah Leader, informing them of the Saturday Park/Street Orienteering Series, which begins on 13 April. I will continue to send these at regular intervals.

Internet Communication

The weekly Email Bulletin continues to be well received. The mailing list has grown from 687 on January 6th to a current total of 838, an increase of more than 20%. Numbers have been added from other initiatives, as well as comparing my mailing list with the current OV membership list. Many people who had dropped from the list are now resubscribed. Over the last 3 months, the open rate is about 40% and the click rate is about 15%. The most popular items are forthcoming events, event results and videos, so I continue to give these a high priority.

Items of immediate interest are posted to Facebook. 60 subscribers now see the Orienteering Victoria items. Since opening the account, interest has built steadily, especially when event results are highlighted. Through Facebook, I was able to pass on immediate results from the Eureka Ultra-Long event, even though I was not there!

Attracting Families

As explained above, I continue to send press releases to Melbourne suburban newspapers, and will start following these up with phone calls to the individual journalists.

I am also investigating the production of a Free Event Voucher (designed in the style of last years "Streets Ahead in the Western Suburbs") to be offered on the OV website and in the Email Bulletin. Any current competitor bringing a newcomer could also use one.

Targeted Events

Easter2013 and the Melbourne Saturday Park/Street Series have been my recent targets. It quickly became clear that a major event such as Gold 'n Ponds needed a much longer lead-in time (6 months+) than was available to me. It will now be some time before Orienteering Victoria stages an event of a similar magnitude, but I suggest that some thought to be given to promotion and media publicity.

I will continue to assist in the promotion of the **Melbourne Saturdays Park/Street Series**, as well as the **Vic MTBO Series** and **Vic MTBO Champs**. The **Bendigo Bush Classic** series is also an important contributor to bush orienteering in the state. The **Victoria Secondary Schools Championships** are in May and **MelBushO** events also begin just after that.

Events Publicity

There is a need for clear pre-event publicity so that intending participants can make choices and plans. This should be available around a month ahead of the event date. I will continue to monitor event publicity and contact organisers with offers of help if necessary.

NB The publicity details for the recent Eureka Australian Ultra-Long Event and the forthcoming State Series Event in Macedon are exemplary! I will use them as templates if necessary.

Orienteering Victoria Website

In my view, a redesign of the OV website is overdue. It is difficult to update and looks cluttered on mobile devices. I would recommend Paul Frost (a Scottish website developer) who has designed websites for [World Champs 2015](#), [Scottish 6 Days 2013](#), and [Edinburgh Southern OC](#) among others. His sites are clear and attractive, easily updated by all those authorised, and provide ready information on Events and Results (which is what people want to see most of all), as well as unlimited expansion possibilities. His fee would be in the region of \$1500-\$2000 for website design and the content management system licence. **I recommend that we investigate a website redesign.**