

## Communications and Marketing Officer Report – July 2013

### Orienteering Victoria Board Meeting

1. The weekly OV Email Bulletin continues to be well received, and numbers expand with the constant supply of addresses of newcomers who register at local events. MailChimp shows that 938 emails were sent out last week, with a response rate of 40%. To gain more insight, I have drawn subscribers' IP addresses on a world map, clearly showing the east side of Melbourne as our heartland. Content-wise, the weekly video is appreciated, useful in showcasing the worldwide appeal of our sport. Details of forthcoming events are seized upon, as well as recent results links.
2. The OV Facebook page continues to provide up to the minute news, and the number of subscribers now approaches 100. These items are also copied to Twitter.
3. Recent MelBushO events have seen a steady flow of new faces, especially couples and young families. This is where we may hope to recruit many more regular participants, and I would suggest to clubs that they support an expansion of this project to include more events next year.
4. I was invited to write an article about MelBushO for the Australian Orienteer, to appear in the next issue, focusing on marketing issues. Entitled "*Build It and They Will Come*", I also commented on some of the ways in which we can make our sport more accessible and welcoming to newcomers, suggesting finally that regular, accessible events are the sure way to expand our membership.
5. To compensate for maps which often have no room for a legend, I have produced colour copies of *Map Symbols for Orienteering Maps* to help newcomers interpret bush orienteering maps. These will be supplied at MelBushO events.
6. I have published an event information template, to assist clubs in providing complete and timely information for their events programme.
7. I was invited to attend a meeting of Yarra Valley OC, to talk about improving participation. My comments centred around the issues of small clubs trying to put on too many events, combining club resources and paid-for advertising. I would be happy to speak with other clubs if they wished it.
8. I endorse Ian Baker's proposal for a colour printed 2014 Bush Orienteering programme, in the same way that the Park/Street programme is so successfully advertised. I am seeking advice on how to make this happen.

9. TeamUp is an app for phone/tablet promoted by VicHealth. I have used it to promote orienteering events, although it is very unstable and crashes repeatedly. I'm assured a new version is in development. It will help us to publicise our events when it is more usable.
10. I have investigated classified newspaper advertising. The cost of 9x6 display advertising with the Leader Group is \$200-\$300 depending on which newspaper is used. This could be used to promote a specific local event or series.
11. Around You is an interesting free Whats On website. I intend to use it to promote future events.