

**Communications and Marketing Officer Report – December 2013**  
**Orienteering Victoria Board Meeting**

**Communications and Media Officer**

This report marks the end of a year in my role as OV Communications and Media Officer. I remain convinced that our present membership is our greatest advert, and that any growth will come through them. I have highlighted the ways in which events may be organised to welcome and encourage newcomers. However, numbers have not grown in the way I'd hoped, and I feel the time is now right for me to stand down from my role as Communications and Media Officer to allow others to bring fresh ideas to participation issues.

**2014 BushO Fixtures Guide**

The Bush Orienteering in Victoria 2014 booklet has been produced and distributed to OV members in the December mailout. The 8-page booklet contains fixture information on Championships, State Series, MelBushO, MTBO, School and Sprint Series events. Also included is General Course information and Orienteering Victoria membership details. Peter Cusworth has designed the booklet. It was most unfortunate that no event information was available in time from Bendigo, Eureka or Albury/Wodonga. With the last-minute rush to publication, errors and omissions were inevitable and I plan to address these with an update sheet in March. Debbie Dodd will make them available at Eastern Series Park/Street events, John & Jennie Sheahan will distribute to Western Series participants, and I have given a quantity to Peta Whitford for use with schools.

**Weekly Bulletin**

Over the last year, the weekly email bulletin list has grown to 950 subscribers. Many of these subscribers appear to be dormant, however, and I have now shortened the list to 396 subscribers (those who have opened the email in recent months). Facebook numbers are now at 120.

**2013 Victorian Sport Awards**

I suggest that we nominate Carolyn Jackson for the Victorian Masters Sport Award, promoted by VicSport, for her achievements in the World Masters Mountain Bike Orienteering Championships 2013, when she became Gold Medallist at Sprint, Middle Distance & Long Distance. Nominations close on December 31<sup>st</sup>.

Dennis Mews  
Communications and Marketing Officer  
16<sup>th</sup> December 2013