

Communications and Marketing Officer Report – March 2013

Orienteering Victoria Board Meeting

Overall: All issues highlighted at the last Board meeting have been resolved and progressed.

- ✓ The Email Bulletin has been well received and number of subscribers is increasing.
- ✓ My Communication and Marketing Strategy Document was discussed at the February Council Meeting.
- ✓ Website access issues have now been resolved.
- ✓ An online subscription to Margaret Gees Media Guide has been purchased and relevant data downloaded as spreadsheet files.
- ✓ I have been provided with OV email address and letter heading to assist my promotions to news editors.

Publicity Initiatives

Media Contacts

Newspaper editor contact lists completed with deadline days, and will distribute to all interested parties.

Email Bulletin

Copy of Email Bulletin displayed at Wednesday Park/Street events and email addresses collected of interested participants.

Attracting Families

Promotion of Saturday Park/Street Series (which begins 13 April) through press releases to local newspapers. The first two events being Bundoora and Croydon, I have contacted (and will continue to contact) the Diamond Valley Leader and the Maroondah Leader.

Targeted Events

Promotion of Easter2013 to current members and non-members via the Email Bulletin, Facebook and Twitter. I am preparing press releases for the Bendigo Advertiser and the Bendigo Weekly.

Some Suggestions

Events Publicity

Orienteering Victoria does not appear to set out clear **guidelines** on the timing, format and information provided in pre-event publicity. In my view, this should be addressed.

Participants need clear information well ahead of time regarding exact location, terrain description, map details, timings, courses available (including EOD), costs, facilities, officials, etc. A template could be prepared and made available to clubs.

Increasing Membership

We need to find ways to utilise our greatest asset, our current participants. If they can be persuaded to bring family, friends, or colleagues to an event, they can also be relied upon to competently mentor them through the initial confusing stages.

- We could offer a **Free Event Voucher**, to attract newcomers to our Park/Street programme. This could be made available on the OV website and in the Email Bulletin. The voucher would be used in lieu of event payment, and would have the name and email address of the beneficiary. Any current competitor bringing a newcomer would also be eligible to use a Free Event Voucher.
- We could offer our existing competitors a Free Park/Street season ticket (say) as an incentive to become **Orienteering Victoria members**. This should lead to an increase in OV membership with no loss of revenue.
- In my view, the Board should seek to reduce, over time, the **cost of OV membership** to a much more attractive level, raising event levies to compensate. This should lead to an increase in membership with no loss of revenue.