



4. Media Strategy (MH)  
 Dennis Mews attended for discussion/expectations.  
 Marketing Strategy document concentrating on Newspaper contacts.  
 DM is authorised to spend \$600 on the Newspaper Guide.  
 There will be discussion with clubs at Strategy Day.  
 Publish document for discussion/ **Action – DM/MH**  
 Priorities – maximise volunteer base, financial transparency, participation  
 Board to send a Note of Thanks to Les Bright for service as Bulletin Editor **Action – DF**
5. Eventor: Most customisation is completed.  
 Membership module is completed with online help.  
 Function is being promoted.  
 The support function needs more work.  
 Videos have been posted on YouTube on How to Use Eventor.  
 There will be a notice about Membership in the next eBulletin.  
 The next progression is assistance for Users and providing Help.
- Suggestions – a mentoring system for problems – advertise in Bulletin.  
 Get some user feedback published.
6. Reports
- a) Finance. P&L and Balance Sheet reports as tabled.  
 Highlight net returns to clubs from 5-Days and expected returns from Easter 2013.
- b) P&D and Correspondence  
 Peta applying for the tour operators licence for PV access fees for school groups.  
 She has been told they will not issue permits for her until she does.  
 Laurie Niven has accepted the position of Member Protection Officer.
- c) Correspondence – State Bulletins. Peta to issue a 6 monthly report.
- d) Park & Street: as written
- e) MTBO. Report as written. No actions required.
- d) BushO subcommittee. 2013 Program is finalised.  
 There have been changes to the course/class table. Additional Class 7 as an A course.  
 A Controllers workshop to be held late January.  
 2012 State Series presentations will be at Mt Beckworth.  
 Course setters of the year, Rockhopper Individual and Club awards,
- e) Junior Squad/Schools. BA reported on behalf of Carl Dalheim whose report was received after this meeting.
- f) SportIdent. Report received – no actions required.
- c) Major Events:  
 Xmas 5Days. Finances have been completed. The event was blessed with good weather.  
 Eventor worked well for registration and results.

Easter 2013: Report as written,

## 8. Strategy Day Agenda

1. Eventor. 1hr
2. Media
3. Strategic Planning  
Subcommittees give a brief 5mins max presentation on a 3 yr strategic plan.  
No discussion – break into special interest groups for discussion.

Meeting to run from 12pm – 4pm.

Other items:

Fees: Introduce the Review and form a working group.

Association Incorporation

PV:

### **Other Business**

Payments.

ASC Funding Agreement signed for Projects.

ASC Funding plan for the Gippsland Series is wanted, similar to the SE and Sprint projects

Meeting closed 9:50 pm.

Next meetings Council – Macedon Primary School 12pm February 17<sup>th</sup>  
Board - ORC 7pm March 14<sup>th</sup>,