

Communications and Marketing Officer Report – November 2013
Orienteering Victoria Board Meeting

2014 BushO Fixtures Guide

A printed version of the 2014 Bush Orienteering Fixtures list is to be distributed to OV members in December. I have assembled an 8-page booklet containing 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. No event information has been forthcoming from Bendigo, Eureka or Albury/Wodonga.

Weekly Bulletin

The weekly email bulletin goes out to 950 subscribers every Wednesday, with fixtures and results details, as well as the ever-popular YouTube video link. Many of these subscribers appear to be dormant, and I will shortly cull the list to those who actually open and read the email. This amounts to 396 subscribers. Facebook numbers now exceed 120, growing by 10% each month.

Article for OVic Magazine

I submitted an article for the final edition of OVic magazine, entitled “Making Events Family Friendly”. I argued that if membership numbers are to grow, then we must provide suitable events for newcomers, particularly young families, which is (or should be) our primary target. A regular supply of **come-and-try-it events**, such as MelBushO, will do the trick. I also suggested that clubs provide **low-cost, easy, non-competitive courses** for family members at State Series and Championships events. To newcomers, **timing, location and price** are all important. Weekend, daytime events within a reasonable distance and at reasonable cost will always be popular. Similarly, **map legends** are important for newcomers. In this regard, most State Series and Championship events this year have given newcomers little encouragement.

Falls Creek Mountain Raid

I have agreed with Rapid Ascent Event Management to promote their Falls Creek Mountain Raid. This is a two-day navigational Adventure Race in February. In return, their website will link to our events on Eventor. My hope is that some of their participants may wish to practice their navigation at our events, particularly MTBO.

Sports Marketing Ltd

Jason Sleeman contacted OV office regarding the Australian Orienteering Carnival 2015, with his estimate that Ballarat Council should be supporting our event to the tune of \$20-\$30K! I am doubtful. Mark Valentine has had discussions with Ballarat Tourism and will follow this up. Sports Marketing exists to persuade sports bodies to stage events in regional areas, and we are already persuaded.

Dennis Mews
Communications and Marketing Officer
18th November 2013