

## Communications and Media Officer Report - January 2013

### Orienteering Victoria Board Meeting

**Overall: Progress has been made with an Orienteering Victoria Communication and Marketing Strategy document, increased internet presence and a newspaper contacts datafile.**

1) I have had several valuable meetings with Peta at Westerfolds House, who gave me a lot of background information and starting points.

2) I have completed the first draft of a Communication and Marketing Strategy document, identifying potential target population groups, event series and media tactics. I have drawn up a schedule of principle event series in Bush, Mountain Bike and Street Orienteering. Four possible target population groups have been identified. Tactical approaches, using print and internet methods, to newcomers and existing members are explored.

3) I have taken over production of the Orienteering Victoria weekly email bulletin, transferring production to MailChimp (which gives excellent feedback on subscriber responses), creating a new template and also liaising with regular contributors. Initial feedback shows high response rates to the Bush Orienteering fixture list, Gold 'n Ponds, Surf Coast and MTBO events. **I regard this as an important and helpful part of my role.**

4) With Jarrah Whitford's help, I have established an internet presence for Orienteering Victoria on Facebook and Twitter. A link has been put on the Orienteering Victoria website.

**I am experiencing difficulties posting news items on the website.**

5) Using Margaret Gee's Australian Media Guide 2011 in my local library, I have identified almost 100 newspaper titles operating in Victoria. I have obtained a copy of

ONSW's spreadsheet file from Ian Jessup (ONSW Marketing Officer) and begun data entry for Victoria, adding another column 'Circulation'. **Access to the current online version of the Media Guide would be very helpful.** ( online annual subscription \$600).

6) I sent a press release to the Manningham Leader newspaper, with details of the Summer MTBO Series and links to the Orienteering Victoria website. The item was not used. **It would help me if I had an Orienteering Victoria email address, letter heading, graphics, etc.**

7) I have been asked to suggest website improvements and **would suggest the board considers a redesign of the Orienteering Victoria website, taking into account the growth of mobile devices.** Also a consideration of how events may be made more attractive to newcomers suggests **a free entry promotion scheme (via current members?) would be useful in attracting newcomers,** as well as **nominal entry fees for family members on simple non-competitive courses at larger bush orienteering events would encourage families.**

Dennis Mews

21st January