

Communications and Marketing Officer Report – June 2013

Orienteering Victoria Council Meeting

1. Since my appointment in December 2012, the weekly **Email Bulletin** has shown steady growth, up from 292 readers to 353 at the last count, an increase of almost 20%. The OV website, StreetO, MelBushO and Schools Champs events have provided a steady supply of new contact email addresses.
2. The OV **Facebook** page has attracted regular interest since its creation last December and now has over 80 readers, who are notified promptly of the latest news.
3. I assisted David Jaffe in the compilation of an information pack for all competitors at the recent Victoria Schools Orienteering Championships. This included details of Melbourne and Bendigo events, and a voucher for a **free event** entry. This last item caused some consternation to clubs at the potential loss of revenue. Clubs may feel that new members would more than compensate for any lost income.
4. Press releases to many regional and suburban newspapers on a regular basis have received zero response. As a more profitable alternative, I would recommend we try **paid advertising** of specific upcoming events, financed by the marketing budget, giving guaranteed exposure.

Barriers to Newcomers

Several issues make orienteering events less accessible to newcomers.

5. A **website** redesign is long overdue. It is difficult to update (impossible from a phone) and looks cluttered on mobile devices.
6. **Event publicity** information often appears late or incomplete. This does not help newcomers. An Event Details template might assist clubs in providing full event information.
7. **Mapping** guidelines are clear, that all maps should show a legend. This rarely seems to be the case, and clubs are asked for their help with this.
8. The cost of **OV membership** discourages many occasional orienteers. I suggest that this be reduced, with a compensating increase in event levies.
9. Melbourne Park/Street events have been most successful, using a **simplified format** which can be implemented by a small number of people. I suggest the MelBushO concept may be extended using a similar mass start score format. Also, many mapped bush/parks areas can be used more than once a year to attract newcomers.