

Communications and Marketing Officer Report – January 2014
Orienteering Victoria Board Meeting

Communications and Media Officer

In my last report, I offered to stand down from my role as Communications and Marketing Officer. Many orienteers privately encouraged me to continue, and the Board also asked me to carry on. This I have agreed to do, although I have suggested that some thought be given to a succession strategy.

2013 Review

I reviewed my year's activities. Successes have been the weekly email and internet presence, as well as the Bush Orienteering Fixtures Guide. I have attempted to highlight the ways in which our activities inhibit membership growth, including high event entry fees for occasional orienteers, maps which do not have a legend, and high OV membership costs. It is my hope that these issues can be addressed in 2014.

2014 BushO Fixtures Guide

The *Bush Orienteering in Victoria 2014* booklet was distributed to OV members in the December mailout. Fixture details have now become available from Bendigo Orienteers and Albury Wodonga Orienteering Club, and these will be incorporated into a *Supplement* to be distributed in March. I am also reassured that Eureka Orienteers will have some fixtures finalised in February and these will also be added. Mark Hennessy would like a complete reprint, but I have baulked at this suggestion.

The State of Orienteering in Victoria

Mike Hubbert produced an analysis of a decline (as he saw it) in orienteering numbers in Victoria and I responded to some of the points he raised. I suggested that StreetO numbers may have peaked due to the limited challenge provided by these events. I also responded to his criticism of the Bush Orienteering Fixtures Guide by pointing out the tardiness of regional clubs in finalising their plans. His analysis seemed to be influenced by membership statistics which are vague and inconclusive. Orienteering NSW have seen growth due to their reduced pricing structures for membership. I have suggested this approach many times but the recent Council meeting appeared to reject it.

Weekly Bulletin

The weekly email bulletin list has now stabilised at about 950 subscribers. I alternate between sending the weekly email to the full list and to the active list, i.e. those who have opened the email in recent weeks. This varies between 350 and 400 subscribers. There have been no howls of protest.

Dennis Mews
Communications and Marketing Officer
27th January 2014