

Communication and Marketing Officer Report
October 2014
Orienteering Victoria Council Meeting

The Board prioritised five target areas on which I should concentrate - MelBushO, Street to Sprint, the Schools Program, a Winback campaign and the AUS Champs 2015. A more detailed job description was set out in the "Position Description – Communications and Marketing Officer" published on the OV website in July 2014.

Schools Website

To help us market the sport to schools, I have begun the design and implementation of a dedicated website for Schools Orienteering.

MelBushO

The MelBushO series is to be extended in 2015 and a concerted effort has begun to capture contact information of newcomers. It is suggested that redesigned registration forms include space for an optional email address and "How did you hear about this event?" which will inform our ongoing recruitment planning. I will man a 'Welcome Newcomers' table at 2015 events. The simplicity of the Olynx registration system will help clubs organise events with minimum manpower.

Win Back

Having drawn up a list of membership lapses, I plan to contact them with a 'Special Offer' (after October Council decision).

Other States

An examination of recruitment methods used in other states highlights a variety of strategies, using permanent courses, team competitions in schools and universities, beginner welcome packages, bring a friend, set up an event at a large show (e.g. Floriade), parkrun, etc. The list is endless – the lesson is 'try'.

Also

I am in contact with People & Parks Foundation and Falls Creek Mountain Raid with a view to publicising our activities on their websites.

Dennis Mews
Communications and Marketing Officer