

Communication and Marketing Officer Report - September 2014

Orienteering Victoria Board Meeting

The Board at their last meeting prioritised 5 target areas for me to concentrate on, MelBushO, Street to Sprint, the Schools Program, a Winback campaign and the AUS Champs 2015.

MelBushO

I attended the MelBushO #7 event and provided a signup form for newcomers. Seven people signed up (out of 140 attendees, 5%) and circulated with details of the next (and final) MelBushO event. I repeated the exercise at MelBushO #8 and had 1 more signup. I will contact them with Coaching Day information. These may appear modest numbers but represent at least 10% (and may be as much as 25%) of newcomers. I have sent them to Rebecca Jaffe for the OV email list.

It is instructive to note the number of MelBushO entrants on Eventor with no declared club membership. There may be several reasons for this, but many occasional competitors are there to be encouraged.

Schools

I assisted in the production of a Westerfolds Coaching Day flier, an opportunity organised by RG to fill an unfortunate gap in the local fixture list. A display was provided at MelBushO #8 and several flyers were taken. We will encourage young children at the coaching day to enter the Primary Schools Championships in November. I will help RG on the day.

Street to Sprint

Much work has been done by Debbie Dodd.

Sprint into Spring leaflets are displayed at Street events, as well as advertised in the StreetO Summer Series booklet. SinS leaflets were distributed to OV members in the last mailout, as well as being advertised at www.parkstreeto.com.au/sprint and www.MelBushO.com.

Winback campaign

Rob Edmonds provided me with contact details for lapsed members. If I understand the figures, we had 30 lapsed members in 2012-13 and over 100 in 2014!

I have designed an email "We Want You Back" and suggest a Free OV Membership offer to be circulated to these targeted individuals.

Research other states, Bendigo Orienteers

I arranged a meeting with Jim Russell (BG) at a Bendigo event to study their methods. The event was well signed, and a newcomers table greeted non-regulars (a good place to get contact details). Registration used OLynx Touch on a Windows tablet (also used by Ian Dodd at MelBushO), an excellent setup which can be supervised by just one person. A trailer housed a complete set of event equipment, so it could be organised by only 3 people.

100 competitors came! Very impressive. We need to educate other clubs, via event guidelines, how to put on events for 100-200 people with relatively few helpers.

Orienteering WA are going to make more use of permanent courses to put on newcomers events.

Club Projects

Eventor contact details are often incomplete, and I plan to compare with the ONews contacts list. Craig has upgraded my Eventor access and I downloaded the membership list.

I offered to help clubs with publicity projects, and have begun the design of a VIC Sprint Championships publicity flyer.

Orienteering Australia website

Has anyone seen the new OA website design? As I suggested last year, to promote a more modern image, this is what the OV website should look like. Also WA and TAS websites, fewer words/more graphics. I suggest we do the same.

Casual competitors

It was good to see EOD being offered at recent Championship events for casual competitors at \$10. We should support this, via event guidelines, as positive encouragement for families.

First Aid

I was successful in gaining my Senior First Aid qualification, with the support of Orienteering Victoria and Bayside Kangaroos.

Decisions?

Free membership offer

Website update

Event Guidelines – simplified organization, casual entries.

Dennis Mews

OV Communications/Marketing Officer

Sept 2014