

Communication and Marketing Officer Report
November 2014
Orienteering Victoria Board Meeting

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 to 10 events in 2015 and I plan to renew efforts to capture contact information of newcomers. The simplicity of the Olynx registration system will help clubs capture contact details, as well as organise events with minimum manpower.

Win Back

I have a list of membership lapses and await Board approval to contact them with a Special Offer, drawing attention to the new membership rates.

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