

## 1 Document Information

Reporting Manager	Carl Dalheim	Document Version No.	Final
Quality Review Method	Peer Review	Document Version Date	13/06/2016
Prepared By	Carl Dalheim	Preparation Date	07/02/2016
Reviewed By	BA, DJ	Review Date	11/02/2016

## 2 Distribution List

From	Role	Phone
Carl Dalheim (CD)	OV Secretary	0400 082 871

Attendees			
Bruce Arthur	Margi Freemantle	David Goddard	Ruth Goddard
Blair Trewin	Rob Edmunds	Peta Whitford	David Jaffe
Don Fell	Sylvia Murphy	Lara Wallis	Anne Robnison
Angus Robinson	Mike Hubbert	Debbie Dodd	Ian Dodd
Rosie Dalheim	Mark Hennessey	Carl Dalheim	Andras Bogdanovits bogdanovits@gmail.com

\*Action Types: Approve, Accept, Review, Inform, File, Action Required, Other.

## 3 Meeting Specifics

Forum	Orienteering Victoria February 2016 Council				
Purpose	Facilitated Workshop "Let's Grow Again"				
Meeting Date	28/02/2016	Start Time	3pm	End Time	5pm
Meeting Location/Tele Conf #	ORC Westerfolds Park				
Chairperson	Bruce Arthur	Phone	0458 391 261		
Minute Taker	Carl Dalheim	Phone	0400 082 871		

## 4 Meeting Agenda

Time	Topic	Completed	Presenter
15:00	Welcome everyone and introduction of our facilitator: Jennifer Gregory from Standout Online		BA
	<p>Item 1</p> <p><i>Provide a clear and succinct value proposition</i></p> <p>Orienteering Victoria is currently lacking a clear and succinct value proposition. It may be necessary to provide a distinct value proposition for each of the proposed user groups, and even for each of the sub-event series website's (Street-O, Bush-O).</p> <p>10 minute intro</p> <p>Split into groups (note: – depending upon numbers, combine groups)</p> <ul style="list-style-type: none"> <li>- Park &amp; Street</li> <li>- MelBush O</li> <li>- Bush O</li> <li>- MTBO</li> <li>- Sprint into Spring</li> </ul> <p>Groups have 20 mins to write a value proposition</p> <p>5 minutes for each group to present</p> <p>15 minutes wrap up, and value proposition for Orienteering Victoria overall.</p>		Jennifer
	<p>Item 2</p> <p><i>Attract more participants with targeted social media marketing</i></p> <p>“Understanding who your key customers are is essential to knowing what content they will be looking for.”</p> <p>10 min intro – what is Facebook marketing?</p> <p>20 min working groups to develop a Facebook Content Share advertisement</p> <p>3 groups based on target user profiles</p> <p>6 20-35 year old adventure types</p> <ul style="list-style-type: none"> <li>b) Families – parents of school age kids</li> <li>c) 55 year old + active people</li> </ul>		Jennifer

Time	Topic	Completed	Presenter
	7 minutes for each group to present		
	15 min wrap up		
	Closure <i>What next?</i> <ul style="list-style-type: none"> <li>- Board to review Online Content Strategy</li> <li>- Refresh website with clear and consistent imagery and simplified structure</li> <li>- Integrate the new value propositions to the website</li> <li>- Implement facebook marketing content shares</li> <li>- Volunteers for a website working group</li> <li>- Interest in any content developers</li> </ul>		

## 8 Meeting Minutes

### General Minutes

Time 15:03

BA

Introduction

Welcome everyone and introduction of our facilitator: Jennifer Gregory from Standout Online.

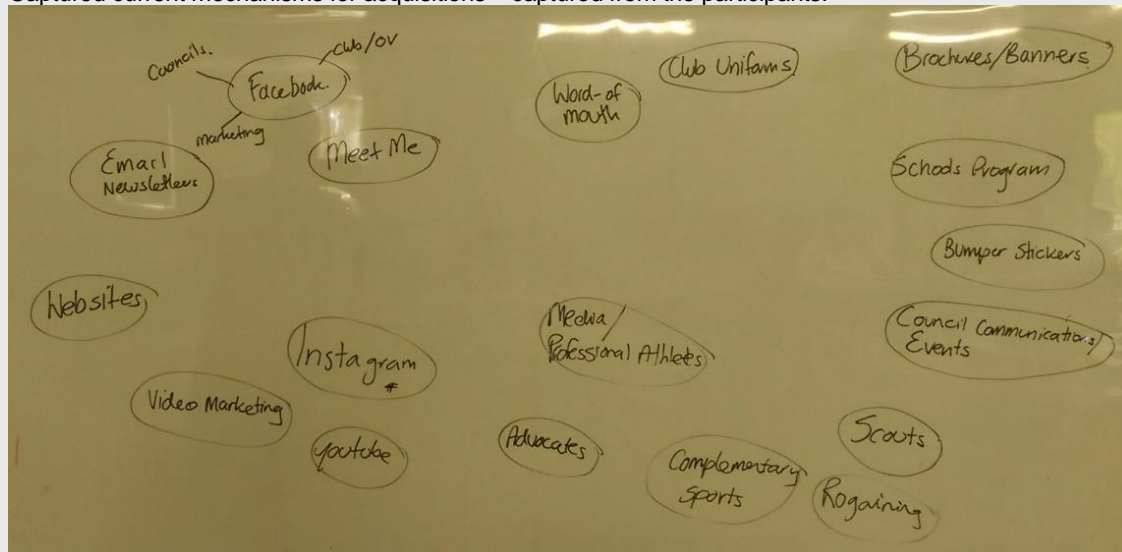
Apologies.

15:07

Jennifer Gregory – a bit of background, 13 years intranet/extranet design and build.

Reflected on recent work with BYK – last 7 years. Insight of the sport obtained from surveys

Captured current mechanisms for acquisitions – captured from the participants.



Dothetest.com

Continued through the pack

Elevator pitch exercise

Who is in the elevator

Split to Four groups – *summarised elevator pitch below*

Park and Street is for all ages and abilities

- Value Proposition – discover new places in your neighbourhood every day. P&S is for everyone.

Melb Bush/Bush-O is a think on your feet xc run with a map

- Is a sport and recreational activity for anyone that wants to exercise and have their own adventure in our fantastic forests

Melb Bush/Bush-O

- Melb Bush-O value Propositions – Walk or run with a purpose for all ages and abilities using a map. Any easy to learn sport for those who want their own adventure in lovely areas of Melbourne.

MTB is a xc mtb race with a map

- For any age group
- who want more of a challenge than just riding around; it has a great social aspect
- MTBO is a great way to discover new trails.
- That is affordable with no expensive licenses
- Unlike other cycling events

MTBO Value proposition(VP)

- MTBO we offer a new and interesting form of XC mtb racing on new trails.
- Novice → Elite. Solo or as a team. We'll get you started.

Sprint – O is a fast paced exciting race where you think on your feet

- For all ages of people who like an exciting yet safe run. Sprint-O is a fast paced exciting race where you think on your feet, that is easy to learn, unlike your usual boring run.
- VP (Draft)....Sprint-O is an accessible, easy to start/learn exciting racing spectacle that provides a competitive run with a purpose.

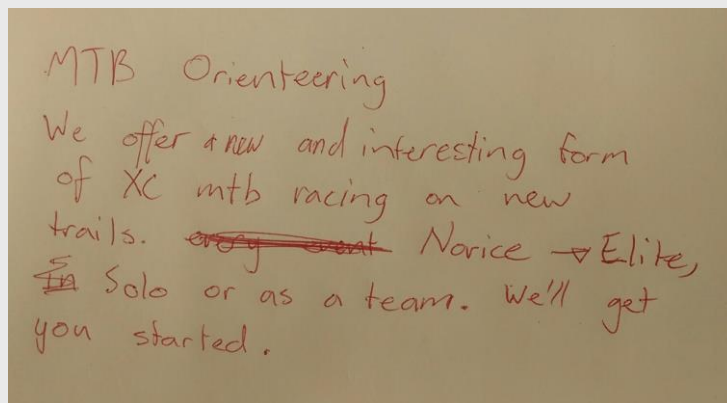
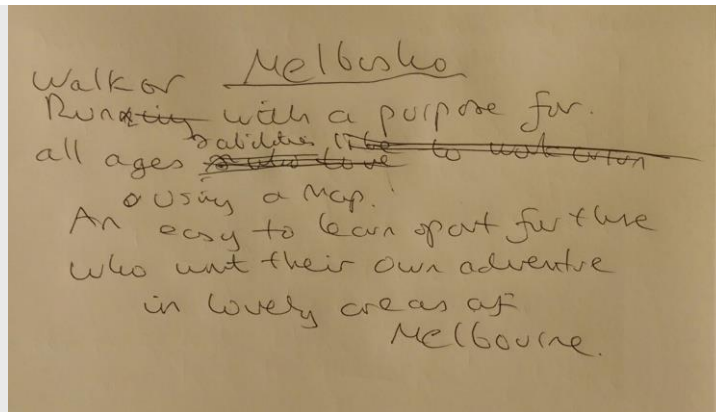
Teams formed to build Facebook ad

Pictures captured

MTBO is XC Mtb  
 racing with a map  
 for (any age group)  
 who (~~enjoys~~ enjoys mtb racing)  
 or (has a mtb)  
 People want more of a challenge  
 than jus riding around, and  
 also want a social aspect.  
 MTBO  
 is a: great way to discover new trails  
 That: is affordable with no expensive  
~~member~~ licences  
 Unlike: other cycling events

Think of your feet      Can only see  
                                          with a map  
 Bush Open terrain is a sport  
 or recreational activity for  
 anyone who wants to exercise &  
 have <sup>their own</sup> an adventure in our  
 fantastic forests  
 Its much better than running because  
 you have to think on & think

A) online marketing.  
 Park street orienteering is  
 for all ages all abilities  
 who ~~would~~ would like to run or walk  
~~the activity~~ looking for <sup>low</sup> outdoor activity,  
~~the~~ can be individual or group  
 that challenges your brain  
 Unlike running round the block



Rosie - OV Instagram

Last few pages of the pack from Jenny.

Wrap from Bruce and general comments from the council.

- Thanks for your help
- David Jaffe - co-ordinate the clubs on next steps, particularly, Jenn has contacts. All clubs
- Sylvia – less on Clubs, more centralised, all clubs use the same format, but each club has their own 'colours'
- Key Messages to clubs go away with this knowledge, think about customer experience, get back to the board – possibly at next Council of soon.

**Thanks and closure at 17:21**

## 9 Open Action Items

No.	Description	Owner	Due Date
Feb a03	OA Participation sent to Eureka and Peter Cusworth. Awaiting confirmation of the PC. Reporting flow via John Harding – tbc.	CD/BA	In progress
Feb a06	<u>Map of Yarra Valley Grammar (YVG)</u> CD met with Anny McMaster and Chris Lawson (Head of Junior School & Deputy Principal) – March 21 <sup>st</sup> . Chris to take the idea to the board. MSW video links provided to Chris and Anny.	CD	In progress

## Orienteering Victoria Meeting Minutes

No.	Description	Owner	Due Date
	YVG executive accepted the proposal for a map to be made, and a program built for the students – April 28 <sup>th</sup> . CD and Ted Van G to meet with Chris Lawson at YVG to discuss the way forward with the map and a program – June 22 <sup>nd</sup> .		
Feb a08	DJ co-ordinate the clubs on next steps. Jenni has club contacts – tbc DJ	DJ	In progress

## 10 Closed Action Items

No.	Description	Owner	Due Date
Feb a01	Eventor Improvements - Linking Event Fees to Membership – forward document to clubs 06/03	CD	Complete
Feb a02	SRV funding	PW	Complete
Feb a04	Agenda item Website funding	CF	Complete
Feb a05	Agenda item OA AGM March 27 <sup>th</sup> Canberra	CD	Complete
Feb a07	Vic School team leadership Stephen Bird – Team Coach Raelee Eenjes – Team Manager Derryn Eenjes – Assistant Team Manager	DJ/BA	Complete

## 11 Next Meeting

Next Meeting:	March Board 17/06/2016	Time:	19:00
Venue:	ORC Westerfolds Park	Dial in:	n/a
Chairperson:	Bruce Arthur	Minute Taker	Carl Dalheim