

9.1 Media & Communications Report

ORIENTEERING AUSTRALIA

DIRECTOR, MEDIA & COMMUNICATIONS

Update & Discussion paper

November 2017

Recommendation Summary

1. That states (and clubs) review their current web hosting arrangements against the OA offer (see 15) and contact web@orienteering.asn.au if you wish to migrate.
2. Standardised URLs be established for all states/clubs/events per item 16.
3. OA will keep states abreast of any progress towards implementing a business management platform.
4. That states work towards utilising a single, centralised Mailchimp account for all their email marketing.
5. States ensure that members “opt in” to having a hardcopy version of the AO delivered. The default position is to receive the AO in digital format. There is no price difference between the two options.
6. That content and pricing for a Media Kit be developed by OA and provided to a graphic designer.
7. OA is seeking feedback from the states to determine whether they wish to pay for the integration of Winsplits with Eventor.
8. OA recommends that states adopt Omaps as a national map register and the costs be split per the Eventor licence fee.
9. OA will begin the process of redeveloping the web site.
10. OA establish a centralised support site that is accessible to approved users in order to consolidate common help resources.

Background

11. A Media & Communications Strategy discussion draft outlining 7 strategic actions was presented to the Orienteering Australia conference held 6 & 7 December 2014 being;
 - A single unified web presence
 - A collaborative communications platform
 - A comprehensive email repository
 - The Australian Orienteer
 - Eventor
 - News and social media

- Support

12. The following sections provide an update on the progress in delivering these strategic actions.

A single unified web presence

13. The idea is to move towards consolidating web site hosting into a single, cost-competitive environment. The outcomes being sought include;
- substantive cost savings to states/clubs through efficient utilisation of a single host,
 - sharing IT resources between states/clubs,
 - ensuring that states/clubs retain autonomy over their content, and
 - reducing duplication of content common between states/clubs.
14. All states were offered the ability to host their web sites on the current OA host at no cost for 2017. The new ACT web site is currently being hosted. SA & VIC are nearing the end of their redevelopment and have indicated they wish to leverage the OA hosting.
15. In order to provide complete autonomy, OA has reviewed a multitude of hosting options and is seeking feedback from states/clubs whether they'd be interested in consolidating hosting. This can also be used by carnival (Easter 3 Days, Aus Champs, etc) organisers. Pricing and features of hosting plans are always changing, but as a general indication, OA could provide the following for \$80-100 per annum;
- Hosting on Australian servers by an Australian company
 - 5GB web space with capability to purchase more
 - Unlimited bandwidth
 - Unlimited email accounts
 - CPanel access providing complete autonomy
 - Automatic daily backups hosted on secondary server
 - SSL Certificate (https)
16. Implementing standardised URLs for all Australian states and clubs was recommended last year. This will be implemented on the new OA hosting package (see above). This will ensure consistency and enable additional future functionality. The URL structure will be;
- {state}.orienteeing.asn.au ie wa.orienteeing.asn.au, act.orienteeing.asn.au etc
 - {club}.orienteeing.asn.au ie bow.orienteeing.asn.au, bgv.orienteeing.asn.au with the standard 3 letter short code being used in all instances
 - {year}.{event}.orienteeing.asn.au ie 2018.easter.orienteeing.asn.au, 2018.auschamps.orienteeing.asn.au etc

Recommendations

17. That states (and clubs) review their current web hosting arrangements against the OA offer (see 15) and contact web@orienteeing.asn.au if you wish to migrate.
18. Standardised URLs be established for all states/clubs/events per item 16.

Collaborative communications platform

19. At present the majority of communication both within and external to the orienteering community is done via email to personal addresses. There are several downsides to this with the major one being a lack of professionalism.
20. Building on from point 16, establishing a consistent email nomenclature throughout orienteering organisations in Australia would make for easier communication. The proposed structure is;
 - {position}@{club}.orienteering.asn.au ie president@bow.orienteering.asn.au
21. OA has implemented the standard structure email structure for its board and formal positions. Emails set to these addresses are automatically forwarded to the relevant individuals personal email. This functionality is currently handled on the OA web host.
22. While emails are appropriate for communication with external parties however there are better tools for intra-organisation communication.
23. States and clubs have adopted cloud-based collaboration platforms on an adhoc basis. Applications like Dropbox (file sharing) are in common use. Such cloud-based enterprise platforms provide document versioning and management if used properly.
24. OA requires a complete enterprise solution which allows for management of email addresses and user accounts as well as document management and version control. Implementing such a solution would reduce duplication, control access by permissions, ensure the correct version of documents are accessible and provide functionality for users to edit those documents (online) without the need for proprietary software. In addition, the solution should be scalable to allow states and clubs the ability to leverage the same infrastructure.
25. The two main solutions offering such functionality are the Office 365 product from Microsoft and Google with G Suite (formerly Google Apps for Business). Both vendors offer their platforms for free to not-for-profit organisations and will be reviewed (Orienteering Victoria already uses G Suite).

Recommendations

26. OA will keep states abreast of any progress towards implementing a business management platform.

Comprehensive mailing list

27. OA has adopted Mailchimp to handle its email campaigns. At present the OA eNews is the only newsletter being deployed through this system. There are currently 4,522 subscribers with subscriber details being imported from Eventor on a regular basis.

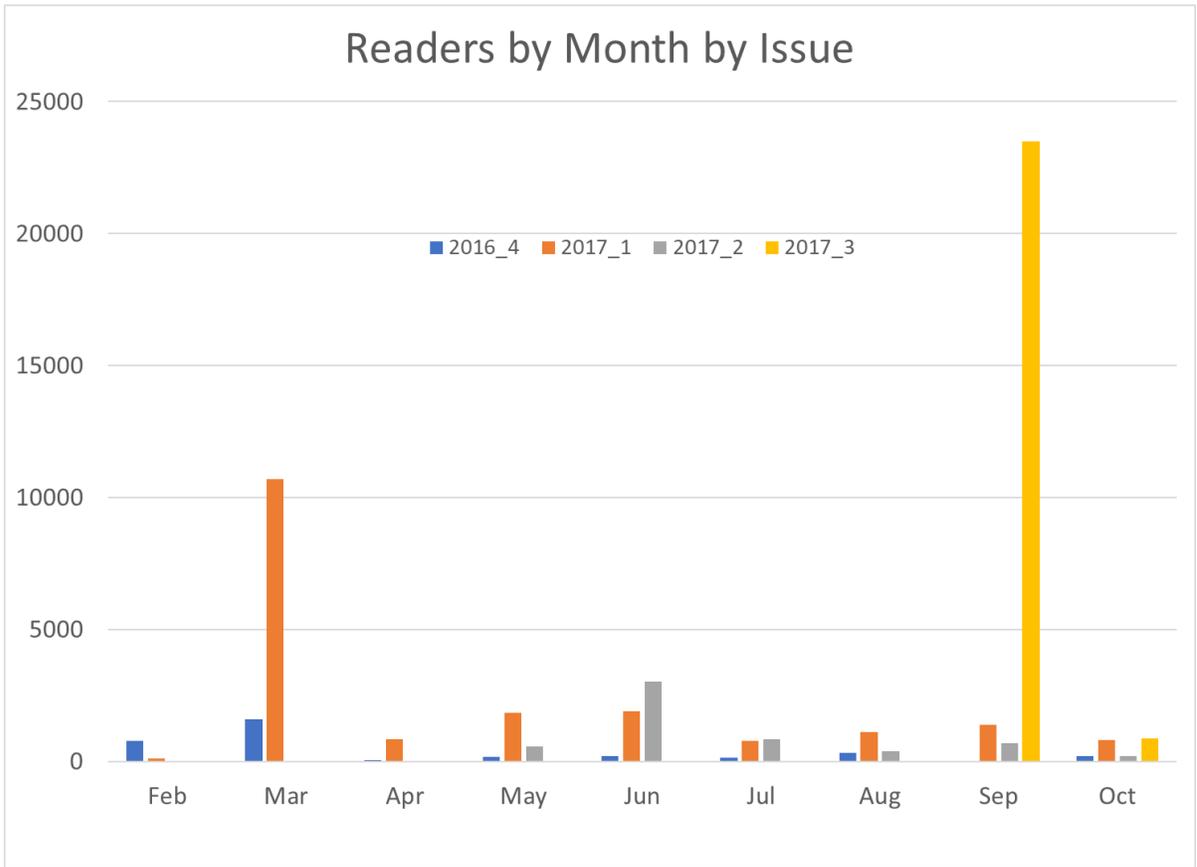
28. Mailchimp handles both groups and segments. Groups provide users with the ability to subscribe to the list and keep abreast of a specific topic ie High Performance, Technical etc. Segments on the other hand allow administrators to filter users from specific groups based on other attributes and send targeted messages ie send an email to the people subscribed to the High Performance group who live in NSW. At this stage neither groups nor segments have been used by OA.
29. The High Performance team are looking for a way to communicate with athletes who are outside the AMP software. A proposal has been put to the HP team to utilise the Mailchimp functionality to facilitate this.
30. A sample subscription form can be accessed at <http://eepurl.com/b9cXi5>. This can be made accessible on web site, Facebook and shared through emails.
31. OA is proposing that the existing Mailchimp database be used by all states to communicate with their members. This will ensure there is a single, comprehensive database of those people interested in orienteering. There will also be positive outcomes in being able to promote orienteering to potential sponsors (see 42).
32. States (and clubs) can be provided Author access to Mailchimp allowing them to create campaigns (emails). Several Managers will be assigned who can ensure the campaign is assigned to the correct people before sending it.

Recommendations

33. That states work towards utilising a single, centralised Mailchimp account for all their email marketing.

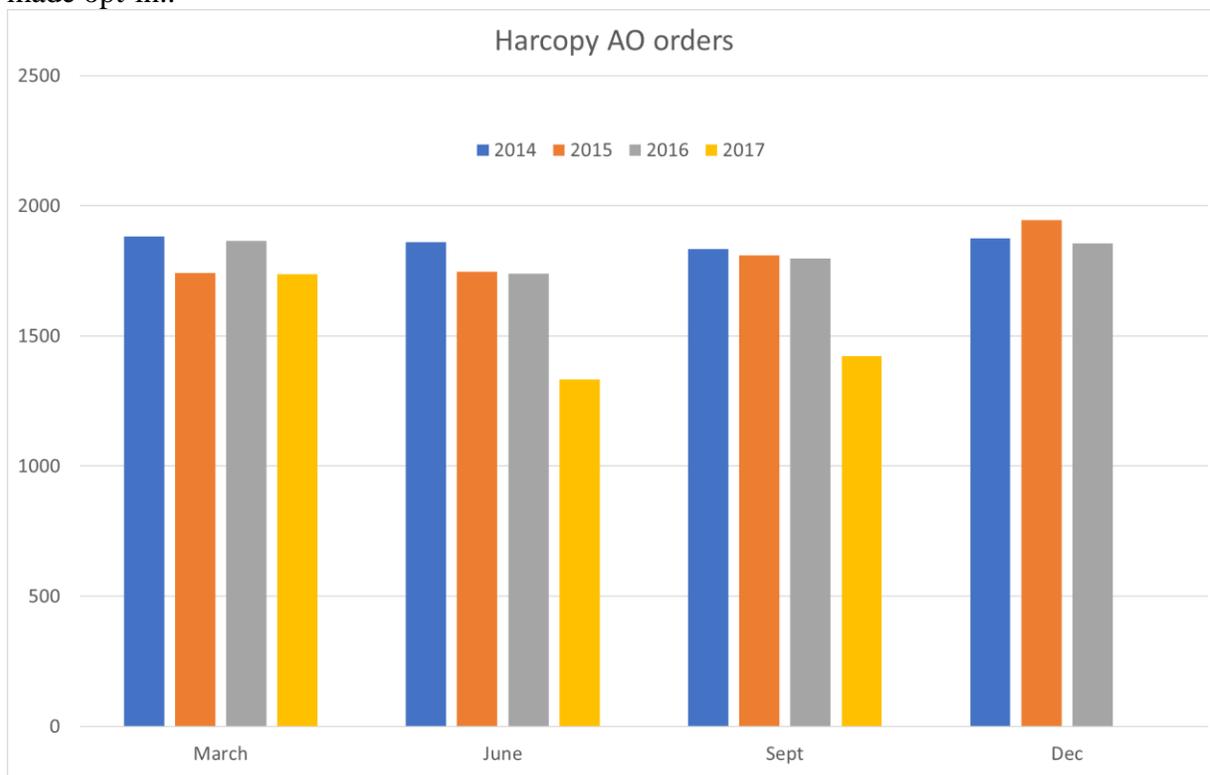
The Australian Orienteer

34. The Australian Orienteer (AO) has been available as a digital publication on ISSUU since December 2016 (<https://issuu.com/orienteeringaustralia/>). This has ensured the magazine is available to a wider audience (see international readers chart below) and provides granular access statistics (see Readers by Month by Issue chart below) down to the page level enabling content to be reviewed and refined.



35. Dot point 3 in the original resolution (see 37) clearly states that members need to opt-in to receiving a hardcopy magazine and States need to provide this option either in Eventor by offering hardcopy and digital AO options.

36. As shown in the following chart, orders of hardcopy magazines in 2017 has dropped by approximately 20% in June/Sep, largely because most states had already set up their membership renewals for 2017 before the 2016 Conference. OA will be in a better position to fully evaluate the penetration of the digital AO until next year when the hardcopy option is made opt-in..



37. The resolution per the 2016 OA Conference was;

- that the Australian Orienteer will continue to be published as a quarterly magazine
- that each issue will be made **freely available** online upon publication
- that members will be able to continue to receive a **printed copy on an opt-in basis, at no additional cost**, with effect from the March 2017 issue
- that the per-copy subscription fee be abolished with effect from the March 2017 issue.
- **that the total net cost of producing the Australian Orienteer be split between states on the same basis as the State Registration fee, with an upper limit for any individual state of the amount they paid for subscriptions in 2016.**

38. Encouraging members to access the AO in digital format will benefit the states. With reduced printing costs, the total net cost of producing the AO reduces even though members continue to pay the same price for their memberships.

39. As a reminder, states are no longer required to have a minimum order of hardcopy magazines.

Digitising AO backcopies & hosting

40. In the 2015 discussion paper it was recommended that accrued AO surpluses be invested to digitise the back catalogue of the AO. Due to the funding shortfalls at the OA level this project has been put on hold.

Media Kit & Advertising

41. As the OA infrastructure becomes more structured and centralised more holistic advertising opportunities arise.

42. OA has several channels where advertising could be incorporated, including;

- Australian Orienteer – 1,700 physical copies distributed quarterly and approximately 1,000 digital views per month
- Eventor – 8,700 user accounts and >10,000 monthly users
- E-newsletter – 4,500+ subscribers
- Web site – 300 monthly sessions
- OA Facebook – 2,200 likes

43. Presenting these options, either as individual prices or as packages will allow advertisers to increase their penetration to the orienteering market.

44. The Australia Orienteer has a Media Kit which highlights the deadlines and advertising rates for the hardcopy AO. Thought needs to be put into specifications and advertising rates for the additional channels listed above. Both the editor of the AO and the OA media liaison offer will be consulted to develop the pricing.

45. The development of a Media Kit has been estimated to cost around \$300-\$600 assuming all the necessary content is provided to the graphic designer. Aside from presenting a professional image of our sport, this small investment will allow income to be generated.

Recommendations

46. States ensure that members “opt in” to having a hardcopy version of the AO delivered. The default position is to receive the AO in digital format. There is no price difference between the two options.

47. That content and pricing for a Media Kit be developed by OA and provided to a graphic designer.

Eventor

48. The licence for Eventor with SOF expired at the end of October 2017. The OA Board has executed a new 3 year licence agreement with SOF for 2018, 2019 & 2020 at a price of SEK200,000 per annum (approximately \$AUD31,000).

49. SOF have also provided pricing on additional Eventor features, including;

- Winsplits integration at SEK25,000 (approximately AUD\$4,000) per annum
- Omaps licensing at SEK10,000 (approximately AUD\$1,500) per annum

50. Winsplits provides detailed results (splits) analysis. At presents, results files need to be separately uploaded to the Winsplits web site and there is no linkage with Eventor. If the integration was licenced, all results uploaded to Eventor could be analysed in Winsplits with a link available on the event page.
51. Omaps.net is an online map repository which utilises the Eventor permissions to control access. It provides comprehensive functionality including management and versioning of map files, associated documents and a range of other metadata. Users with an Eventor login can access Omaps.net meaning there is no additional work to implement it.
The pricing has been referred to Neil Barr as chair of the Mapping Committee who has suggested the price is affordable given the functionality and integration with Eventor.

Development

52. The major development in 2017 was the ability for Eventor to handle results for score events natively. This was released in the middle of the year and has been utilised by several states.
53. SOF has undertaken a major redevelopment of the Eventor back end this year. Testing is currently taking place on their development servers and they are forecasting to push it to the production server in late November. These developments have been about rewriting the code base and will not affect the user interface in the short term. Modernising the code will allow user interface improvements to be made in the future.
54. Outstanding development items which have been delayed due to above include;
- emailing results to competitors – this functionality has been documented and will allow event administrators to send participants an email of their results, which is the same concept used by parkrun. SOF is estimating that this development will start in December.
 - Import of existing results database – this is a lower priority but would mean that there is a single results repository. 20 hours (\$3k) was original quoted back in 2013.
 - Reporting and Statistics –the EWG believe the most cost effective way of generating the reports is to do it outside Eventor through the API. This would provide greater flexibility in being able to adapt the reports as required. Resourcing is a matter of finding a few people with commensurate skills.
SOF have made a report available that summarises participants (results) by state.
55. The discussion re national membership may result in additional development being required.
56. A substantial amount of effort has been contributed by members of the Eventor Working Group over the past 12 months. Jack Dowling has been the main person responding to help queries from Eventor. Ian Rathbone has been producing specification documentation, liaising with SOF and testing the new functionality.

Recommendations

57. OA is seeking feedback from the states to determine whether they wish to pay for the integration of Winsplits with Eventor.

58. OA recommends that states adopt Omaps as a national map register and the costs be split per the Eventor licence fee.

OA Web site

59. While OA has a public facing web site, it serves multiple purposes but is predominantly the knowledge base for OA. As a result, most of the content on the web site is technical in nature, with very little about promotion. There needs to be a clear delineation between the two content types.

60. Lack of regular, interesting content being posted on the OA web site means it is not a place people go to find out information. This is mainly due to resourcing.

61. Several states have recently redeveloped their web sites to be more attractive to newcomers.

62. The OA web site is overdue for a redesign. OA needs to determine the purpose of the OA web site, the key users and our promotional priorities.

Recommendations

63. OA will begin the process of redeveloping the web site.

Support

64. There have been several requests for help resources to be made available to cover a whole range of topics from software (OE, Condes) through web-based applications (RouteGadget, Eventor) and even event organisation.

65. Much of this information has been documented at various levels across Australia however it doesn't have a centralised home. This means that effectively same resources are being maintained by different people in different states/clubs

66. Providing a centralised web site to host this information will allow multiple people to update and maintain the resources and allow states and clubs to leverage the common knowledge across the country.

67. support.orienteeing.asn.au has been established. It is currently pointing to a 3rd party site where some help documents are located. This information will be migrated to a new site hosted under the OA web site. Users will be granted permission to add/modify documentation as required.

Recommendations

68. OA establish a centralised support site that is accessible to approved users in order to consolidate common help resources.