

# **9.1 ORIENTEERING AUSTRALIA**

## **DIRECTOR, MEDIA & COMMUNICATIONS**

### **Update & Discussion paper**

**November 2016**

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#### **Recommendation Summary**

1. Seek feedback from states to determine if there is merit in reviewing their current web hosting arrangements with a view to consolidating the hosting if it is cost competitive
2. That a standardised URL system be implemented by OA and that these be re-directed to existing state/club web sites.
3. Seek feedback from states about implementing the standard email convention.
4. Keep states abreast of any progress towards implementing a business management platform.
5. That states use the OA Mailchimp account for all their email marketing.
6. That OA work with states to ensure the relevant data is in Mailchimp to allow for proper segmentation of users.
7. States ensure that members have the option to order a hardcopy version of the AO when renewing their memberships and that there be no price difference between the two options.
8. That back issues of the AO be digitised subject to finding a suitable hosting platform.
9. That content be created and that the editor of the AO be engaged to consider appropriate advertising fees for the various channels.
10. That a professional Media Kit be created presenting all the advertising opportunities across the various channels.
11. OA negotiate a package price for unlimited access to omaps.net, Livelox and Winsplit and bring a proposal back to states for consideration.
12. Find strategies to engage with participants so they contribute articles for the web site and social media platforms.
13. OA seek responses from states on how to fund a Social Media Strategy.
14. That OA establish an appropriate help/support site that is accessible to approved users in order to centralise common help resources.

## **Background**

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15. A Media & Communications Strategy discussion draft outlining 7 strategic actions was presented to the Orienteering Australia conference held 6 & 7 December 2014 (see Attachment 1)



## Orienteering 'event rates' for advertisements.

(effective January 2015)

'Event rates' for advertising Orienteering events in *The Australian Orienteer* are generally less than half the commercial rates for colour advertisements and about half the commercial rates for B&W. The extra cost for colour over B&W event advertisements is minimal and has become possible now the magazine is printing mostly in colour.

For full details of space available, actual dimensions in mm, and for mechanical specifications, please see the commercial advertising Rate-Card. 'Event rates' for advertisements are:

Space	Rate mono	Rate colour
Full page, with/without bleed	\$385	\$450
3/4 page	\$320	\$370
½ page across or upright.	\$210	\$245
¼ page across or upright	\$115	\$150
6x8cm with min. details (colour or B&W depending on available space)	\$50	\$50
Pre-printed inserts, A3 folded to A4	\$250	\$250

### Example - suggested schedule for a major event:

For AUS Champs Carnival - you can adapt this for your own event(s).

Issue	Space size	Main message	Space cost
Sept.	¼ page mono	Next year...! Event centre and map of locations	\$115
Dec.	Full page colour, + advertorial in <i>Top Events</i> section.	Full details General background to event.	\$450 no charge
March	Full page colour Insert	Repeat Entry form etc	\$450 \$250
June	¼ page mono	Be quick, entries close (date)	\$115
<b>TOTAL</b>			<b>\$1380</b>

Total space costs shown are \$1380. The magazine reaches about 5000 orienteers, so *cost of this comprehensive schedule is less than 28c each individual.* You will need to cost the advertising schedule into your event budget.

### All bookings to:

Michael Hubbert, Editor, *The Australian Orienteer*, PO Box 165, Warrandyte, VICTORIA 3113, Australia. Phone: (03) 9844 4878;  
email: [mikehubbert@ozemail.com.au](mailto:mikehubbert@ozemail.com.au)

Electronic advertisement files direct to the art director [pcusworth53@gmail.com](mailto:pcusworth53@gmail.com)

Note –

1. A charge may be made for work by the Art Director on event advertisements other than straight dropping into the page.
2. Continuity rate discounts are not applicable for event advertising which is already discounted.
3. Insert costs may vary depending on size and weight. We normally need 2100 copies - we confirm near publication date. Inserts are available on a per State basis with cost adjustment.





## Advertising ratecard

effective December 2015

The Australian Orienteer is the national magazine of Orienteering Australia.

The magazine is delivered direct to all members' homes in all States.

Published four times a year:- 1st. of March, June, September, December.

The magazine reaches more than five thousand registered orienteers, thus cost of a full page colour advertisement is less than 20 cents per reader.

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Format is two or four columns per A4 page (210 mm x 297 mm)

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**Inserts:** quoted on sight of dummy.

**10% commission** is payable to recognised advertising agencies.

**Orienteering events:** special reduced rates for non-commercial events. Contact our office for details.

### Production requirements

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  - Adobe Illustrator (type to be converted to outlines)
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  - min 300 dpi "press optimised" PDF file
- Please also supply a proof.

**Note:** "MSWord" files need to be reformatted and will therefore incur a production charge.

**Design service:** Ads can be designed and prepared suitable for inclusion. Contact the Art Director, Peter Cusworth - tel: 0409 797 023 or e-mail: pcusworth53@gmail.com

### Deadline

Approved artwork - 1st. of month prior to cover date.

Material requiring setting - five weeks prior.

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### Submitting advertising material

Send electronic files direct to Art Director:

email: pcusworth53@gmail.com

or mail CD to Peter Cusworth,

21 Rendcomb St., Kilsyth South, Victoria 3137

**Note - 1.** A charge may be made for work on advertisements other than straight dropping into page. **2.** Insert costs may vary depending on size and weight. We normally need 2000 - 2200 copies; we confirm near publication date. Inserts are available on a State basis with cost adjustment. **3.** Orienteering event advertising is published at discounted rates, ask for details. Continuity rate discounts are not applicable to Orienteering event advertising.

Official magazine of Orienteering Australia Inc. ABN 77 406 995 497

16. ) being;

- A single unified web presence
- A collaborative communications platform
- A comprehensive email repository
- The Australian Orienteer
- Eventor
- News and social media
- Support

17. The following sections provide more detail in relation to the progress of these strategic actions and put forward recommendations where appropriate.

### **A single unified web presence**

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18. 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.

19. The Media and Communications discussion paper from the 2015 OA Conference suggested that states/clubs be surveyed regarding their current web presence (if any) with specific details sought on their current web hosting plan and utilisation of the resources. This didn't occur in the first half of 2016 as planned.

20. Another initiative is to establish a standardised URL format for all states and clubs across Australia. The proposed structure is;

- {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

### **Recommendations**

21. Seek feedback from states to determine if there is merit in reviewing their current web hosting arrangements with a view to consolidating the hosting if it is cost competitive.

22. That a standardised URL system be implemented by OA and that these be re-directed to existing state/club web sites.

### **Collaborative communications platform**

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23. At present the majority of communication both within and external to the orienteeing community is done via email to personal addresses. There are several downsides to this with the major one being a lack of professionalism.

24. Building on from point 20, establishing a consistent email nomenclature throughout orienteeing in Australia would make for easier communication and allow mailing lists (see 32) to be easily setup and used. The proposed structure is;

- {position}@{club}.orienteering.asn.au ie president@bow.orienteering.asn.au
25. While emails are appropriate for communication with those external to the organisation, advancements in technology have provided tools for better intra-organisation communication. Such cloud-based enterprise platforms accommodate threaded conversations and provide document versioning and management.
  26. States and clubs have adopted cloud-based collaboration platforms on an adhoc basis. Applications like Dropbox (file sharing) are in common use (but generally misunderstood and not used to their full potential).
  27. OA, and more specifically the Eventor Working Group (EWG), has been utilising a platform called Podio. Access to this platform has been provided for “free” because we are a not-for-profit organisation (most cloud-based platforms offer this). While Podio has a lot of functionality and has served the purpose for the EWG, it lacks essential functionality.
  28. 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 purchases or installation. In addition the solution should be scalable to allow states and even clubs the ability to leverage the same infrastructure.
  29. The predominant solutions which offer the functionality being sought by OA (and potentially states & clubs into the future) 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 (Orienteering Victoria already uses G Suite).

### **Recommendations**

30. Seek feedback from states about implementing the standard email convention.
31. Keep states abreast of any progress towards implementing a business management platform.

### **Comprehensive email repository**

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32. OA has adopted Mailchimp to handle its email campaigns. At present the OA eNews is the only newsletter being deployed through this system.
33. Thelist in Mailchimp was seeded with over 4,000 emails from Eventor (ensuring only those users who selected the option to be contacted were imported). This list is being manually updated on a monthly basis from Eventor.

34. 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.
35. 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.
36. A sample subscription form can be accessed at <http://eepurl.com/b9cXi5>. Thi can be made accessible on web site, Facebook and shared through emails.
37. 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).
38. States can be given access to Mailchimp so they can create and send campaigns (emails).

### **Recommendations**

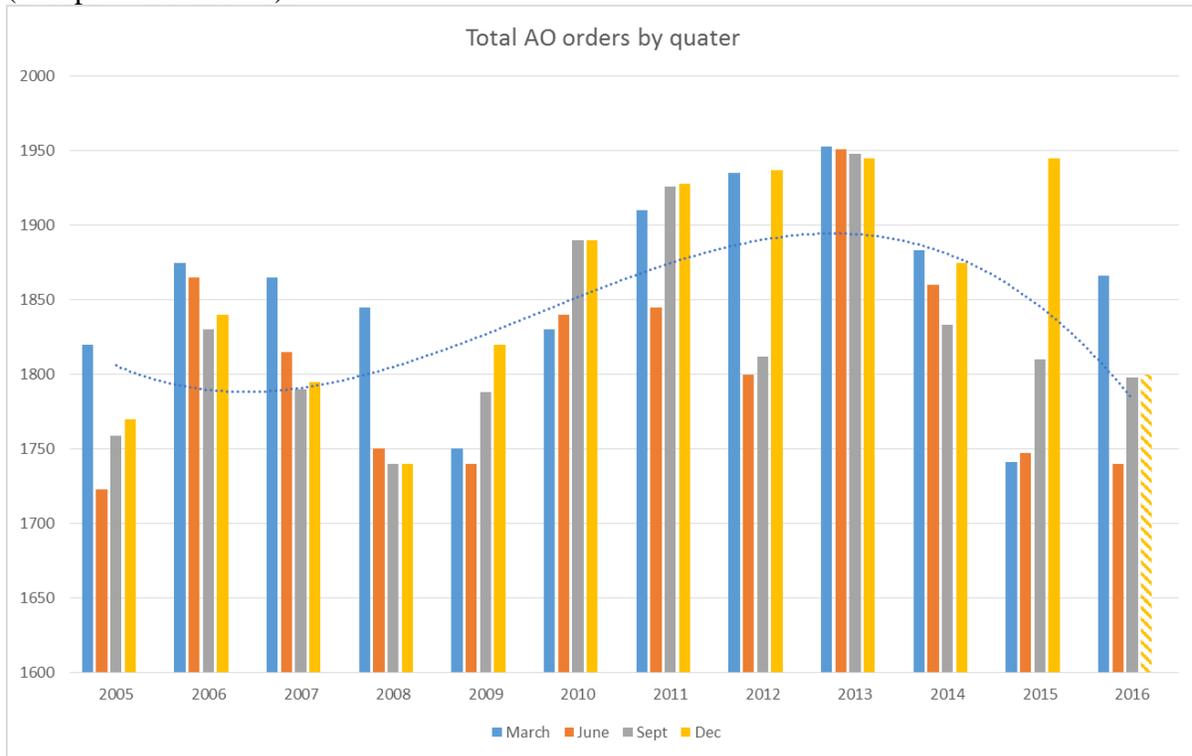
39. That states use the OA Mailchimp account for all their email marketing.
40. That OA work with states to ensure the relevant data is in Mailchimp to allow for proper segmentation of users.

### **The Australian Orienteer**

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41. The Australian Orienteer (AO) was acknowledged as the flagship publication in the 2014 discussion paper.

42. While the AO is affordable at approximately \$30 per annum, an increasing number of members are sourcing and digesting orienteering information in digital formats. This is highlighted in the following chart which shows the number of orders for the AO by quarter since 2005. The last three years have seen a marked reduction in the number of orders even though compulsory AO subscription has existed for the whole period represented in the chart (except in OV see 46).



43. The AO continues to generate a modest surplus each year which can be used at the discretion of the OA Board, with the intent to utilise it to develop media and communications.

44. Following the recommendation presented at the 2015 OA Conference, the OA Board passed a motion in June 2016 that the AO be made in digital form while continuing to provide a hardcopy version for those who wanted it. The specific resolution being;

- 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.**

45. Implementation of the above motions means from the March 2017 edition, there is no minimum order of hardcopy magazines. States therefore need to ask members how they want to receive the AO. It is recommended that this be done when renewing memberships in Eventor. OA has been unable to implement changes in Eventor to facilitate this process.
46. It should be noted that OV members were offered a choice to receive a hardcopy version of the magazine for an additional \$30. This saw hardcopy subscriptions reduce to 203 copies per issue however OV continued to pay for its minimum number of 320 copies. The OA Board anticipate a similar reduction (30%) across other states.
47. In the initial instance the AO will be made available as PDF. As the editor and desktop publisher become more accustomed to the format more interactive features can be added such as linking to external content.

### **Digitising AO backcopies & hosting**

48. In the 2015 discussion paper it was recommended that \$6k of accrued AO surpluses (see **Error! Reference source not found.**) be invested to digitise the back catalogue of the AO. Starting this task is subject to finding a suitable publication host.
49. While it is possible to store and serve digital publications in PDF format, dedicated digital publication hosting services provide additional benefits including a richer user experience.
50. While some rudimentary research of digital publication hosting services has been done, deeper analysis is needed to ensure the functionality meets the current and future needs of OA. That the format of the AO be continually reviewed with a view to better integrating it with the other communication channels including the monthly e-newsletter.

### **Media Kit & Advertising**

51. As the OA infrastructure becomes more structured and centralised more holistic advertising opportunities arise.
52. In order to present these opportunities to appropriate advertisers, all the advertising options need to be presented in a single document called a Media Kit. A good Media Kit is as much an advert for the sport of orienteering as it is a document presenting advertising prices. Some examples of Media Kits can be found at <http://www.nextmedia.com.au/media-kits/yen-media-kit.pdf> and <http://www.sportzblitz.net/media-kits/nsh-media-kit.pdf>.
53. OA has several channels where advertising could be incorporated, including;
  - Australian Orienteer – 1,700 copies distributed quarterly
  - Eventor – 8,700 user accounts, 20,000 monthly sessions
  - E-newsletter – 4,000 subscribers
  - Web site – 300 monthly sessions
  - OA Facebook – 1,900 likes
54. Presenting these options, either as individual prices or as packages will allow advertisers to increase their penetration to the orienteering market.

55. The type and amount of advertising acceptable for each platform will ultimately require a policy but in the first instance approval of all digital advertising (same as AO) would be done by the OA Board.
56. The Australia Orienteer has a Media Kit (see Attachment 1) which highlights the deadlines and advertising rates. In addition, thought needs to be put into specifications and advertising rates for the other platforms in order to develop a professional media kit.
57. 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**

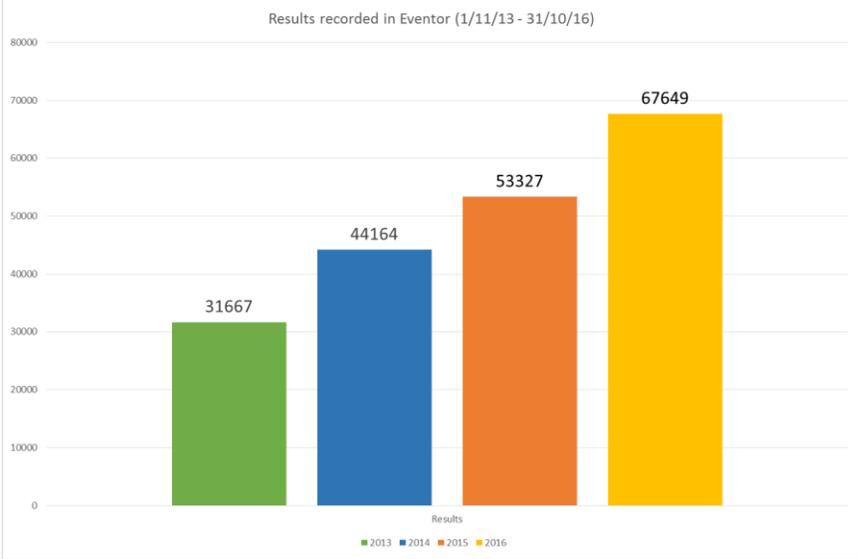
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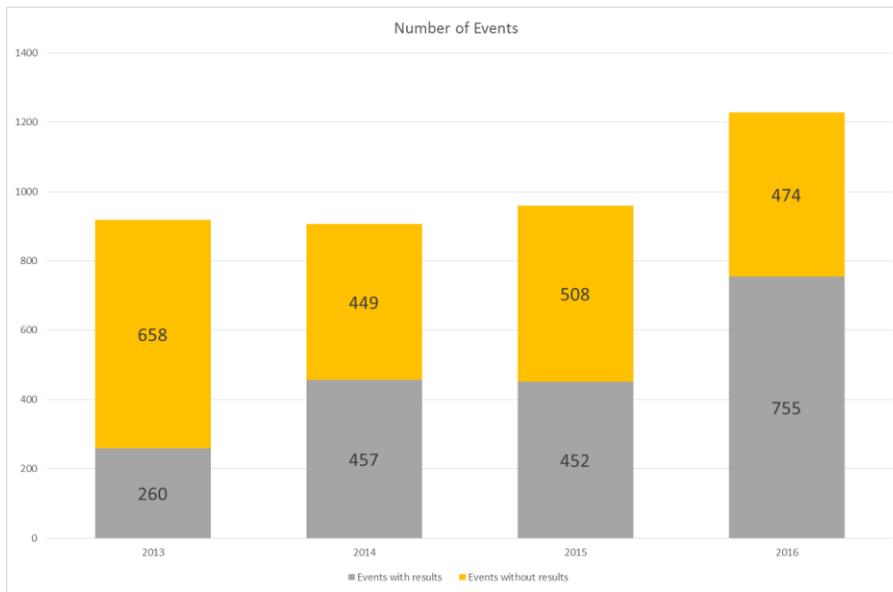
### **Eventor**

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62. States and territories agreed to implement Eventor as a national system at the OA conference in 2011. The initial implementation of Eventor was completed in mid-2012 with initial customisations funded by Orienteering Victoria.
63. Eventor is now being used for membership and event management by all states. While results from all state level events and above are loaded into Eventor, the majority of local event results aren't – there are two notable exceptions being NSW and TAS who are loading nearly 100% of all results.
64. Changes in the cost sharing arrangements for Eventor were agreed at the 2015 OA Conference with \$1 per entrant per day being levied on national carnivals (approximately \$6500 in 2016) and the balance of the licence fee being proportional to the number of participants attending category 4 & 5 events as reported to OA.

65. There has been a steady increase in the number of results being uploaded to Eventor as shown in the following charts with more than 50% of all reported participations not being recorded in Eventor.





## Development

66. In 2015 OA was successful in receiving a \$20k Capability Grant from the ASC to improve IT infrastructure to support growth in participation. The last of the money was acquitted in the first half of 2016.
67. Efficient development meant the initial budgeted funds were underspent. Several additional items have been documented and are currently with SOF to quote and provide an implementation timeframe, including;
- Native handling of score events in Eventor – this has been the major limitation to all results being recorded in Eventor although ONSW has developed a methodology which works. This will allow standard outputs from a range of event software to be uploaded to Eventor.
  - emailing results to competitors – this functionality will allow event administrators to send participants an email of their results, which is the same concept used by parkrun.
68. At a forum associated with the Australian 3 day carnival, Ian Rathbone outlined additional improvements which were being pursued subject to availability of funding.
- Import of existing results database – this is a lower priority but would mean that there is a single results repository. 20 hours (\$3000) 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.
  - automatically transferring results splits to WinSplits – SOF provided a quote in March 2013 saying this would be SEK20,000 (just under \$3000). This was raised at the 2013 OA Conference and the consensus was that it was too expensive. See 74 below.

69. The discussion about national membership (separate paper) may result in other developments being required.
70. 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.

### **Winsplits, Livelox & omaps**

71. Livelox provides route analysis functionality with better functionality than RouteGadget. It is integrated with Eventor allowing event administrators to publish results and maps. Users can access Livelox using their Eventor logon credentials.
72. Several states and clubs have been utilising Livelox this year as SOF waived the licence fee for the remainder of 2016. Livelox licencing returns on 1 January 2017. Under the current licencing model, assuming all clubs took out a licence for 4000 members, the fee would be around \$18,000 per annum. This is obviously unrealistic and OA believe a different model should be suggested to SOF.
73. Omaps.net is an online map repository which utilises the Eventor permissions to control access. It provides a comprehensive functionality list including management and versioning of files. Omaps would make the ideal of a centralised Australian map database a reality.
74. Winsplits provides detailed results (splits) analysis. Some of the functionality is provided in Livelox.
75. OA believe now is a good time to try and negotiate a “bundled”, national price for all these services. This would mean a single invoice to OA and provided unlimited access to the all products. Any proposal negotiated between SOF and OA would be presented to states, along with a funding proposal for consideration.

### **Recommendations**

76. OA negotiate a package price for unlimited access to omaps.net, Livelox and Winsplit and bring a proposal back to states for consideration.

### **News and social media**

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77. While OA has a public facing web site, it serves multiple purposes but is predominantly the knowledge base for OA. As a result the majority of content on the web site is technical in nature, with very little about promotion. There needs to be a clear delineation between the two types of content.
78. 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 partial due to resources (those who do post stories have existing roles) but possibly more because we collectively think you need to be a journalist to do it.

79. OA's main social media account is Facebook. The number of people who "like" the page has been steadily growing and is now close to 2,000.
80. At present there is little if any linkage between the web site and Facebook. Successful promotion of content requires that it be shared between different platforms.
81. Having a social media presence is an intensive task, requiring constant updating with engaging content such that followers "like" it and therefore allowing that content to permeate into their friend network.
82. Presently the Facebook page is managed by the Executive Officer (EO) who shares interesting posts from other orienteering Facebook sites as well as taking and posting pictures from major carnivals. It is not cost-effective for the EO to continue in this role.
83. OA believes the development of a Social Media Strategy encompassing the following modules would provide a clear framework to develop and disseminate content to specific audiences;
- Brand Definition
  - Social Strategy
  - Content Streams
  - Fan Acquisition
  - Community Management Strategy
  - Social Media Monitoring & Measurement
84. The focus of developing a strategy is to document a clear message with a view to having a cohesive message across all state bodies. As a result it would also encompass guidelines for state bodies to engage on social media.
85. Several states have engaged consultants in this space, most recently OQ with the Australian Championships and was successful in getting promotion on the ABC.
86. The development of a strategy by external professionals costs around \$4,000+ depending on the detail. Finding a social media business who has dealt with an organisation of our size and is reputable is the main challenge.

### **Recommendations**

87. Find strategies to engage with participants so they contribute articles for the web site and social media platforms.
88. OA seek responses from states on how to fund a Social Media Strategy.

### **Support**

89. The main support role has related to Eventor queries. This has been facilitated by the use of <https://www.groovehp.com/> which has been predominantly managed by Jack Dowling (WA).

90. 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.
91. 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
92. 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.

**Recommendations**

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