Media & Communication Report – Issues Document
OWA response

Single Unified Web Presence

OWA purchase hosting through Openwire and they provide local 24/7 support

Our account t has been recently renegotiated at approx. $1000 per year. This includes hosting, storage, account management and support time. OWA gets considerably more service than the OA proposal of $100 per year so while there appears to be a significant saving it is not a like for like service that OA is offering.

It seems the OA proposal does not include support of the joomla install and updates to the joomla system, if other orienteering websites use different platforms how is it proposed to support these?

Our account currently uses 5GB hosting space and 5GB of bandwidth. With the OA proposal we would need to know the cost for an equivalent service to that standard

CPanel access is not something we need or want to support, we get this through Openwire and we do not have the internal sills or resources to manage this aspect.

The proposed Email accounts are not useful to us as they increase the administration and the current use of free gmail accounts for President, Secretary, Treasurer and Mapping is effective for our needs and record keeping when personnel change.

We currently use the Standardised URL and this could also be used for the Carnival but the intent is to keep the Carnival pages within our current CMS interface so we can leverage the design of the current site. We would simply redirect the "standard" URL to our page.

We have minimal use of the club pages for the Metro Clubs within the current site and there is no appetite to expand them or develop independent sites. SWOT makes use of the current structure and ADHOC has a standalone site which could use the standardised URL.

<u>Recommendations Reply</u>

17. We will be unlikely to change our current hosting and support arrangements

18. We currently use the State level standard URL with no plans for extending to the club level

Collaborative communications platform

We attempted to use the standard emails when we set up the Listeron system, however there were problems

If OA has set up these standard email addresses then how is it that the OA President and Treasurer use private or government email accounts for their communications?

OWA Uses Dropbox to manage its map archive and it is effective and we see no need to move away from it.

OWA has been using www.sync.com to manage its photography library and finds it effective.

OWA has been investigating suitable document management systems but is yet to implement one, a bigger problem is getting a complete set of current documents.

Recommendations Reply

26. We are happy to hear of ideas around a business management platform but centralised control of state based documents remains problematic.

Comprehensive mailing list

OWA uses Mailchip for its Enews and has some 800 addresses in the system, at our current level of use it is free. The threshold for payment is 2000 email addresses per account.

The OWA Mailchip is not segmented and if it were then it would add to the complexity of managing the system, although at various times this has been tested.

OWA uses www.Listeron.com Mailing list software to manage Club email lists and Council (Board) email lists. This allows for the functionality that it seems the High Performance group requires as it allows members of the list(s) to communicate with each other and meets all the requirements of anti-spam legislation.

OWA sees problems of both legal and management nature of integrating the OWA Mailchip with other states.

- Author access implies that someone in a central role would have to approve each Enews edition (which we send weekly)
- OWA has not sought permission of its registrants for a national use
- If the OWA registrants were added to the national database and received unwanted national emails then it is likely that more would unsubscribe. (Note we have some 800+ emails and only around 200 of these are members and regular orienteers)

OWA is happy to include OA and other States messages in its Enews.

Recommendations Reply

33. We currently use Mailchimp effectively for "push out" i.e. non-discussion based communications and OWA is happy to manage its own list and obligations. We see no imperative at this time to expand this to a national account system which will have extensive management, cost and legislative issues and provide us with little return. We suggest it is better if the State and Clubs work cooperatively to publicize events of national interest.

The Australian Orienteer

For the 2018 membership year OWA has initiated an Opt-In registration system for a Hardcopies of AO

OWA remains frustrated that there is constant reference to the use of Eventor to manage the Opt-in process when it is clear that Eventor does not facilitate such a process. We have built our own forms external to the membership purchase process in Eventor.

If however Eventor does have such a process then it needs to be communicated to the States. (Note Jack Dowling, Eventor Guru, has set up our membership renewal process in Eventor and does not know of a new process!)

Recommendations Reply

46.We have for 2018 overhauled our web and membership management systems to comply and offer the printed AO as Opt-in only.

Media Kit & Advertising

OWA Supports the development of a Media Kit

Recommendations Reply

47.We are happy to contribute content for a media kit if guidelines can be provided

Eventor

OWA voted against the inclusion of Omaps at the Wagga Meeting and that remains our position. We use Dropbox and have a central repository with is managed by our mapping convenor Noel Schoknecht and Paul Dowling. We do not require this functionality and see problems with a wider distribution of the maps.

OWA voted against the expense of integration of Winsplits at Wagga and this remains our position. OA is short of funds and is asking for additional funds from the states for what at best is a "nice to have". Other means of getting splits exist; a locally built TBT by Paul Dowling, Attackpoint regularly has the splits uploaded, or the files can be uploaded to Winsplits at no cost.

OWA further believes that these natural enhancement and extensions to Eventor should be provided by the supplier to those long term supporters of the system within the existing annual license fees. Given our fees paid to SOFT sit at $91,000 over three years these enhancements should be included.

OWA seeks clarification if the functionality to email results to competitors is a function included under the current contract or at an additional fee?

OWA agrees that reporting external to Eventor via the API is preferable. We have some pivot reports available through development by Paul Dowling that do go some way to getting to the data. However, limitations in the API restrict the fields that can be accessed and we request that more of the data is exposed to the API.

57.OWA does not wish to pay for the integration of Winsplits into Eventor

58.We voted against Omaps previously and this remains our position.

We will not be supporting any funds being spend on this initiative and will not support a split of fees amongst states that do not use the feature.

OA Web site

While we agree with the analysis the OA Website there does need to be support via the site for the management of OA Knowledge Base alongside the function of promoting Orienteering as a sport.

Some exposure of the Eventor Calendar on the front page via the integration tools (Modeventor) and links to State Websites, also on the front page, could at least make the page more useful to newcomers looking to find information on local events.

OWA is cautious about any significant expenditure on the Website with a clear vision for the purpose and key target users.

63. We support review of what can be done in a cost-effective manner with the goal of a coherent and manageable website over the long term.

Support

68. OWA supports the development of a central resource of support documents.