

MARKETING POLICY AND PLAN

Marketing Policy

1.1 Introduction

From time to time members of the orienteeing community and the Board of Orienteeing Tasmania are approached with opportunities for marketing or have ideas for the marketing of the sport. Given limited volunteer time and given the past experience it is necessary to make sure marketing activities are directed where they are likely to be most effective. This policy is to be used as a guide to the marketing of the sport of Orienteeing in Tasmania.

2.1 Purposes and Scope

- 2.1.1. The purpose of this Policy is to develop a Marketing Plan that will promote the sport of Orienteeing to the community
- 2.1.2. The Policy will ensure that Orienteeing Tasmania resources are directed to where they may be most effective.
- 2.1.3. This policy shall apply to activities conducted by and on behalf of Orienteeing Tasmania.

3.1 Responsibility

- 3.1.1. The orienteeing Tasmania Director, Development shall have oversight of this Policy and the associated Marketing Plan.

4.1 Guiding Principles

- 4.1.1. Volunteer time is precious and limited so marketing activities should be limited to those activities that are likely to be, or have been shown to be, most effective.
- 4.1.2. The most effective marketing activities will be those that result in the attraction of more participants to events and/or increased membership of Orienteeing Tasmania.
- 4.1.3. Wherever possible marketing activities should be linked to those activities which are already part of the organised programme of Orienteeing Tasmania.

5.1 Marketing Plan

- 5.1.1. This policy shall have a Marketing Plan developed and updated from time to time as circumstances dictate. The Marketing Plan shall form a part of this Policy.
- 5.1.2. The Marketing Plan shall be approved by the Board of Orienteeing Tasmania.
- 5.1.3. The Board of Orienteeing Tasmania shall determine the budget to be set aside to implement the Marketing Plan.
- 5.1.4. Actions itemised in the Marketing Plan shall be included in Orienteeing Tasmania's Strategic Plan.

6.1 Review and Evaluation

- 6.1.1. The Board of Orienteeing Tasmania shall review the Marketing Policy and Marketing Plan on an annual basis.

Marketing Plan

1.1 Introduction

This Marketing Plan is to be read in conjunction with the Orienteering Tasmania Marketing Policy, of which it is a part, and that has the overall aim of increasing membership and participation in the sport of Orienteering through targeted promotion of the sport.

2.1 Objectives

- 2.1.1. To increase participation in the sport of Orienteering
- 2.1.2. To increase membership of Orienteering Tasmania and affiliated clubs
- 2.1.3. To value add to the work done with the organisation of our existing local series and with the new Sporting Schools initiative

3.1 Strategies

- 3.1.1. Target students, and families of students, who participate in Orienteering activities through the Sporting Schools project.
- 3.1.2. Target schools prior to the start of the local summer and winter series.
- 3.1.3. Target past participants in the various local series
- 3.1.4. Follow up with past members
- 3.1.5. Engage with other running organisations
- 3.1.6. Provide media release on a regular basis
- 3.1.7. Establish targeted social media campaign
- 3.1.8. Provide prompt publication of results
- 3.1.9. Promote the new public courses plan

4.1 Actions

- 4.1.1. Sporting Schools
 - Provide each participant with a brochure about orienteering
 - Provide a free post-event for participants in Sporting Schools courses.
 - Provide each participant with a written invitation to the special school post-event
 - Provide a free entry voucher to the next suitable regular OT event.
- 4.1.2. Target school attendance at Local Series
 - Send promotional emails to school Principals and heads of sport of all schools
- 4.1.3. Follow up with previous series participants
 - Send promotional emails to all previous participants of local series
 - Promote all events through the OT website and social media
 - Send media releases to radio and press re all local series.
- 4.1.4. Follow up with Previous members
 - Ask clubs to encourage past members to re-join
- 4.1.5. Engage with other running organisations
 - Contact other running organisations (ParkRun, Athletics, Cross Country) to seek mutual support and promotion
 - Contact ParkRun in line with OA initiative
- 4.1.6. Media releases
 - Seek to develop contacts in the sports departments of various media organisations (Mercury, TV, Examiner, Advertiser)
 - Forward media releases to radio and press for all local series
 - Provide media releases for significant other events and results

- Forward all results to press
- 4.1.7. Social media campaign
 - Train junior orienteers to conduct social media marketing
 - Develop and implement a trial social media marketing campaign
- 4.1.8. Prompt release of results
 - Forward results to press as soon as possible after event completion
 - Investigate emailing results to all participants following the completion of every event (as per ParkRun)
- 4.1.9. Promote the public courses
 - Email details to mailing list
 - Utilise social media marketing campaign to promote public courses
 - Promote public courses to associated running groups

5.1 Timelines and Responsibility

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| 5.1.1. Sporting Schools | (Sporting School Co-ordinator: Ongoing) |
| 5.1.2. Target school attendance at Local Series | (Series Co-ordinator: Prior to start of series) |
| 5.1.3. Follow up with previous participants | (Series Co-ordinator: Prior to start of series) |
| 5.1.4. Follow up with Previous members | (OT Secretary, Clubs: By March annually) |
| 5.1.5. Engage with running organisations | (OT Secretary in Coordination with Event
Schedule development: Event schedule development in November each year) |
| 5.1.6. Media releases | (Director Marketing: As appropriate) |
| 5.1.7. Social media campaign | (Director Marketing: March 2016 and ongoing) |
| 5.1.8. Prompt release of results | (OT webmaster) |
| 5.1.9. Promote Public courses | (Director Development and Project Manager:
Ongoing) |

6.1 Review and Evaluation

This Marketing Plan will be evaluated by the Board of Orienteering Tasmania in February 2017 then annually or more frequently if required.