

NEW SOUTH WALES ROGAINING ASSOCIATION

1998 PROMOTION/MARKETING PLAN _1st Draft

Background

In 1997 the Association ran 7 events. Generally they were pretty successful in the sense of being enjoyed by most who participated however at some, numbers were lower than hoped for and lower than at similar events in previous years. The purpose of this Plan is to list a series of things the NSWRA committee can do or ensure get done by others to build numbers in 1998.

Broad objective is to aim for at least 250 persons participating at each event with more at traditionally popular events Eg Paddy Pallin 6 hour. However in focusing on numbers it is also important not to lose sight of what we are all about. That is, enjoyable, friendly events for both participants and organisers.

Run Good Events

Word of mouth is by far the most important form of promotion in a sport where nearly everybody starts off being brought along to join the team of a friend and where everybody needs a team in order to participate. We can't do much about the weather but the technical organisation of events is our responsibility.

Ensure each event has a

- Coordinator
- Course setter
- Vetter
- Administrator
- Hash House organiser

That all these positions are filled well in advance (6months?) and that where people are doing a task for the first time, or are having difficulties this is recognised and support given.

That the team organising the event are aware of their responsibility to prepare information about it Eg Entry Form, newsletter stories in sufficient time. Eg entry form to go out in at least two newsletters in good time for entry closing date. Organising team to work with Newsletter Editor, Promotion person, President to do other special promotion as appropriate including local promotion. Also to recognise that word of mouth from course setters, veters regarding the vibe of an event can be powerful inducement.

Run the right number of events. Eg 1997 Committee has decided that 6 events is right for 1998 rather than 7. In arriving at this decision the committee has recognised that there are also competing/complimentary events run by ACTRA and Search and rescue and that people's available time is finite. A goal for 1998 could be to encourage every member to get along to at least 3 NSWRA events. Urge people at beginning of the year to diarise all events.

Event Calendar

That the event calendar is finalised by November 1997 and included in full in the last newsletter of the year. That event dates are not changed subsequently.

That the event calendar is provided to the ARA, Wild Magazine, Outdoor Magazine and is posted on the Web site.

Brochure

That the NSWRA annual brochure is produced by November with distribution to include:

- Insert with last newsletter of the year and again with first newsletter of 1998
- Bushwalking shops
- Bushwalking Clubs which are members of the Confederation of Bushwalking Clubs
- Committee members

Majority of brochures to be distributed by first event of year.

Membership

Recognising that members have traditionally not renewed until they entered an event and if they don't enter an event eventually they fall off the newsletter mailing list and lose touch. That a renewal of membership form be sent to all 1997 members and 1996 lapsed members in February 1998 as a discrete item of mail. Approximate cost including stationary and postage - \$600? Benefits are that ensures people are specifically invited to renew even if they are not sure when they are going to next enter, makes sure they continue receiving newsletter, gives NSWRA earlier cash flow and provides change of addresses and better quality data to Membership Secretary .

Newsletter

Event coordinators responsible for advance stories to go into the newsletter promoting their event.

Results of event to be prepared quickly to go into next newsletter wherever possible. Standard format for transporting via Email and posting on the Web?

All committee members to write and source material, photos for the newsletter and support the editor. Aim for a good mix and in particular stories from non competitive types.

Members Survey

We should aim to provide what members want and try to do this through picking up on people's comments, anecdotal evidence and of course the evidence of numbers at events. A further way would be a members survey conducted through the newsletter. Everyone likes being asked what they think and hopefully most would participate. Even aside from the results therefore the exercise of doing the survey in itself could strengthen the Association. We could do this in the last newsletter of 1997 or the first of 1998.

Organisational Culture

A culture which emphasises getting things done and done within prompt timeframes results in a stronger Association. On the other hand we all do our work in a voluntary capacity and it is therefore important it is enjoyable and not a burden. How to achieve this without getting too formal/technical and tedious? One thing is to spread the work around and another to recognise burn out and take active steps to encourage committee members to move between positions and hand over to someone else. Be direct in approaching people and asking for help even if the first approach is "we might be needing some help with ????? next year could you consider whether you would like to do that.

Other ideas/elements??

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