

SAOF MARKETING REPORT

Event Attendance

So far this year attendance at the Gauteng events and the two Western Cape Championships has grown by between 10% and 20% with the average attendance often over 100.

Orienteering World magazine

Riikka Tolkkii requested an overview of the current status of Orienteering in Africa for an article in Orienteering World magazine. I provided her with a 2 page overview of the current state of Orienteering in South Africa.

Customer Relationship Management Software (CRM)

Our Microsoft CRM Package is finally up and running and I have started populating the database.

Twitter

The number of followers has grown to 198 and are growing. Tweets are sent out

City of Johannesburg

Slow but steady progress is being made with City of Johannesburg. The primary drive is to set up permanent O courses in the city's parks beginning with Delta Park in Victory Park, Johannesburg and Dorothy Nyembe Park in Mofolo North, Soweto. There are Environmental Education Centres at both parks and a main drive will be on child education.

We had a meeting with Mavis Mabena and Bongani Mlangeni from City Parks and Nicole Ferguson who is an Environmental Education Specialist based at Rietfontein Nature Reserve. Mavis needed to report back up the chain, so that process will probably be a lengthy one.

Nicole attended a CATI event at the Zoo so has a good understanding of Orienteering and is also very positive and will champion the cause. She is assisting in getting a Memorandum of Understanding in place with the city.

Accounting Software System

Cyberstream have been appointed to manage the financial record keeping for SAOF. They will be using QuickBooks software. The database has been created and the data from the financial year ending 30 June 2011 has been captured. The data classifications need to be reviewed so that they reflect the accounts that we want to track. Many entries also need additional descriptions and reclassification

The draft Balance Sheet and Income Statements are an annexure to this report.