



SAOF MARKETING PORTFOLIO REPORT 2010/2011

SAOF AGM 2011

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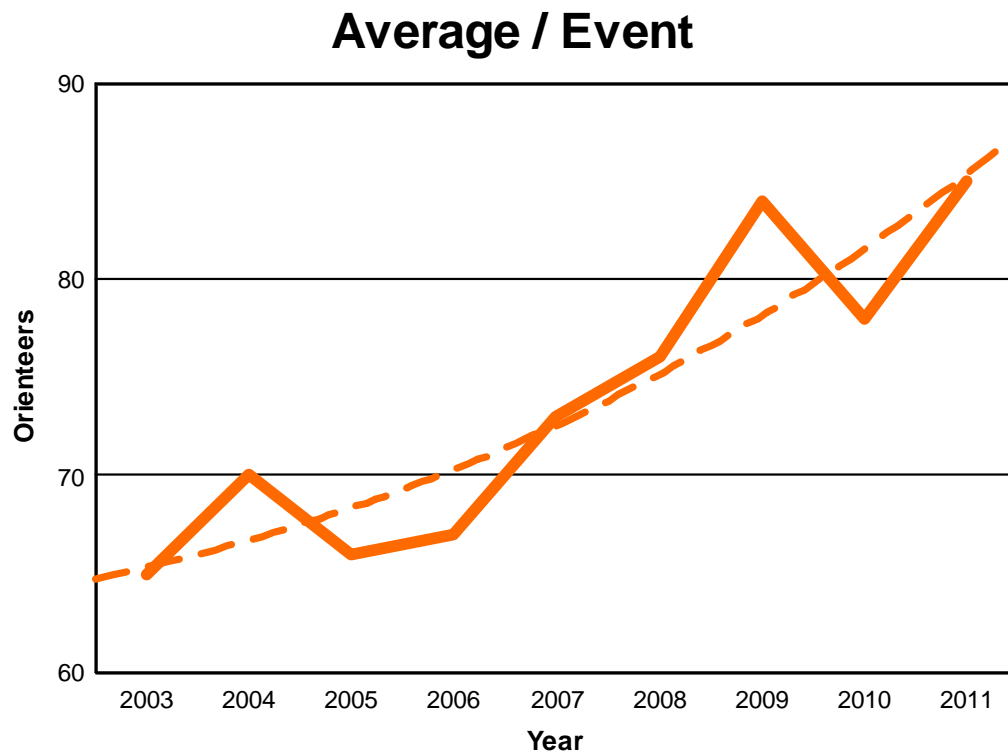
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GOALS FOR 2011

The goals for 2011 were to resurrect the Marketing Portfolio and put in place some of the building blocks needed for successful marketing. Key goals for 2011 were:

- Increase Orienteering attendance
- Install a Customer Relationship Management system.
- Scope the various facets of the Marketing Portfolio
- Develop the various media to publicise Orienteering.

The Graph below shows the growth of average 'cards' per event. The numbers represent the Gauteng events, SA Championships and Western Cape Championships. The trend is positive but at a much slower rate than we would like. A measure of success going forward is a big increase in the numbers.



The picture below is a mind-map of aspects of Marketing. Each of the first level items has been broken into more detail in separate mind-maps.



CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

The Orienteering Community has large store on important information but it is very fragmented. A CRM will allow the SAOF to collect much of this information and make it available to clubs and club members where appropriate.

I reviewed a number of on-line CRMs, some free and others based on a monthly subscription. I decided to trial SalesForce which is the leading on-line system. I ran a trial for 7 days and was satisfied with it. I took advantage of a special for the 5 user version of the contact manager for \$2.00 per user per month. The total cost to SAOF is under R1,000 for 1 year's subscription .

I imported the membership list from the results database along with several email addresses. I used the Stay-In-Touch feature to send out update requests and have received many back. This will be useful for emailing to our members. There is an email opt-out function that we can activate if the contact does not want to receive any emails.

The CRM will not only manage contact details for Orienteers, but also any other stakeholder. These include contacts at education departments and schools, sporting bodies such as SASCOC and SRSA and potential sponsors.

ORIENTEERING Database

The MS Access database that is used to manage the results and logs now has 9 years of data. It has the records of about 900 people who have belonged to one of the clubs over that period. It documents over 200 events and over 15,000 'CARDS'.

We are facing increasing pressure to report on our activities, particularly in the areas of transformation, Long Term Participant Development (LTPD) and training of coaches, mappers and other roles. A comprehensive database will allow us to access those figures on demand and meet the varied needs of the interested parties.

The database has been expanded to manage all aspects of Orienteering where bulk data is involved. An example is the management of Qualifications such as Mappers, Planners, Event Organisers and Coaches. One key use of the database will be to manage levels of certification and periods of validity for teachers as we move forward with the Expansion Plan.

As the volume of data has increased, we need a more secure database than the current MS Access. I am working on updating the database to SQL Server and hosting it on the internet. In the longer term we will have web applications that allow clubs to manage their own data.

PUBLICITY

We compiled an article for the 2011 Orienteering World magazine giving an overview of Orienteering in Africa. The magazine was issued to all teams at WOC and included pictures of forests at Lydenburg and Kaapschehoop taken by Ian Nicholas Mulder and Bratt.

SOCIAL MEDIA

The twitter account is running well and is up to 202 followers. I am using it to publicize each event and results. Many followers are clubs and some notables such as Anna Zeelig (IOF committee member) and Ken Walker (AttackPoint owner).

Other SAOF members have been assisting in marketing by maintaining Facebook pages with pictures, events and news, Twitter accounts and Blogs. These are all individual initiatives that are typical of the new social media phenomenon.

The AttackPoint site is another useful tool that provides visibility to South African Orienteering. This is shown by the visitors to Brad's training log.



ACCOUNTING SYSTEM

Although accounting is not in the marketing portfolio, George van Jaarsveld's retirement has given us the opportunity to implement a more robust system. It is essential that our accounting procedures are in place and we exercise the proper corporate governance to have any chance of getting funding from NLDTF, SRSA and Corporate Sponsors.

We have contracted a company called Cyberstream to manage the SAOF accounts on QuickBooks. We have captured all accounts from 1 July 2010 to 10 June 2011. QuickBooks is an accounting package that is very easy to use.

We are able to report far better on the finances at any stage as all transactions will be captured as soon as they have occurred. We can also generate quarterly financial reports to distribute to the clubs.

I recommend that in the longer term, the SAOF purchases a copy of QuickBooks so that the accounts can be managed by the Administrator. The current price of QuickBooks Pro is R2,700.

AIMS FOR 2012

EXPANSION PLAN

The Expansion Plan is key to the growth of Orienteering in South Africa. The funding from SRSA for the plan will allow us to aggressively market Orienteering. We have designed material for the training courses that are the heart of the Expansion Plan and now need to create the demand for these courses.

CRM

Tap the knowledge of orienteers to compile a comprehensive list of orienteers and contacts who can support our goals.

PUBLICITY

Send out regular press releases to the various media to raise the level of awareness of Orienteering.

GLOSSARY

LTPD	Long Term Participant Development
SASCOC	South African Sports Confederation and Olympic Committee
NLDTF	National Lottery Distribution Trust Fund
PDI	Previously Disadvantaged Individuals
SRSA	Sport and Recreation South Africa
DBE	Department of Basic Education
SLA	Service Level Agreement
MOU	Memorandum of Understanding
GSL	Gauteng Schools League
LO	Life Orientation (subject in school syllabus)
VP Development	