

**Northern Tasmanian Municipal Organisation
(NTMO) Recreation Committee:
Regional Recreation Planning Project 2000
our Future Game Plans**

**Report No. 4 – ORGANISATION / EVENT /
EVENT OPPORTUNITY DATABASES FOR
SPORT & RECREATION**

‘Developing the Industry through integrated
Information Management’

**Compiled by
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Compiled for
The Northern Tasmanian Municipal Organisation Recreation Committee by
by Daniel Smedley, Project Manager, Future Game Plans.

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Incorporating partnership activities between Launceston City Council and the Tasmanian Office of Sport and Recreation and fostering regional approaches to sport and recreation planning and management through working together with regional councils including Break O Day, Dorset, Flinders, George Town, Northern Midlands, Meander Valley and West Tamar.

ACKNOWLEDGEMENTS

We acknowledge the support of the professional officers at the eight Local Councils in Northern Tasmania and the Office of Sport and Recreation in Launceston and Hobart. Specific mention is made of the assistance of Gina Lehman at the Launceston City Council Parks and Recreation Department for her efforts in creating the databases. Linton Kerber has provided permission to reproduce the Project Brief for the 'Marketing of the Regional Sport and Recreation Opportunities Booklet'.

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Section 1 - Introduction to the Regional Recreation Industry Study

The Northern Regional Recreation Planning Project 2000: Expected Deliverables

The 'Future Game Plans' overall project goal states that the Recreation Committee of the Northern Tasmanian Municipal Organisation will consult the recreation and sport industry and then endorse for implementation a recreation planning framework. In seeking to establish a recreation planning framework the objectives of the overall project were:

- To adopt a planned approach to recreation industry development.
- To improve the viability of the recreation industry.
- To improve cooperation in facility and infrastructure provision and maintenance.
- To facilitate increased community participation through improving recreation opportunities. (and)
- To identify and pursue increased funding opportunities, and
- To achieve a common vision through working and communicating together cooperatively.

The individual projects within the overall project were to be produced in a relatively short period of around six months within overlapping phases. Phase One was to produce two reports; one as a review of regional recreation planning from 1980 to 1999 and the other as an analysis of recreation participation and demographics in Northern Tasmania. Phase Two was to produce three reports; one as a regional recreation facilities inventory, the second as a data base of organisations and events and the third as this industry study report based on an economic analysis of the regional sport and recreation market. Phase Three was to produce two more reports; one to identify issues, needs, demands and make an assessment of these and the other as recreation planning and policy guidelines. Phase Four was to bring together the findings of these seven reports and provide a strategic recreation plan for Northern Tasmania.

The key outcome of the overall project was to be a composite of the eight reports and was expected to deliver a recreation planning framework for Northern Tasmania underpinned by:

- quality information,
- assessments of regional sport and recreation needs,
- guidance for the development of relevant systems and policies,

Section 1 - Introduction to the Regional Recreation Industry Study

- strategies for marketing opportunities and facility provision,
- opportunities for better management of infrastructure, facilities and services,
- links to existing plans and strategies and
- the identification of a regional context.

This final outcome is anticipated to follow the industry study and may include provision of a draft for community comment prior to formal endorsement by the NTMO Recreation Committee.

Overview of Report No.4

Future Game Plans aims to establish a Northern Regional Recreation Planning Framework for Northern Tasmania. The project (Report No.4) to develop a set of 3 databases for the regional industry will enable a better-integrated information management service to be provided to all stakeholders including:

- NTMO
- Local Councils
- Sport and recreation stakeholders
- The community

The databases are therefore designed to contribute to the development of the regional sport and recreation industry by providing a range of important data tools which will assist planning and management on a strategic and day to day basis.

The databases have been created as per the Project Brief to the completion of Stage 1 as anticipated. They include: organisation database, event database, and event opportunity database.

The databases have been created in Microsoft Access and the Organisation Database has been loaded with data and updated considerably. The Organisation Database has been used for the production of reports, mail outs, and the development of an 'Regional Sport and Recreation Opportunities Booklet' which will be distributed as part of a nationwide post Olympics participation campaign extolling the Active Australia message.

During the implementation of Future Game Plans it can be expected that the databases will be further developed for use as per the objectives and action plan outlined in the brief.

Section 2 – Database Project Design – The Project Brief

NTMO Recreation Committee Northern Tasmanian Regional Recreation Planning Project 2000

PROJECT BRIEF

Report No. 4 – Organisational / Event & Opportunity Databases - A Data Management System (DMS) - for the Sport and Recreation Industry in Northern Tasmania.

1. PROJECT OUTLINE

Background - Opportunities and Issues:

One centralised database for organisations/contact details, would assist every council with municipal listings for the purpose of:

- Direct contact with key and potential clients and community groups.
- Providing opportunities for direct mail-outs (a shared response between OS&R and Councils).
- Centralised information source for future planning. (information collected can be utilised to help determine funding priorities, allocation of resources etc.).
- Better placed to capitalise on opportunities presented by other IT developments, such as SportNet, see - <http://www.sportnet.com.au/home/index.cfm> and elaunceston etc.
- An electronic method of receiving feedback gives quick access to decision making for planning and development issues.
- May provide a revenue raising scheme – with agreement from those on the database, commercial organisations could pay for accessing the database (sending information to the industry), while other organisations may be interested in the demographic information held on the database.

Two key issues, which must be considered in before fully developing the project, are:

- Requires resources to develop and maintain. What resources are required for the centralised development and maintenance, and what does each Council need to do to assist in the process?
- Is the proposed form / functions of the databases appropriate for everyone's needs?

Objectives:

- To enable Councils to more efficiently and effectively deliver sport and recreation information services in Northern Tasmania.
- To enable partner internal and external stakeholders in the sport and recreation industry to provide an improved level of service to their respective clients.
- To assist achievement of strategic outcomes for information dissemination and communication, such as improved information products, more timely and accurate provision of information, consistent provision of information across the region.
- To implement the project in 3 stages and complete by 30 December 2000

Section 2 – Database Project Design – The Project Brief

Outcomes:

The proposed outcomes include:

Stage 1

- 1 database of sport and recreation organisations in Northern Tasmania.
- 1 database of events and event opportunities in Northern Tasmania.
- Regional level data which can be shared amongst all Councils and State Government.
- Information products, including Reports, Mail outs, Calendar of Events, Calendar of Bidding Opportunities, Directory of Organisations.
- Information, which can be up-loaded to a web site.

Stage 2

- Establishment of a funding source to maintain / manage the databases and information products.
- Improved access to allow Councils, State Government and sport and recreation industry stakeholders to access information directly.
- Expand databases to more fully take account of Council needs related to: central database, outputs required, inter relations with other platforms, spatial features (GIS), revenue raising, self maintenance, web based features.

Stage 3

- Establish linkages to other databases, eg: Tasonline, Sportnet, Tas Events, Examiner, possibly interstate and international databases.
- Expand database to include local organisations and events.

Data requirements:

A first draft of requirements is provided and this may be adequate for Stage 1 of the project. For subsequent stages of the project a design reference group (this may be the working group) should be established to ensure the databases more fully meet the requirements of the region. The design reference group may be expanded to include other agencies, sport and recreation providers etc to create a stronger partnership with the industry and potentially a more useful database.

Organisational

1. Eg: Organisation Name, Main Activity, Contact Name, Address, Town, Postcode, Work Phone, Home Phone, Fax, Mobile, Email,

Events

2. Eg: Event Name, Event Type, Date(s), Venue, Organisation Name, Contact Name, Phone, Fax, Email, Event Information (Cost, Times, Parking, Access, Facilities).

Event Opportunities

3. Eg: Event Name, Event Type, Event Owner Organisation Name, Contact Name, Address, Phone, Fax, Email, Event Requirements (Organisation & Planning, Finance, Competitors, Competition Management, Facilities, Equipment, Transport, Accommodation, Insurance, Promotion, Sponsorship, Media, Patrons), Date for Expressions of Interest, Date for Bid, Date of Event, Proposed Venue(s), Bidding Organisation Name, Contact Name, Address, Phone, Fax, Email.

Section 2 – Database Project Design – The Project Brief

Template / Database development:

The Launceston City Council Information Technology and Parks and Recreation Departments are able to assist with initial template design and database construction for Stage 1 of the project.

Budget

We may need to contract data processing services to some or all data research and input. There is currently no budget allocation for any Stage of the project. The Future Game Plans project resources provide an opportunity to progress Stage 1 outcomes.

The Office of Sport and Recreation has budget and human resources allocated to marketing to achieve State and Federal objectives for Active Australia. Outcomes identified in this proposal may be able to be fully / party funded from these resources.

2. PROCESS FOR DEVELOPMENT

STAGE 1

The first stage through to 30 June 2000 will focus on establishing the databases in a software platform, which is readily available within Launceston City Council, as this is where the Executive Officer of the NTMO Recreation Committee is based currently.

This stage will also focus on establishing the databases and producing some initial reports such as a calendar of events and directory of clubs / associations.

The first stage includes the following tasks / timeframes / responsibilities:

Task	Description	When	Who	Outcome
1	Check Licences for Filemaker Pro 4.1	ASAP	Linton - OSR	See 2
2	Check Lton City Council IT Dept preferred re: running FM Pro 4.1	ASAP	Daniel	Prefer Microsoft Access
3	Confirm data fields required for each database.	By 30 May	LK provide OSR database templates. Daniel obtain event database templates	Draft fields included here.
4	Design Templates and create databases in MS Access	By 10 June	Daniel with assistance from LCC	
5	Collect & Input Data	By 22 June	Daniel & NTMO RC working group. Contracted where required.	
6	Produce initial reports / draft products and present to NTMO Recreation Committee	By 23 June	Daniel & LCC	
7	Print reports and products for launch of Future Game Plans on 30 June	By 30 June	Daniel & LCC	
8	Research & develop a proposal for Stage 2 – beyond 1 July 2000.	Post 30 June	Daniel & NTMO RC	

Section 2 – Database Project Design – The Project Brief

Note: Regarding Task 7 – OSR are currently considering production of a directory of organisations for each region. The proposed database will thus serve an important purpose providing data for this product. Subsequently, it may be appropriate for the NTMO Recreation Committee to produce a calendar under the Future Game Plans banner for 30 June only.

STAGES 2 & 3

Will entail the research and development of the DMS so that all Councils, State Government and progressively industry stakeholders can obtain access to the databases, assist with maintenance and establish linkages to other databases that are available to the industry.

Key Actions during this phase include:

1. Research and develop options for advanced DMS for the northern region.
2. Confirm management and stakeholder support for design and implementation of preferred DMS option.
3. Confirm management and access by Councils and OS&R.
4. Purchase hardware (if required) and develop software programs.
5. Confirm role of Recreation committee as reference group for the project, with outsourcing of relevant tasks.
6. Complete design and software development task through consultation and prototype testing. Prepare user documentation (version 1).
7. Resolve any technical issues.
8. Provide training to internal staff and implement Stage 2 conversion.
9. Provide training to external stakeholders and implement Stage 3 conversion.
10. Conduct systems maintenance to enable 'real test' of DMS.
11. Conduct post implementation review with all stakeholders.

Section 3 – Database Design Fields and Forms

Database Design

Organisational Database Fields

Primary Data Fields:

Note: **Bold / Italics** indicates ‘pull down menu’.

- Record Last Modified By
- Modification Date
- Unique Database ID No.
- Organisation Name
- Other Organisation Names Used
- Main Activity:

<i>Governance – Sport & Public – International</i>
<i>Governance – Sport & Public – National</i>
<i>Governance – Sport & Public – State</i>
<i>Governance – Sport & Public – Local</i>
<i>Heritage – Sport Museum</i>
<i>Heritage – Hall of Fame</i>
<i>Heritage – Sport Library</i>
<i>Spectator Sports – Athletics</i>
<i>Spectator Sports – Australian Rules Football</i>
<i>Spectator Sports – Basketball</i>
<i>Spectator Sports – Cricket</i>
<i>Spectator Sports – Netball</i>
<i>Spectator Sports – Rugby League</i>
<i>Spectator Sports – Rugby Union</i>
<i>Spectator Sports – Soccer</i>
<i>Spectator Sports – Golf</i>
<i>Spectator Sports – Tennis</i>
<i>Spectator Sports – Spectator Sports Venues</i>
<i>Spectator Sports – Spectator Sports n.e.c.</i>
<i>Participative Sports & Physical Recreation – Lawn Bowls Clubs</i>
<i>Participative Sports & Physical Recreation – Associations & Leagues</i>
<i>Participative Sports & Physical Recreation – Clubs</i>
<i>Participative Sports & Physical Recreation – Commercial Health & Fitness Centres</i>
<i>Participative Sports & Physical Recreation – Community / Public Gymnasia & Fitness Centres</i>
<i>Participative Sports & Physical Recreation – Sport & Recreation Grounds & Facilities</i>
<i>Participative Sports & Physical Recreation – Commercial Outdoor Adventure Operations</i>
<i>Participative Sports & Physical Recreation – Community / Public Outdoor Adventure Operations</i>
<i>Commercial Sports & Physical Recreation – Boatbuilding and Marine Equipment Manufacturing, and Sales</i>
<i>Commercial Sports & Physical Recreation – Sporting & Recreational Goods Manufacturing, Wholesaling, and Retailing.</i>
<i>Commercial Sports & Physical Recreation – Sports Clothing and Footwear Manufacturing, Wholesaling, and Retailing.</i>
<i>Commercial Sports & Physical Recreation – Sport Toursim Sales.</i>
<i>Sports & Physical Recreation – Agent, Manager, Consultant Services</i>
<i>Sports & Physical Recreation – Coaching and Training Services</i>
<i>Sports & Physical Recreation – Medical Services</i>
<i>Sports & Physical Recreation – Support Services n.e.c.</i>

Section 3 – Database Design Fields and Forms

- Contact Name / Position
- Work Phone
- Home Phone
- Mobile Phone
- Fax
- Mobile
- Email

- Alternate Contact Name / Position
- Work Phone
- Home Phone
- Mobile Phone
- Fax
- Mobile
- Email

- Organisation Postal Address - PO Box / Street Name & Number, Suburb / Town, Postcode
- Organisation Location Address - Street Name & Number, Suburb / Town, Postcode
- Phone
- Fax
- Email
- Website
- Local Council Area: *Break O Day, Dorset, Flinders, George Town, Launceston, Meander Valley, Northern Midlands, West Tamar*

Secondary Data Fields:

- Management Structures: *Board of Directors, Management Committee, Other*

Organisation Information (Requires Yes tick box)

- Incorporation
- ABN
- Strategic Plan
- Policy Documents
- Annual Business Plan
- Marketing Plan
- Participation Data
- Coaching / Trainer Accreditation Data
- Facility Audit
- Facility Maintenance Schedule
- Annual Report
- Annual Financial Statement
- Risk Management Plan
- Emergency Response Plan
- Other

Sport Levels (requires Yes tick box)

- International
- National
- State
- Regional

Section 3 – Database Design Fields and Forms

- Neighbourhood/Local
- Training
- Seniors – Male
- Seniors – Female
- Junior – Male
- Junior – Female

Comments Fields (Requires room for free hand data entry):

- General
- Facilities
- Grants
- Key Events
- Projects
- Employees
- Volunteers

Section 3 – Database Design Fields and Forms

Events Database Fields

Primary Data Fields:

- Event Name
- Event Type

<i>Governance – Sport & Public – International</i>
<i>Governance – Sport & Public - National</i>
<i>Governance – Sport & Public - State</i>
<i>Governance – Sport & Public - Local</i>
<i>Heritage – Sport Museum</i>
<i>Heritage – Hall of Fame</i>
<i>Heritage – Sport Library</i>
<i>Spectator Sports – Athletics</i>
<i>Spectator Sports – Australian Rules Football</i>
<i>Spectator Sports – Basketball</i>
<i>Spectator Sports – Cricket</i>
<i>Spectator Sports – Netball</i>
<i>Spectator Sports – Rugby League</i>
<i>Spectator Sports – Rugby Union</i>
<i>Spectator Sports – Soccer</i>
<i>Spectator Sports – Golf</i>
<i>Spectator Sports – Tennis</i>
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<i>Sports & Physical Recreation – Agent, Manager, Consultant Services</i>
<i>Sports & Physical Recreation – Coaching and Training Services</i>
<i>Sports & Physical Recreation – Medical Services</i>
<i>Sports & Physical Recreation – Support Services n.e.c.</i>

- Date(s)
- Venue
- Organisation Name
- Contact Name
- Phone
- Fax
- Email
- Event Information Comments: (Cost, Times, Parking, Access, Facilities).

Section 3 – Database Design Fields and Forms

Event Opportunities Database Fields

Primary Data Fields:

- Event Name
- Event Type

<i>Governance – Sport & Public – International</i>
<i>Governance – Sport & Public – National</i>
<i>Governance – Sport & Public – State</i>
<i>Governance – Sport & Public – Local</i>
<i>Heritage – Sport Museum</i>
<i>Heritage – Hall of Fame</i>
<i>Heritage – Sport Library</i>
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<i>Sports & Physical Recreation – Coaching and Training Services</i>
<i>Sports & Physical Recreation – Medical Services</i>
<i>Sports & Physical Recreation – Support Services n.e.c.</i>

- Event Owner Organisation Name
- Contact Name / Position
- Organisation Postal Address - PO Box / Street Name & Number, Suburb / Town, Postcode
- Organisation Location Address - Street Name & Number, Suburb / Town, Postcode
- Phone
- Mobile Phone
- Fax
- Email
- Website

Section 3 – Database Design Fields and Forms

Secondary Data Fields:

Event Requirements – Comments Fields:

- Organisation & Planning
- Finance / Budgeting
- Competitors / Officials
- Competition Management
- Support Programs
- Facilities
- Equipment
- Transport
- Accommodation
- Insurance
- Promotion / Media
- Sponsorship
- Volunteers
- Spectators

- Date for Expressions of Interest
- Specific Requirements
- Date for Bid
- Location for Bid Presentation
- Specific Requirements
- Date of Event
- Proposed Venue(s)

- Bidding Organisation Name
- Contact Name / Position
- Work Phone
- Home Phone
- Mobile Phone
- Fax
- Mobile
- Email

- Major Partners
- Other Partners

Section 3 – Database Design Fields and Forms

Database Forms

The Databases have been created in Microsoft Access as all Local Councils held licences for this software.

The following Database Forms are provided as examples:

Attachment 1 - Organisational Database Form – Tasmanian Cricket Association

Attachment 2 - Events Actual Database Form – Statewide League Football Grand Final

Section 3 – Database Design Fields and Forms

Section 3 – Database Design Fields and Forms

Section 4 – Organisational Information Resources

SAMPLE

OFFICE OF SPORT AND RECREATION MARKETING PLAN. Regional Sport and Recreation Opportunities Booklet.

Marketing objective

To promote the benefits of participation in sport and recreation so as to:

- Provide the infrastructure to enable greater participation.
- Increase the involvement in organised sport and recreation.
- Provide tangible support of sport and recreation providers.
- Increase the number of consumers and the quality of the experience for those not participating in organised activities.

Strategic overview

Key Result:

Obtain greater participation by the community in active sport and recreation opportunities.

Key Objective:

- Increase the quality of organised outlets for sport and recreation.
- Increase the use of organised outlets for sport and recreation.
- Increase the number of consumers involved in recreation.

Key Strategies:

- Facilitate the creation of demand for organised outlets for sport and recreation facilities.
- Encourage greater use of organised outlets for sport and recreation facilities.
- Encourage regular participation by those who are not currently involved in sport and recreation

Product / Partnership Overview

The Northern Tasmanian Municipal Organisation Recreation Committee (NTMO-RC), The Office of Sport and Recreation and the Australian Sports Commission will collaborate on the following product campaign where:

Section 4 – Organisational Information Resources

- OS&R has a key role in a state wide approach to industry development and public communications/marketing (as stated above). This campaign is primarily led by OS&R.
- The NTMO Recreation Committee has a role to ensure that state strategies are appropriate to the region with respect to industry development and increasing participation.
- The Australian Sports Commission (Participation Division) provides resources that supplement it's Active Australia campaign: therefore complimenting the Tasmanian product campaign.

Earlier this year, OS&R conducted a 'Get out and get active' marketing campaign, again targeting the 'Intending' and 'Complacent' segments. This was primarily focussed on 'unstructured' recreation: twenty minutes a day of anything physically active that provides a benefit to health and well being.

In October 2000, OS&R will launch this new product campaign that recommends individuals towards (predominantly structured) sport and recreation opportunities (same target segments). The NTMO-RC has accepted a partnership approach to developing an 'insert' for the 'Regional Sport and Recreation Opportunity Booklet' to be produced by OS&R.

This will coincide with the Australian Sports Commission's "Sock Kit" information: focussed on 'Providers' of sport and recreation opportunities and places. This information will attempt to improve the receptiveness of the organisation to new participants (our target segments) and to offer wider participation opportunities related to these new participants.

Summary Product campaign targeting Individuals (Intenders, Complacent)

- Regional Sport and Recreation Opportunity booklet produced by OS&R.
- 'Insert' (sport and recreation opportunity directory). Information by the NTMO Recreation Committee and Northern Participation Unit of OS&R. Listing recreation opportunities by organisational contact details.

Summary Product campaign targeting providers

- Australian Sports Commission 'Sock kit' with introductory letter by OS&R.

It should be noted that the Office of Sport and Recreation understands the need for a future campaign that focuses on 'Unstructured Recreation Opportunities'. It is expected that this will be the next Tasmanian campaign by OS&R.

Section 4 – Organisational Information Resources

Segmentation approach

(demographic and psychographic mix)

Intenders Segment

- A broad age demographic 25-64, mostly married with children. The majority of consumers in this segment are 25-44 and married with children.
- These consumers are highly committed to a young family and work and are the most time constrained segment.
- They still understand the benefits of exercise and enjoy it and believe they need more because they:
 - want to remain young and healthy.
 - believe that Sport & Rec is a good way of relieving stress.
 - miss the social aspect of sport and recreation.
- They are inconsistent or low exercisers and perceive a number of barriers (excuses) for not regularly exercising.
- They have the ability to change their behaviour given the opportunity to become regularly active.

Complacent Segment

- At varying stages through the 25-64 demographic, mostly married couples with children.
- They understand the benefits and importance of exercise but they don't enjoy it and often have other priorities (work, family etc).
- The longer they stay in this segment the harder it is to shift or motivate them. They need to be educated on how to exercise and the social benefits.
- The motivators for them are:
 - Relaxation, controlling their lifestyle and health, socialising with friends and family and being stimulated.

Communications Objectives

All segments (overall)

- We want them to understand that an active lifestyle is not just for elite sports consumers, it is achievable by everyone.
- There are numerous exercise options supported by Active Australia and the Office of Sport and Recreation.
- Understand that all you need to do is call 1800 number for assistance and an information kit, or

Section 4 – Organisational Information Resources

- That further information is available by contacting key organisations directly responsible for sport and recreation opportunities (providers and places).

Intenders

- To make them understand that the barriers are not insurmountable.
- To communicate a range of safe, easy, relevant options to them.
- Encourage them to become regular committed exerciser.
- To communicate the benefits of having a regular exercise routine.
- To encourage them to take up promotional offers, to take the initiative

Complacent

- To make them understand that the barriers are not insurmountable.
- Convincing them of the values and benefit of exercise.
- They should understand that exercise and recreation can fit anyone's lifestyle.
- We want them to participate in some extra exercise once per week.
- We want them to take up our promotional offer and call the 1800 number, and take the initiative to make a change.

Target segment strategies

Intenders (25-44, males and females, young families and couples)

- Challenge their current situation by addressing the physical and emotional barriers.
- Focus communications on stimulation, relaxation and affiliation.
- Encourage them to take the initiative and to explore options for them.
- Give them programs to link into and a sport and recreation planning products to use. Deliver information via the 1800 number and direct mail.
- Build a database of these people for follow up and possible tracking research in future.

Complacent (45-64 males and females, older families)

- Challenge their lack of commitment to a regular exercise routine.

Section 4 – Organisational Information Resources

- Break down the social risk barriers by portraying them as being able to be overcome if you are willing to take the first step.
- Attack the physical barrier by giving the rational options.
- Focus communications on stimulation, relaxation, affiliation and lifestyle control, with the outcome being taking the initiative and shifting of priorities.
- Do not give them an excuse by using a soft approach.
- Help them to identify with themselves through targeted imagery in advertising.

Regional Insert

Partnership approach between the Northern Participation Unit of the Office of Sport and Recreation (including the Marketing Consultant, OS&R), and the NTMO Recreation Committee.

Pages

Between 8 – 12

Size

A5

Categories

Note: These are hierarchical in that information in category 3 and 4 will be reduced / deleted subject to availability of space.

- 1. Recreation organisations** (outdoor recreation, fitness, community recreation)
- 2. Sport organisations**
- 3. Places** (unstructured recreation opportunities, facilities, fitness organisations, miscellaneous)
- 4. Further Information**

How

- NTMO RC (Daniel & Gina) & OSR (Linton & Jan) to consult and develop draft insert. (confer with OS&R marketing consultant)
- Daniel and Linton to discuss providers listed in the insert. Will they require additional support (information and consultancy advice) in readiness for the campaign. (ie: ASC sock kit)
- Martin to prepare introductory letter to organisations outlining the campaign and what they can do to prepare (ie: sock kit information).

Section 4 – Organisational Information Resources

- NTMO RC Working Group to review draft on 27 July.
- Advise Steering Group on 28 July.
- NTMO RC (Daniel & Gina) & OSR (Linton, Jan, Martin) to ensure validation of information and the contact persons and organisations are advised of the campaign / methods / resources etc.
- Sign-off by NTMO RC / OSR by 18 August.
- OS&R publication and printing, release in October.

When

- Draft requirements in 2 weeks ie 27 July
- Validated requirements in 5 weeks ie 18 August

SAMPLE

FUTURE GAME PLANS ORGANISATION REPORT 2000

The following report provides a sample of the data stored in the Organisation Database.

The information is presented in a 22-page report that has been sorted by 'Governance Level'.

The hierarchy used includes Local, Regional, State, and National.