

TEERA Promotional Plan 2020 – 2023

This document should be read in conjunction with the current TEERA business plan.

One of the key elements of the current TEERA business plan is a structured campaign of promotional activity designed to attract new people to try endurance and, once they've had a go, keep them involved.

The elements of the promotional campaign are:

1. The running of two endurance rides annually that specifically target new riders
 2. The appointment of a TEERA media officer to actively promote endurance in a range of platforms in the state
 3. The establishment of specific incentives to encourage junior riders to participate in endurance
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1. Two rides will be held each year that specifically target new riders – one on the south and one in the north(west). Elements of this shall be:
 - a) Talks presented to Pony Clubs, Adult Riding Clubs etc 2-3 months out from the ride. These talks should 'talk up' participation in endurance but also be 'hands on', for example by staging mock vet inspections or teaching people how to take a heart rate and to strap. Those in attendance should be presented with a written 'how to prepare for your first ride' flyer and encouraged to join the TEERA Facebook group. Attendees email addresses should be obtained so that contact with them can be maintained.
 - b) Reminders and further encouragement should be sent to all attendees utilising a range of media (email, Facebook, Instagram).
 - c) A dedicated person (or two) should be available at each ride to 'hand hold' the new people
 - d) The focus of the initial talks should be on completing a 20k ride
 - e) The cost to new riders for their first ride should be kept as low as possible.
 - f) The 20k rides should be held at a time that allow new riders to attend without the need for overnight camping.
2. Identify and brief a suitable person to act as media liaison.
 - a. The TEERA ride calendar should be circulated widely to the Tasmanian rider community
 - b. Individual rides should be promoted to the broad Tasmanian rider community
 - c. Efforts should be made to have ride results (including photos) be published in a range of media (Print, Facebook, Instagram)
 - d. An initial promotional flyer should be generated and widely disseminated to attract initial interest

3. Re-establish an interstate competition between Tasmania and Queensland (Victoria???) and provide incentives for juniors to be chosen to represent the state. Ideally, this should be a portfolio responsibility for someone

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