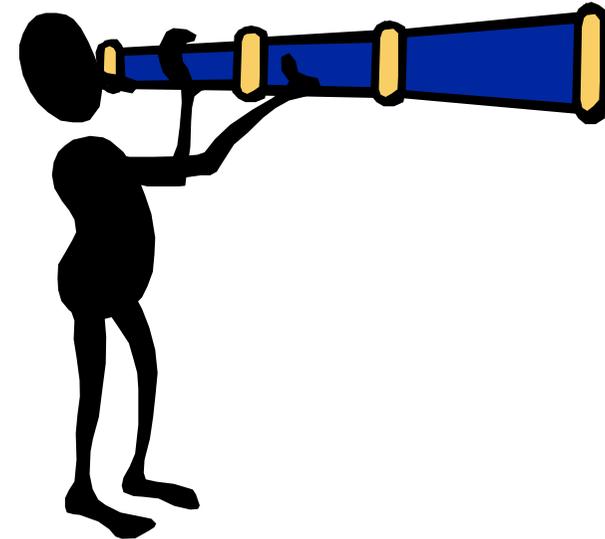


Rover Marketing Team of Victoria



99 Ways to Grow Rovers

Rover Marketing Team of Victoria

The Scout Association of Australia
Victorian Branch
50 Barry St, Carlton 3053
Phone (03) 9349 2600 on Wednesday
nights

Achieving 2005 in 2005 for
Victorian Rover Crews

99 Ways to Grow Rovers

Achieving 2005 in 2005 for Victorian Rover Crews

Prepared by the Rover Marketing Team of Victoria for Victorian Rover Crews

To all the Victorian Rovers who contributed ideas, without you this wouldn't have been possible

Published by:

RMTV

January 2004

Printed in Australia by:

___ Printing

And you wanted more! (We couldn't afford the steak knives)

92. When we can work with buggies again, have a buggy calendar. People have a roster for taking their buggies to different events, variety in the buggies that are displayed.
93. Stickers! Stickers! Stickers! With websites, put Rover sayings on them, make them in different sizes and shapes. People can stick them on small stuff that's not going to be intrusive but will be noticed.
94. Participate in 'Helped by a Rover!' Surprise someone by helping them unexpectedly and not only will they remember you, they'll talk to others about the good things you did for them
95. Develop promotional merchandise for your Crew/Region/BRC that can be used everyday and might get people asking about Rovers (keyrings, shirts, pens...)
96. Build a raft and put it into the annual Bill Rutherford Raft Race and invite your whole crew plus new and prospective members
97. Don't hide away in your Rover Den, get out in the open, be seen!
98. Talk to people you work with about Rovers, talk to people you go to uni with about Rovers, talk to your friends about Rovers, TALK ABOUT ROVERS!!!!!!!
99. Design a good program that is well balanced and **FUN**. A fun program should generate interest from other people

72. Run Region meetings in conjunction with district/area/Region meetings of other sections

Your Unit

81. Crews must establish better lines of communication between feeder Venturer Units. This could be done by visiting the units, email, or phone contact, or using snail mail
82. Send a Good Luck card to your feeder Venturers who are finishing year 12 exams include a copy of your Crew's program
83. Send a birthday card and letter to 17 year old Venturers in your area telling them about Rovers and your crew
84. Get a Rover poster up at every Scout hall around you even if they don't have Venturers—at least other sections will know you exist
85. Annual Venturer/Rover competition eg. pool, bowling, commando course, cooking etc
86. Have at least one night a term on your program with each of the other sections
87. Run/attend/participate in a Mini Olympics
88. Mystery Night Hike with Venturers
89. Billy Cart derby with its necessary preliminary building night
90. Invite Venturers to your Crew activities, have regular activities with your local Venturer Unit
91. Help instruct and be an examiner for badges the Venturers are going for. This could be really good to do with Scouts as well.

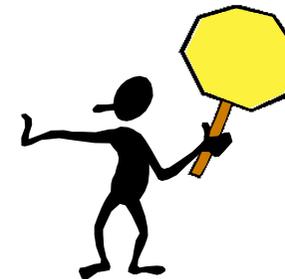
Introduction

Stop!

Before you read this, you first need to understand what you're about to see! This publication can help you to promote your crew, recruit Rovers and through sharing the wonderful experience of Rovers with new people, you will have more fun! We currently have less than 0.002% of the Rover aged population in Victoria in Rovers. That means there are thousands of people we can introduce to Rovers.

In Victoria, there are at least 566,000 people who are aged 17-25 (Rover age). If we can get 2005 Rovers in Victoria in 2005, we will have 1 person in Rovers out of 283 Rover aged people. Not that many people we're aiming at, is it?

Well, if you think it's a reasonable goal, and you enjoy Rovers and think the things you get to experience are worth sharing with others, then turn the page and see **99 Ways to Grow Rovers!**



Rover Marketing Team of Victoria

Wow Factor

1. Sky writing
2. Bill Board advertising
3. Advertising in magazines with an outdoors, camping, adventurous activities focus
4. Articles in local and state newspapers , big achievements, community service, major anniversaries or adventures
5. Put an advertisement about your Crew/Rovers in the local newspaper
6. Stage a PR Stunt - live in a tree for a week, have a mass abseil, build the worlds largest woggle etc. Make sure you get lots of coverage from TV and newspapers
7. Have a major expedition interstates, overseas and publicise this. Show the public the incredible things that Rovers can do when they put their hearts and minds to it.
8. Ask your local cinema to run an ad for Rovers as a community service announcement.

Parties around town

9. Melbourne Show! Have a separate display to the scouts display. Have a Rover ONLY display.
10. Get your Crew/Region to organise a Rover stand at the Caravan and Camping Show and the 4 Wheel Drive Show
11. Have a big festival in a public place
12. Attend or enter a Rover team in Oxfam Trailwalker and wear clothes that advertise Rovers
13. Attend or participate in the ANZAC day march
14. Local shows, markets, fetes, shopping centres.
15. Attend local shows, markets, fetes, shopping centres and publicise Rovers in a positive light
16. Have a big shindig for you BP Presentation, invite the mayor along, invite local newspapers and news crews
17. Use major BRC events such as Mudbash, MARB, Surfmoat to encourage Rovers who are moving to another town to meet and join other crews

Rover Marketing Team of Victoria

District Duties

66. Attend a district camp event
67. Assist at district meetings, park cars, serve drinks, be involved
68. Organise a district Rover info night, invite along all the section and leaders and tell them about the good things Rovers do, get to know the people in your district
69. Run \$2 night with other sections, every body gets \$2 and you go to a Shopping Centre and you have a competition to see who at the end of the night can get the largest item, the heaviest item, the most colourful item, the best tasting item, etc
70. Running activities at Scout/Youth Forums
71. Put in a Rover Report at your next District meeting or have your business meeting at the same place

Remarkable Regions

72. Develop and run a Roventure day for your Region. Invite all the Venturer Units and Rover Crews in your Region to a park for the day and run PR activities, getting to know you games and Rover activities. Have lots of FUN!
73. Have a region PR Day, invite along all the venturer units, venturer leaders, other sections district commissioners, run activities and events all day to promote Rovers in a positive light and promote interaction between all the sections.
74. Region Pr day, all rover crews in the region invite all venturer units in the region to a park for the day and the rovers run events
75. Share your regions PR activities with other regions around the BRC table or at major events
76. Introduce Venturer Liaison Officer to Rover Liaison Officer, invite them to attend Region Meetings as well as our Rover Liaison Officer attending Venturer Region Meetings, get them involved. Ensure that your Venturer Liaison Officer attends Venturer meetings
77. Run an intro to Rovering course for all new and prospective members in your crew/Region
78. Region Swimming Challenge
79. Challenge another crew to practice Winter Games competition, create some friendly Crew rivalries

Vivacious Venturers

53. Develop an info pack to be sent out to venturer units about how to get their rover crew motivated.
54. Review the amount of contact your crew has with local Venturer Unit/s.
55. Visit the Victorian Venturer web page and find out what Venturers get up to
56. Attend Hoadley Hide, promote to Venturers in person. Develop an info pack to give to Venturers at Hoadley. Reach them through the VOC's and the closing parade. Have information about your Crew at the waiting points. Talk to Venturers, get to know their names, where they come from and get a contact details for their Unit. Play a video about Rovering at the VOC, something for the Venturers to see and get stuck in their heads.
57. Go to Vic Gathering and run an event, slap your Crew name and location all over your activity.
58. Invite other sections to Mafeking Open Day and help out on the day
59. Attend working bees at Scout properties and be seen doing service
60. Write an article on your Crew or an activity you have done to go in Scout Mag or Interchange

Do as I do

61. Get your BP Award and encourage others to do the same
62. Write an article about someone in your crew who has recently received their BP Award, or write an article on the merits of doing your BP Award and what it involves
63. Get involved in Community ventures such as Rotary, Duke of Edinburgh, Conservation Volunteers Australia, Land Care, you don't need to organise them, just be seen and make sure that your contribution is recognised by the community.
64. Run a service project that the other sections can get involved in eg. collecting cans
65. Help out the camp manager of the local Scout Camp to maintain or develop the park

Know your community

18. Run a top 20 count down on your local radio station for a night. Talk about rover stuff while on air, tell people about what we do and how they can get involved. You would need to select very carefully who you put on air.
19. Contact local council for local youth clubs, church groups and government youth centres and organise a joint activity with them or at least put a poster, crew flyer or newsletter up on their notice board. Get councillors to refer struggling youth to Rovers
20. Invite guests to your Crew/Region meetings
21. Advertise rovers in queues.
22. Screening near you—Rovers Victoria! Ask your local cinema or radio station if they can make a community announcement about your Crew/Rovers
23. Nominate a Rover for a Young Achiever of the Year Award or a Community Service Award
24. Have your crew signed at the start of your town and include a long standing postal address

Public Domain

25. Red T-Shirt Day, on this day all Rovers wear a red t-shirt with a Rover motto on it
26. Put on a rover art display at the local gallery
27. Do a people art display for a day, get your whole Crew/Region involved eg. the living statues at South Bank, mass public photograph
28. Run a theatre production about rovers
29. Have a crew night to develop a photo board, move it around to different locations in your area eg. Universities, Youth Clubs, Community Centres, Health Centres, etc
30. Get Rover posters and brochures from the Rover Office, develop a Crew flyer, see the BRC website for an example Crew flyer designed by RMTV: <http://rovers.scouts.com.au/vic> Put them in shops around your area, High schools, Universities and TAFEs, doctors waiting rooms, fish and chip shops, surf shops, public libraries, pubs, clubs, cafes, Centrelink office, youth clubs, squash courts, post offices, railway and bus stations, etc

Rover Marketing Team of Victoria

31. Run sausage sizzles at big community events, eg. Bunnings Warehouse Sale or Ford Dealer Run Out Sale
32. Run Christmas Break-ups for major companies, eg. Telstra, Ford or Holden, Primary/Secondary Schools. Run activities, provide a Santa, organise a sausage sizzle
33. Notice board, Wanted: people to join Rover Crew aged 17-16 etc or 'Hungry for something different, try Rovers...' Put them up at Supermarkets, Universities, Youth Clubs, Libraries, Pubs, Clubs, CentreLink, post offices, surf clubs, aquatic/health centres, etc.
34. Have your Crew set up a stall at the local Swap Meet
35. Put up a Rover poster, a Crew flyer or play a Rover video in your local Snowgum store. Or try other outdoor stores similar to Snowgum. Aussie Disposals, Rays Outdoors are usually willing to co-operate well with Scout groups.
36. Sports centres, footy clubs, rock climbing clubs, athletic events - get involved in their general activities, put up posters and hand out Crew flyers.
37. Get your Crew listed in the local council community information databases. These are often available online. Make sure the Crew is listed under headings such as 'Youth Groups', 'Social Clubs', 'Outdoor Activities', 'Community Organisations' etc
38. Leaflet car windscreens with a Rover flyer at local sports events, cinema car park (places where you would find a Rover)
39. Design a business card for your crew and hand it out to anyone you meet who is aged between 17 and 25.

University = Rovers!

40. Design an info pack to be sent to Universities, student union. Include details of Crews, contacts, activities, and websites. Put up brochures, posters and Crew flyers.
41. Running an O'Week Activity eg. Pub Crawl, recovery session, day time activities, sand castle building comps, jelly wrestling, paint ball, etc
42. At the start of the University year organise a BBQ and games night with uni students, either at the hall/Rover den, or on residence or at a local park

Rover Marketing Team of Victoria

40. Contact the clubs and societies coordinator at local uni and ask them what needs to be done to set up a club, or for Rovers to get involved and promote themselves through the clubs and societies people.
41. Attend local University and TAFE open days to promote Rovers
42. During the year run a Rover display at Universities and TAFE
43. Put an article about your Crew/Rovers in the University or TAFE magazine, highlight the friendship and fun or the career development opportunities that can be gained through Rovers

We don't need no education

47. Present a session on Rovers at the local high school as part of a careers day, talk about how much having a scouting history can improve your resume and job prospects
48. Provide entertainment, games and BBQ for yr 12 students on a special day that the school is running. Eg. jeans for genes day, red nose day, etc.
49. Run Muck Up Day activities for year 12 students
50. Run an activity at Schoolies week eg. sumo/jelly wrestling, recovery session, pool comp, etc
51. Develop a relationship with the Duke of Edinburgh's Award Scheme coordinator at local high schools. Rovers is a good follow on for people when they finish their Duke of Ed.
52. Promote the volunteer opportunities offered in Rovers. Use your local volunteer centre, Seek Volunteer (www.volunteer.com.au) and Volunteer Search (www.volunteersearch.gov.au)