



WESTERN AUSTRALIAN BRANCH

POLICIES and OPERATIONAL PROCEDURES MANUAL

Updated – 13-Jan-05

P9. PROMOTIONS FOR FORMATIONS, MANAGEMENT OF.

P9.1 Overview.

The Scout Association of Australia, Western Australian Branch (“the Association”) has appointed a Development Officer whose primary responsibility is co-ordinate the development of Scouting throughout the state.

P9.1.1 In co-ordinating the development programs the incumbent is responsible for the logistics associated with all promotions conducted at all organisational levels of the Association.

P9.2 The following promotions are included in this summary:

Major National Promotions

Harmony Day
Centenary Celebrations

Major Branch Promotions

Perth Royal Show Display,
Youth Awards Day

Formation Promotions

School Promotions
Shopping Centre Promotions
Letterbox Drops
Existing Member Meetings
Local Fairs & Shows

P9.3 In order that all promotions are managed appropriately for maximum effectiveness the Development Officer will co-ordinate all Major National and Branch promotions.

P9.3.1 To provide experience to other persons within the Association and encourage local level input, the Development Officer may appoint a co-ordinator to carry out the tasks associated with the promotion.

P9.4 The Development Officer will be responsible for, but not limited to, arranging for:

- All correspondence and liaison with the venue or organisational body,
- All promotional consumables,
- The provision of all display infrastructure and materials,
- Any matters associated with, or involving, the Insurance and Risk Management,
- Any other matters that are required to ensure the success of the promotion.

P9.5 The Development Officer or co-ordinator will not be responsible for the collection of monies that may be associated with the promotion. This is to be

the responsibility of the Branch Office under the direction of the General Manager.

P9.6 The Branch Office will be responsible for ensuring that all participants are members of the Association prior to any further action being taken.

P9.7 **Formation Promotion Procedures.**

P9.7.1 Any formation wishing to arrange for a promotion is required to submit the request in writing to the Development Officer adhering to the following steps;

P9.7.1.1 Assess what result the formation is seeking to achieve from the promotion.

P9.7.1.2 Complete the application on the Promotional Support Request, Form B5, and submit it together with an initial 6 week program to support the anticipated influx of prospective new members.

P9.7.1.3 Submit the application and program to the District Commissioner. It is the responsibility of the District Commissioner to ensure that the Group is in a position to accommodate the potential new members.

Note:-

If a District promotion is to be undertaken then the District Commissioner will need to liaise with the Development Officer as generally no one specific section will be targeted.

P9.7.1.4 Once the District Commissioner is satisfied that the Group has taken the appropriate steps in preparedness for the promotion the signed Form B5 and accompanying program detail is to be forwarded to the Development Officer at the Branch Office.

It is imperative that any promotion is successful and that success is only guaranteed if the planning is done well in the preparatory stages and therefore if this procedure is not followed the Development Officer will not begin planning the promotion for or on behalf of the formation if the request is not supported by the Form B5 and the satisfactory program.

P9.7.1.5 Once the promotion has been completed the formation will be required to provide information back to the Development Officer on the number of new members that attend the first night following the promotion.

P9.7.1.6 Following the initial intake of new participants the formation leader will be responsible for the completion and submission of the Report, at page 3, of the Form B5, to the Development Officer as a means to reviewing the success of the promotion.

Authority:

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