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MEDIA RELEASE

Australian Caravan Club introduces SMS member contact at the opening of the 12th National Muster in Denmark, Western Australia.

The ACC today - in a Club first – deployed SMS messaging technology to connect with members at the Clubs National Muster in Denmark ,Western Australia.

In a unique opening to the National Muster the Club Chairman Craig Humphrey used recently obtained SMS messaging capability to welcome members and advise of the first event on the Muster schedule.

“The ACC Board is excited at the capability of this new communication method to ensure continual contact with members.” said Mr Humphrey

ACC Board member Graham Christie who has been responsible for introducing the technology noted that “SMS (or Short Message Service) is the messaging protocol used for sending and receiving text messages on mobile phones. It is supported by all mobile phones, from the most basic to the smartest, and offered by pretty much all mobile networks and carriers worldwide.”

“Depending on whom you ask, only about 20 to 30 percent of marketing emails get opened. Compare that to the 99 percent open-rate utilising SMS text messaging. It must be pointed out that the Club at this point will only use the SMS approach in certain circumstances including National and Chairman’s Musters for program updates and in the very rare situation of widespread emergency issues.” noted Mr Christie.

The Club is working through other uses for the SMS messaging technology with the view that the system can be used for reminders to members regarding upcoming events, new initiatives and membership issues.

“The Board encourages all with mobile phones to be included and I strongly advise members that the service won’t be used as a method of spamming. Members can also elect to opt out of the receiving messages if though so wish.” said Mr Humphrey

Ends.

For further information or comment, please contact ACC Chairman Craig Humphrey on 0409 605 890 or Board Member Graham Christie on 0498 765 522