

2007 OA Development Conference Report

The 2007 Conference was held:

When: 25-26th May.

Where: Canberra, ACT.

Attendees:

Ben Rattray	OA		
Kay Gradzka	OA	Liz Bourne	QLD
Robert Mouatt	OA/ACT	John Such	SA
Rob Fell	ACT	Jan Hardy	TAS
Colin Price	NSW	Peta Whitford	VIC
Chris Slade	NT	Tony Simpkins	WA

Thanks to everyone for participating in the conference. The general consensus was that this was a great opportunity to see what others are doing and to share ideas both in the formal setting as well as during spare time/meal breaks.

Apologies I have not got around to this earlier, and for the brevity of this report.

Western Australia

Tony Simpkins spoke more about his successful schools program (recorded in earlier development committee communications). Tony agreed to send some typical school activities to OA for posting as a schools development resource. Tony also pointed towards the potential of many states to become involved in Active After-School Programs (AASC). Tony suggested state officers should investigate this potential in their own state.

South Australia

John Such spoke largely about his dealings with the media. John pointed out that what the sport wants from the media (results, photos, profiles, sponsor recognition) is not always the same as what the media wants (something that will be picked up as a discussion point – controversial etc). In dealing with the media, John suggested:

- Make yourself known, establish relationship
- Pick your target, adapt to what the media outlet wants
- They love “exclusives”, “sex” sells, Controversial
- Be prepared for good/bad
- DON'T WHINGE, DON'T BE SHY
- Stress the importance of results going up quickly to organisers (for media and customer satisfaction)
- Use journalism students
- Send out media releases, media launches, invites to awards etc

John also spoke of the importance and use of a publicity/promotion plan and offered to send around an example once he has prepared one.

Victoria

The success of the Victorian programs was highlighted by Peta's success in a large grant application with the VIC government. Peta spoke about the grant application in greater detail during the conference. For further information see the example of successful grants on the OA website or ask Peta for more information.

Peta spoke about the link with Smartplay that has been established. Smartplay is an organisation that helps sporting groups with material about enjoying sport in a healthy way (injury prevention, stretching, hydration advice etc). It is suggested all states ensure their members are aware of this information, and links from a number of OA website pages now exist.

New South Wales

Colin Price spoke about his role in establishing a successful sponsorship program with the JWOC Carnival. Colin explained the workings of the "Dubbo Docket" and how it was achieved. Colin sent out a document explaining this further shortly after the Development Conference.

Ben added to this by suggesting the importance of customer satisfaction sponsorship (providers of prizes, products at events) should be stressed to organisers. Its not all about money. Ben was to forward sponsorship emails to the group.

Australian Capital Territory

Bob Mouatt provided a thorough breakdown of the structure and funding of OACT. A breakdown of the types of events (series) as well as role of each paid officer was highlighted. A table (to the best of my notes) is included of paid officers:

		Executive	7.5k	Gov liason
26k	Triennial funding	Director		
		Admin	15k	Event banking / shop front / membership
14k	National League	ACTAS/ADD	6k	
		Cockatoos	10k	
		MDCA	2.5k	C&O
10k	Health Promotion			accreditation
		Media	1.0k	Event controller
		Schools		All results etc

Queensland

Liz Bourne handed out the OQ annual report and spoke to aspects of it (further information within the report). OQ operates with the equivalent of one paid officer split into 3 roles, development, administration and some treasury.

QLD have had a recent win with a map being considered a facility (for grant applications) by the new sports minister. QLD have had many other successes with MTBO increasing in numbers to the extent of the generation of a new club. The Brisbane Active Parks program (Brisbane Council) means OQ has been able to put on events in parks around Brisbane with opportunities for individuals to try orienteering for free. Liz has also come across a number of free workshops for clubs. There has been some good success with media stories and the promotion of orienteering in the Maryborough area continues.

Northern Territory

Chris Slade gave a run-down of activities in the NT. Less events are held there and regular participants vary due to Darwin's floating population. Some effective initiatives in the NT include free first events and always having a duty coach present at events to assist newcomers.

Tasmania

Jan Hardy provided details of the role of the Director Development in TAS. The position is responsible for:

- e-newsletter
- newsletter
- website
- membership database
- media liaison
- MTBO development

TAS operates on a State Gov grant of only \$10,000, main other income is through events/membership.

Jan spoke of the success of various schools programs and the corporate challenge. The corporate challenge provides a busy Summer period, with participants provided the option of running on Thursdays in wither the afternoon or evening.

Schools

There was considerable discussion about schools orienteering through-out the conference. The schools network is an Australia-wide ASC group that is keen to assist orienteering and schools to work together. The best approach for states is to ensure they get in touch with their state coordinator to see how they can assist (the National Coordinator is Ms Gayle Rogers – schoolsnetwork@achper.org.au). Material from the Schools Network was handed out to all attendees.

ACHPER runs professional development for teachers and opportunities exist for orienteering to link in with.

Peta pointed out how orienteering could be sold to schools

- Establish how orienteering can be linked in with the curriculum being taught – geography, mathematics, physical education (use some imagination and tweak an orienteering course after discussion with the teacher(s))
- Sell orienteering as a PD session to local ACHPER group – a 1 ½ hour session could essentially be like a level 0 but with no certification
- When establishing a program use a questionnaire to establish needs e.g meet Duke of Edinburgh requirements? Need a map made? Etc.

Note that opportunities can often be found, schools linked with the Schools Network are listed online, as are schools listed for Duke of Edinburgh Award.

Other suggestions for schools programs throughout the conference included:

- Need to use role-models
- Need to show videos with exciting/cool images that show pathways for higher achievement in the sport
- Jan Hardy pointed out the success of parent/child education type session for keen students
- The TAS dedication to junior coaching and schools activities creates great depth of committed kids as highlighted by a non-schools team busload of kids going to Dubbo

National Orienteering Day

It was agreed that the focus of National Orienteering Day should be more a national day of promotion of the sport, rather than a day that events are necessarily run. While it is desirable that many events are held on this day, it is understood that this may not suit many local areas. A national day of promotion however should be easier to manage and the promotion could refer potential orienteers to a suitable upcoming event.

For National Orienteering Day, OA hopes to create a range of generic promotional material for different media types. These would then be posted on the OA website for anyone to use. Any suggestions/assistance with this would be much appreciated.

States/clubs should note the success QLD has had with its large distinct banners put up at public park events and its potential for pulling in participants, as well as larger promotion of the sport to passer-bys.

Bits and Pieces

A number of other small issues were discussed. Many of these have since been actioned, or are mentioned in the Development committee November communications. Only a header for these points are included here:

- The Australian Orienteer – old stories posted online
- Profiles and photos of elite athletes online
- Potential for an online forum for Australian orienteers
- MTBO events posted on OA website
- Orienteering survey at JWOC carnival and online