

Orienteering Australia Development Correspondence

6th September, 2006

Sharing Resources

One of my main aims is to reduce the amount of work we all do, by sharing resources and ideas. This may be in the form of sharing templates for event carnival booklets, tips on grant applications, advertisements that have worked, etc.

If anyone has any resources worth sharing (particularly in electronic form) please pass it on to me. Despite promises of a few things, I haven't received anything.

Please consider this so we save work in the future!

WA Development Meeting

There will be a development meeting in WA. Details are yet to be confirmed, but if you want an idea, most probable details will be:

When: Friday 6th October, 9 am til 1 pm

Where: York, WA.

Guest speaker: TBC

Theme: Promotion

Draft Program

- 9am Corporate programs
 - Existing corporate events (TAS / SA)
 - Advertising/marketing
 - Profits from the corporate world?
 - Making the leap from corporate events to corporate programs
 - Ideas to improve
- 10:15am Making Schools independent, but still making money
 - Current school programs
 - Making them more independent of orienteers
 - Raising funds from schools programs

Including break approximately 10:30-10:45am

- 11:30am Targeted advertising of events
 - Different events for different target groups
 - Reaching different target groups
- 12pm Other Business / General
- 1:30pm close

Web Resources



Thanks to Peta Whitford, we have formed a link with Smartplay. Smartplay is a sports safety and injury prevention program. Their website has tips to reduce the risk of injury and now has a section specific to orienteering. Go to www.smartplay.com.au

2007 Development Conference

The 2007 Conference will be:

When: June (Friday to Sunday inclusive; 1st-3rd, 15th-17th, 23rd-24th?)

Where: Canberra, ACT.

Guest speaker(s): desirable based on agreed discussion topics

Theme: see below

There are many **potential topics/themes**, for me these include:

- Volunteer strategies – reinvigorating volunteer programs
- Grants – tips on writing grant applications and where to find them
- Effective advertising – cost benefit of different strategies
- Sponsorship – gaining event and global sponsors
- Dealing with newcomers
- Orienteering – examining the product; what is it, which one, cost-benefit of different forms of orienteering, which one do we use when, and how much?
- Target groups – strategies to target participation of different groups
- Effective communication – to members and interest parties – e.g. e-newsletter formats
- Relays – a development perspective – state club relays to the Easter family relays
- Group requests – how can we deal with requests for help
- Schools orienteering – pros and cons and what it should and shouldn't involve

Depending on the topic, we can perhaps tackle two or three topics, and spend time discussing/passing on ideas on a number of other smaller issues. State should let me know what they think is worthy.

Sponsorship

Crest Financial

Orienteering Australia has signed a commission-based sponsorship with this financial company. More details to follow in the next two months.

AROC Sport

Orienteering Australia is looking towards a cross-promotional agreement with this Adventure Racing company. Orienteering ACT and NSW are being consulted presently. The general agreement would see AROC advertising our major carnivals in their event material.

Orienteering Australia Sponsorship Proposal

Orienteering Australia is seeking to re-work the way sponsorships are gained in Australia. We are producing a number of templates and how to guides that should help all states. As part of this, Orienteering Australia will seek major sponsors for major carnivals. States are being asked approval on the proposal. You should receive a copy independently of this communication.

Membership and temporary licenses

I have received very little feedback at this point. Copies are on the Orienteering Australia Development resources website. I think this is one of the most important issues we face. Please consider.

Media

Well I couldn't go without congratulating Hanny. What a star! Used well, this should give us a good platform for further development. How can we capitalise on this elite success?

You may be interested to know Orienteering has received some great media coverage as a result – the highlight perhaps being:

- Womens relay results reported on Triple J
- A number of radio interviews
- Large and colourful articles in Melbourne's The Age

State e-newsletters

I still only receive e-newsletters from SA, NSW, TAS and VIC. Can other states let me know the contact for their e-newsletter distributions?

Club Development Network

If you are not a member – please become one!

This is a government initiative for all associations/clubs to benefit from. Please actively encourage club and member awareness of the network.

Go to: <http://www.ausport.gov.au/clubs/index.asp>

Recipients:

- Angela Hoelzl, OQ Secretary
- Bert Elson, OT Director Development
- Eoin Rothery, OWA President
- Cath Chalmers, OWA Secretary
- Felicity Brown, OACT Schools
- Jan Hardy, OT
- John and Jenny Sheahan, OVIC
- Liz Bourne, OQ Development
- Maarten Nieuwenhoven, Development OASA
- Robert Mouatt, OACT Development
- Paul Prudhoe, NSW Development
- Peta Whitford, OVIC
- Rob Preston, NSW
- Susanne Casanova, OASA
- Susie Bertei, ONT
- Tony Simpkins, OWA

Ben Rattray

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