

Development Meeting Minutes

York, WA – 6th October 2006

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Present

Ben Rattray (OA)
Jenny Sheahan (VIC)
John Sheahan (VIC)
Gerry Valaitis (SA)
Rob Preston (NSW)
Julian Dent (ACT)

Felicity Brown (ACT)
Ian Dodd (VIC)
Debbie Dodd (VIC)
Tony Simpkins (WA)
Greg Chatfield (QLD)
Liz Bourne (QLD)

Schools Development

OA Director comment:

Primary focus of schools program should be to expose school children to the sport. Awareness of the sport is a priceless investment. Enthusing students (ie getting them to participate) is a different challenge, and the approaches may be slightly different, although complimentary. The initial part of the discussion focused on student exposure, the latter part on student enthusiasm.

Peta Whitfield's VOA paper reviewed to promote discussion – see separate paper.

Level 0 Course – for instructors. Not everyone familiar with the course – OA will attempt to increase awareness and put it on website. Aim to have all schools resources or its whereabouts on AO site.

Teacher education

Teacher education critical. Best option to become more involved in teacher professional development thought to be:

- Australian Council for Health, Physical Education and Recreation (ACHPER) - www.achper.org.au

SDO's should find out more about becoming involved with ACHPER, particularly state conferences.

OQ put on a display at ACHPER conferences and also offer short orienteering conferences for attendees to get a hand-on experience.

ACHPER Newsletter may be another outlet for state associations.

Orienteering should investigate Universities offering outdoor education/physical education degrees. Getting orienteering on to university courses may be the best way of increasing awareness for our next generation of teachers.

It was asked whether it is worthwhile investigating other countries schools success? e.g. Norway's school curriculum success and Switzerland's sCOOL success.

Tony Simpkins – WA program

OAWA advertisement in the WA education magazine

The WA Education Magazine is a quarterly journal that is produced by the West Australian Newspaper and is distributed to all schools in WA. The advertising cost is \$495 for 1/4 page, and they give me an additional 1/4 page editorial space.

OAWA also produces a newsletter every year, about 700 copies (cost \$500-600)

Distributed in first two weeks of term 1 and includes event program and schools info

Leaflets distributed to most schools in WA, although not farthest areas.

Sent to principal, plus teachers previously dealt with

OAWA Schools Programs

OAWA charges \$30 per contact hours plus \$30 per preparation hour.

\$30 for level 0 course

Making a map (school) is \$90

[Digital photograph costs \$20 of an area (such as school) this generally very good and most of map prepared from this. Need to communicate to schools that things like this are available if they want to create their own maps]

Schools benefit from a discount if there are multiple classes involved (since preparation time is not repeated).

Discount Example:

- School A books a 4 week program for one class - the price is \$264 (4 weekly lessons x 1hr, + 4hrs preparation, + GST)
- School B books a 4 week program for 3 classes run consecutively - the price is \$528 (4 weekly lessons x 3hrs, + 4hrs preparation, + GST). School B has received 3 sets of lessons for the price of 2

Normally a 4 week program (an individual gets 1 lesson each week)

High schools - more off-campus

Introduction often exercise like a star relay, sessions may involve compass work or other skills then a longer course

add \$1 plus GST per colour map

OAWA Schools Championships

Primary and secondary schools together, 560 participants

OAWA offer Outdoor education assessment certificates as well. Could be "sold" better data for 350 schools

Primary Inter-schools Team Carnival

Teams championships, black and white maps with session running 11:45-1:30pm

usually schools who are in a schools program

held in 3rd term

WA costs largely off-set by government grant (Be Active - \$80,000 over 2 years, OAWA contribute ~\$25,000), whose aim is to spread the health message to as many as possible. This dictates to a large extent what is done.

OAWA Information on website

The following files can be downloaded from the Schools page on the OAWA web site:

(hint - scroll down the Schools page rather than click on the links at the top of the page)

1. Be Active Orienteering Oracle - annual Newsletter sent to 700 schools in February. Total cost of printing and postage is around \$800.
2. Orienteering for Schools Brochure - sent to 700 schools in February (as an insert in the Oracle mailout), and to teachers on a database, and also used as handout to school contacts throughout the year. Updated and reprinted annually.
3. Results for School Championships 2006 and 2005.
4. Details of Interschool Teams Carnivals, 2006 and 2005.
5. Level 0 course flyer/nomination form (includes outline of syllabus).

Orienteering Videos

Videos used in schools programs need to be up to date (e.g. children notice dated fashion very quickly) as well as exciting. There may be two purposes to video use:

1. instructional – assisting students understand the concepts of orienteering technique and events
2. motivational – enthusing students about trying/taking up the sport.(kids laugh at old clothing fashion) as well as exciting

Video used in OAWA

- "Orienteering - the first steps", produced for the BOF, and aimed at primary students to complement Carol McNeill's series of books for primary schools. It is available from the producer Mike Pearson (mikeP@mikeseye.freeserve.co.uk). There are two videos, each

with two parts. The first two parts cover orienteering in the school ground and a first bush event. I mainly use part 1, and sometimes part 2. They are too basic for secondary students. The other two parts would be useful for someone coaching 13-16yos or for a pretty advanced secondary school group - I don't use them much, but I think they are quite good – Tony Simpkins, WA

A links or information on orienteering related videos to be added to the OA website. Examples include: British world cup video, PWT – Italy, Home-made Australian orienteering video (Fell boys), Thierry Gueorgiou Follow Me series.

Internet searches may find further videos. Try the following search: type: "orienteer*" in the search engine: <http://video.google.com.au/> as well as other search engines.

Elites in schools

As part of the writing of a Major Carnivals Guide, a section will be added on using elites in schools programs. An elite program should be utilised where possible to enthuse students about orienteering. Included ideas:

Funded, incentives for elites to come

Advertise to schools in local area

Elites run courses students do, timed for comparison

Investigation of funding for the program – elites could promote healthy activity, eating etc.

Event Advertising - Student participation

Outside of schools programs/events, best returns from students are likely through local metropolitan events when transport is less of an issue. Accordingly, we should pay particular attention to advertising metro events to schools.

After-school care programs

Active After Schools Programs run in every state. States may wish to look at getting orienteering involved into these programs.

RECOMMENDATIONS

- OA: Electronic copy of Level 0 Course to put on OA website
- States: Review VOA and OAWA programs and assess what may help in their own program.
- States: look to involve themselves with ACHPER if not already the case
- States: deem whether involvement in University programs in their state is viable.
- OA: establish a resource of orienteering videos of potential use on AO website.
- OA: incorporate Elites in Schools program in Major Carnivals Guide being established.
- OA: Look into schools programs in other countries.

Corporate Programs

OA Director comment:

External funding is becoming more important to orienteering in Australia. The corporate world is a relatively untapped market for orienteering groups. The work in this area by states is exciting, and OA encourages and is willing to assist if possible. The discussion focused on OQ's plans, OASA attempts at a corporate program and problem solving.

John Brammel's OT paper submitted and discussed – see separate paper.

Greg Chatfield – OQ

Raising funds other than the events/memberships

1. Package to schools for sale
2. Commercial development

Terry Cavanagh appointed commercial development director. Aim to set up corporate programs:

- Conferences/inter-business competition/team building
- Corporate programs more than just an orienteering experience
- Team building/adventure racing/health promotion area

It was noted that Peta (VIC) has corporate team building program available now.

Ideas – map with government members race around parliament house – with media exposure. It was noted OQ is in early days of developing a comprehensive program. Assistance from existing programs in other states would be appreciated. We look forward to hearing more about the OQ venture in the future.

OQ also benefit from a councils “health parks” programs, where council aims to promote use of parks through grants. Other states should investigate the existence of similar programs.

Gerry Velaitis (OASA) – Corporate Cup

Attempts have been made to run a corporate orienteering program – linked with corporate cup. The program has not been very successful, very poor attendance.

Lesson – try to get corporate cup organisers to advertise consult on program

Barriers to participation?

- “I can’t read a map”
- Time poor
- Another challenge in the middle of the day (“I want to switch off”)

Advertising Ideas

- Walk or run
- Do it in teams
- You can bring the family/ the dog
- Emphasis on the health benefits

Tasmanian program is very successful with up to 50 teams (see separate paper).

Success thought to be related to Hobart environs and orienteers driving the setup of corporate teams. It was noted that the OT model also incorporates extra incentives such as the handicap system where everyone can be rewarded for participating.

Greater success may be achieved by selling orienteering as part of the overall Corporate Cup (CC) program. Idea to get in contact with CC and utilise their resources/ mailing lists etc. OASA to look into working with CC.

Tony Simpkins - OAWA

Aiming to promote orienteering through Australian Human Resources Institute as well as human resource groups in government departments

RECOMMENDATIONS

- States: OT continue with successful program and report on progress.
- States: OQ continue with corporate venture, other states assist (e.g. with information on existing programs) where possible

- States: OASA approach Corporate Cup organisation to look at a joint program.
- States: OAWA continue human resources targeting plan and report on progress.

Other Matters

Grants

It was noted that resources on grant applications would be appreciated. Grants are often available but little is known about where to find them, or on how to apply. OA will look to set-up a grant applications resource on the OA website. Information will include:

- Where to look for grants
- Types of activities/purchases best suited for grants
- Tips on applying for grants
- Examples of successful applications (States/clubs to provide)

Media

OA appreciates the excellent digital media search conducted by Debbie Dodd. States should also assist OA by recording all media coverage, especially non-digital coverage (such as local newspapers) and television coverage.

OA Development Conference

To be held in Canberra – 25-27th May 2007. Details start 2007.

RECOMMENDATIONS

- States: send examples of successful grant applications to OA
- OA: set-up Grants page
- States: continue assisting OA in gathering media coverage
- States: note date and location of 2007 Development Conference

Prepared by Ben Rattray, OA Director (Development)

Thanks to Jenny Sheahan (VIC) for notes during the meeting.