

Development Meeting Minutes

Burra, SA – 7th April 2007

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Present

Orienteering Australia	Ben Rattray	oa_development@netspeed.com.au
ACT	Not represented	
NSW	Colin Price	colinp53@yahoo.com.au
NT	Not represented	
QLD	Greg Chatfield	gchatfield@iprimus.com.au
SA	John Such	anvil@bigpond.net.au
TAS	Jan Hardy	janhardy@iprimus.com.au
	Bert Elson	bertelson@iprimus.com.au
VIC	Debbie Dodd	jdodd@iinet.net.au
	Jenny Sheahan	jsheahan@melbpc.org.au
	John Sheahan	jsheahan@melbpc.org.au
WA	Tony Simpkins	simmo@iinet.net.au
	Richard Matthews	richard@fizzyhead.com

Apologies

QLD	Liz Bourne
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Welcome

Ben Rattray welcomed everyone to the meeting and noted apologies.

State Reports (in order of presentation)

QLD

Greg spoke to the development news in QLD. The **commercial arm** of OQ (as discussed in Oct 2006; see [here](#)) has had a setback with the withdrawal of the Director. The concept is still to be pursued but has come to a temporary halt.

Promotions are continuing in the **Maryborough region** (venue of 2006 State Championships and 2008 Australian Championships) with a club being formed. A dedicated **MTBO club** is being established in the Brisbane area and promotions continuing in universities and other places.

Greg noted that the numbers are climbing very slowly, but there appears to be a disproportionate effort compared to the numbers coming in. Greg queried whether we need feedback from a **professional marketing** group.

NSW

Colin Price is new to the position on the OANSW board. Colin has however been involved in securing sponsorship and media for both the **5 Days and JWOC**. The workload generated for preparations for JWOC and the World Masters has been high and reduced the energy that can be devoted to other areas. There is continuing media and schools promotion in the Dubbo area in the lead-up to JWOC.

SA

John Such is also new to promotion for OASA. John spoke of a display at the **Caravan and Camping show**. Considerable interest for orienteering was expressed during the show and free event entries were provided to those interested. It was noted however that the keenness at the display does not result in much follow-up. **Media** coverage in SA has included orienteering appearing on the television show Postcards; a short holidays promotional show. The ABC has also shown interest in attending the Badge event at the end of the Easter carnival.

The **Police, Fire and Rescue Games** were held in Adelaide and 70 competitors participated in the orienteering event. There was not much media coverage of the event – with competition from other mainstream sports – but the event went well.

John expressed interest in the idea of establishing a dedicated **MTBO club** and noted that MTB has links on their website to SA's MTBO.

Ben asked John if he knew if the **Corporate Cup** contacts had been pursued after discussions about the success of the program last year. John was unaware of the situation but noted it would be worth a try.

TAS

Jan began by providing a background of the **TIS Talent search program** and updated that since Commonwealth funding of the program was ceased the TIS have taken over, but raised the entry level requirement. This resulted in only 2 juniors entering the program. OTAS invited more however and now have a viable little group. Jan noted that one of the successful aspects of developing the program is the initial evening session. After selection of the squad, all juniors and their parents are invited to an evening session. The evening includes explanation of the program and orienteering, and a “sell” of the sport using maps, tracking and video. The sport is “sold” to the parents and other people involved in previous years invited to attend to reinforce the message.

Bert commented on the attempts to maintain a very high **media** profile in Tasmania, and has worked hard over several years to secure relationships with media contacts. Southern Cross TV now call Bert on a slow night to see if there are any orienteering stories. Bert suggests it is the creativity of current activities that can create a story.

- Hanny winning the TAS female sports star of the year award in 2006 was a large positive.
- Event results
 - result processing is SO important, media not interested in old stories, must be live. Need to push organisers to provide results straight away, media play by these rules. Strategically though, results may be “held over” to a certain day for instance for increased chance of the story running. Saturday paper most popular, Monday can be difficult to get story in.
 - OA has facilities at major events (Carnivals and NOL) that states can utilise if story to media needs to be sent straight away. Just ask.
- Catchy
 - Stories need to be catchy. Headline, first sentence, and last comment. Include highlights and only short background

Claimed that the Easter 3Days naming is confusing, as or elites it is 4 days which provides confusion with media etc. Possible remedy suggested that it be referred to as the Easter carnival or the elites race be given a separate title or award that they are racing for.

Bert suggested that we don't always see direct benefits from the development work we do. But it is crucial to keep doing it is the number of small snippets of information that people are exposed to that will enhance the chance of them going orienteering.

ACTION: States to note suggestions made by Bert regarding media.

VIC

Debbie began by stating that OVIC is starting to gear up towards **2009 calendar**. A large part of this will be linking in with the World Masters carnival to capture increased participation.

A major update of the OVIC **website** is under way. There is also interest in establishing a dedicated **MTBO club**. Attendance at the Melbourne Summer series has remained similar although the events are now spread out over the week, this was necessary as attendances at single events were becoming so large it was difficult to cope. There is also an interest in talent ID program as has been conducted previously.

Jenny spoke of the **Western Suburbs metropolitan series** in a traditionally inactive area of Melbourne. After being established only a couple of years ago the program is gaining success with a number interested in orienteering outside the series. It is hoped the success of this program can be used to support other programs in the future. Free passes for friends are also working well. Promotion is achieved a number of ways, libraries are also utilised. Libraries are willing to hold posters and promotional material, and central libraries often distribute materials to their satellite libraries for you. BUT, someone needs to monitor the process.

The local Melbourne MTBO series is taking off. The format used is amass start, and whilst 20-30 participants were expected, attendances are regularly 100 plus.

WA

Tony reviewed what he does in WA (see [here](#)).

Tony noted that WA has had a **MTBO club** for over 2 years. MTBO members pay “associate” fees, full membership (with the AO) is optional.

The **media** profile is good in Bunbury, but struggles in other places and Perth. Tony noted the Hanny factor with media, and that the media were not interested in covering the Nationals in 2006 due to Hanny not being present.

Richard Matthews is new to **promotion** in WA. Richard aims to promote to target groups, e.g. Rogainers. Richard also aims to start a competition amongst members to tell how they started orienteering, and eventually to bring a friend.

There is also a plan to investigate the number of accredited coaches near to interested schools for a **Coach-School** link. The coach would then be linked in closely to the schools program. WA is awaiting appointment of new Coaching Director.

National Development Conference

Ben spoke briefly about the Development Conference was in preparation and that further details were close at hand. Ben noted that a number of states still need to identify who will be attending and to begin to make arrangements. Further details will be posted on the [Development website](#).

ACTION: States to ensure they have a representative at the conference and to book flights as early as possible. States to note further information will follow.

Communications

Ben spoke briefly about the importance of magazines and e-newsletters for communicating with members. Some guidelines on the use of e-newsletters will be discussed at the Conference to assist states in forming communications with members.

Jan re-iterated the successes of the e-news in TAS. In TAS newcomers are asked to sign a “disclaimer” and to add their name and email address and to tick a box regarding receiving an e-bulletin.

Ansvar

Ben let states know that Ansvar is undergoing an image and name update. The new logos and advertisements will be made available for download from the OA website as soon as they are available. This will be noted with an email to all states. Ben stressed that due to the legal requirements for financial companies advertising, the information that goes up on the website should be strictly adhered to.

ACTION: States to ensure they follow guidelines of Ansvar advertising. Further details will be emailed when they are made available from Ansvar.

National Orienteering Day

States were reminded to provide details of events to Ben for posting on the OA website. A reminder of the promotional material available and need to publicise the events at a state and local regional level will be emailed about two weeks prior to the day.

ACTION: States to contact Ben regarding details of events on National Day if not done so already. States to encourage local promotion where possible.

Other Matters

Ben briefly mentioned the participation and membership data from 2006. These statistics are on the OA website. Ben re-iterated all the information and development resources that are now on the OA website and that the site also now has a Google search function which should make finding this information much easier.

The meeting was closed at 6:30pm.

Prepared by Ben Rattray, OA Director (Development)