

Orienteering Australia Development Correspondence

17th February, 2007

2007 OA Development Conference Invite

The 2007 Conference will be:

When: 25-26th May. Start 9am 25th.

Where: Canberra, ACT.

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

Theme: see invite (others mentioned 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

An official invite to states was sent out last week.

Web Resources

A few items up on the website. They include:

- **E-newsletter** – www.orienteering.asn.au/e-news/ - OA now has an e-newsletter. Find out about it (and sign-up)
- **Junior Section** - www.orienteering.asn.au/junior/ - this will grow with time. If you know any juniors that would be keen to contribute, give them a nudge!
- **Orienteering Videos** – www.orienteering.asn.au/promotion/devel/videos/ - resource for coaching/promotion?
- **Sponsor logos** – www.orienteering.asn.au/promotion/devel/existsponsors/ - this has just been re-hashed.
- **Schools** – www.orienteering.asn.au/promotion/devel/schools/ - material and information as discussed in WA is now online.
- **Results archive** – www.orienteering.asn.au/results/ - Blair is amazing!

Changes at Orienteering Australia

Some of you may be aware that Orienteering Australia has had some staff changes. This has caused a bit of extra work and delays, but Development continues as always.

One of the difficult jobs has been ensuring the ACT Academy of Sport stays on as our National Training Centre.

OA is recruiting an:

- [Executive Officer](#), and
- [National Junior Development Coach](#)

Details are on the OA website or follow the link.

Club Development Awards

Although I have had a couple of enquiries, there have been no nominations. It seems there will be no award for the first half of 2007.

National Orienteering Day

National Orienteering Day is the first Sunday in May (6th).

Please ensure this event is being planned effectively. Further information to assist states and clubs with promoting the week/day will follow in a separate email.

State Newsletters

I just couldn't go without making a comment about Victoria's newsletter, or should I say magazine. "OVIC" is sensational. If you haven't seen it, I was lucky enough to get an electronic version to show people. Click [here](#) to see it.

Well done Dion Keech (editor), well done Victoria!

Sponsorship

Earlier in the week I sent out a Supporter's Promotional Checklist for 2007. Please ensure your state is adhering to this as much as is reasonably possible. It is also online: www.orienteeing.asn.au/promotion/devel/existsponsors/

We have a few sponsors on board, and a few we are chasing.

Current Sponsors/Partnerships

- Australian Sports Commission

- Ansvar Insurance
- Crest Financial – new!
- AROC Adventure Sports – new! (If you are holding a national carnival in the next 12 months, get in touch if you want free advertising!)

There will be a sponsorship guide (for potential sponsors) online soon. You will be able to find it at: www.orienteering.asn.au/sponsors/

Award for Hanny!

Hanny received a training grant from the Australian Sports Commission. Members of Orienteering Australia worked pretty hard to get the grant and in the end we were probably a bit lucky as other World Champions missed out.

The grant is worth \$18,000.

For those that haven't seen it, Hanny has her own website:
www.hannyallston.com

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>

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