

Orienteering Australia Development Correspondence

6th November, 2007

Whisperings

I have heard of a few successful development activities in the last few months. While I don't tend to know details, you may like to provide more information if you think its worthy, or chase-up the relevant state if you seek more information.

VIC – has been successful in much of the grant that Peta spoke about at the conference
VIC – has combined many of its existing longer events under an “Adventure Series” and aims to produce flyers and promote the events over the 2008 season

NSW – Largely thanks to Barbara Hill, has been successful in a significant grant application targeting orienteering in schools

QLD – has again made it on to television, with some of our top juniors featuring on a educational children's show

ACT – Rob Fell has prepared specific material to enthuse school students about orienteering

If I haven't mentioned your states significant activities, it may be because I don't know about it. So let me know!

Advertising on website

You may have noticed a small image at the bottom of the right column of the OA homepage titled “Sports Tour Packages”. The page links with a US company that compiles travel agents products on a searchable and categorised website. Effectively we are trialling their link on our website. When viewers click on it they are taken to a site with a list of categorised holiday packages. After a couple of steps, viewers have the option of requesting a brochure with no obligation. For every brochure requested, OA gets US\$2 for effectively acting as an agent.

We will review the process at the end of the year, in the meantime feel free to encourage others to have a look.

Promotion to Adventure Racers

OA is looking at further advertising to the Adventure Racing community.

Advertising will potentially include:

- Advertising on sleepmonsters.com.au
- Advertising on coolrunning.com.au
- Leaflet and brochure drop in AROCSport adventure racing event registration bags
- A page dedicated to AR'ers – orienteering.asn.au/adventure_running

The leaflet can be viewed on the website (www.orienteering.asn.au/adventure_running).

Club Development Awards

No nominations as yet. The first round that will include a financial reimbursement prize to the winning club will be in the first half of 2008. Nominations close the end of January 2008. Please encourage clubs to nominate!

Further information is on the website: <http://orienteering.asn.au/promotion/> and in early 2007 editions of The Australian Orienteer.

Introduction to Orienteering

I finally got around to finishing the Introduction to Orienteering seen on the OA webpage in PDF form. It's linked from the New to Orienteering page – www.orienteering.asn.au/newcomers/

Website Developments

Still looking for **volunteers** to go through **The Australian Orienteer** back issues for stories to go online. Feel free to advertise this request within your state

There is a Australian Orienteering community **forum!** You can visit it at: www.maptalk.org

The forum has been set-up by the guys in NZ that run the NZ equivalent Maptalk. It is not linked to Orienteering Australia in any way but we certainly appreciate their enthusiasm and encourage the use of forums as a way of increased communication for orienteers in Australia.

If you visit the site you will also notice a **photo system**. The photo system is not an official Orienteering Australia photo store but you may find useful photos of elites and juniors there. An official Orienteering Australia photo system will be launched later in the year. It promises to be quite exciting so keep an eye out for it.

Sponsorship

Orienteering Australia is currently on the hunt for **sponsors of the National Orienteering League for 2008**. A naming rights as well as prize sponsors are on the hit-list. Some enquiries have taken place but if anyone knows of potential sponsors we would greatly appreciate hearing about it.

We are compiling a **summary of sponsor exposure for our JWOC team** sponsors. Once compiled it will be sent on to the sponsors and may feature as an example of sponsorship success on the Sponsorship page of the OA website. Again, keep an eye out.

Surveys

The Orienteering Survey distributed at the Dubbo carnival as well as online has been reasonably successful. Surveys closed at the end of August for a chance to win one of the prizes on offer.

It looks like we will have about 200 completed surveys (disappointing number of returns) and I now have the unenviable job of compiling results.

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>

2008 Activities

In 2008 I will continue to work towards many of the things I have tried to establish, namely good communications, an OA e-bulletin and resources on the OA website. I will also work on trying to achieve some greater sponsorship arrangements.

I aim focus on producing more promotional material in the particular areas of National Orienteering (awareness) Day, Junior promotional material, Seniors promotional material. Some of these I hope to achieve in a range of formats. No doubt I will call on all/some of you more for suggestions support in the future.

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