

# Orienteering Australia Development Correspondence

10<sup>th</sup> June, 2006

Appendix 1 and 2 to accompany.

## 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 6<sup>th</sup> October, 9 am til 1 pm

**Where:** York, WA.

**Guest speaker:** TBC

**Theme:** Promotion

I will draft a structured discussion on promotion and circulate it prior to the meeting. Time will be allowed for general discussion (This may depend on the availability of a speaker – e.g. a speaker on sponsorship may be available in which case both event and global sponsorship would make a potential theme)

## Web Resources

No new information has gone up in the last couple of weeks. The link has moved to a Development and Media heading appearing on the Orienteering Australia homepage.

If you haven't done so already, have a look at: <http://orienteering.asn.au/promotion/>

### Coaching Resources in Use

The coaching resources are set to be used by Felicity Brown with Orienteering ACT in her work with schools orienteering. David Colls, the author, has also released prices should groups want to purchase the coaching pages. For more information contact me.

### Resources in the Australian Orienteer

Development tips and reference to the coaching resources will appear in a regular column in the Australian Orienteer, starting with the Spring Issue. State coordinators are encouraged to modify suggestions to suit local needs and redistribute as required.

- How do we ensure the **links between states and OA website** are strong? That the resources are used effectively?
- How should we promote these resources wider?

## 2007 Development Conference

Given the feedback I have had from states...

The 2007 Conference will be:

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

**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.

## Australian Orienteer

As well as the Development tips and resources information, I will be writing a section in the Australian Orienteer.

Next issue I have prepared an article on Orienteering: the product for newcomers. In it I raise questions about how we can cater for newcomers in the sport and at events. Subsequent issues will explore solutions before moving on to a new topic.

## Club Development Awards

Here is a new one.

**Appendix 1** refers to a scheme through which we aim to reward clubs for their contribution to development of orienteering in Australia.

In principle the award has approval, the financial side of it is yet to be confirmed, and certainly in 2007 OA does not have the funds to support it, although this should change in the future. It would be great of course if we could find a sponsor to support it. If anyone has any ideas for sponsors, please let me know asap. Any other comments on the award are welcome.

I hope to have it done and dusted in time for submission to the next Australian Orienteer.

## Membership and temporary licenses

Another new one, and perhaps controversial! **To go to State Associations.**

**Appendix 2** outlines a scheme through which we encourage membership, and assist cater and follow-up newcomers. **Please read it, give it though, read it, pass it on to your state committees for discussion and think about it again.** It's a big one, feedback encouraged!

## 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>

Ben Rattray  
*Director, Development*  
*Orienteering Australia Inc.*  
web: <http://orienteering.asn.au>  
e-mail: [oa\\_development@netspeed.com.au](mailto:oa_development@netspeed.com.au)