

Orienteering Australia Development Correspondence

7th February, 2008

New SILVA Sponsorship

You will have seen details about Orienteering Australia's new sponsorship with Fiskars Brands in the naming of the 2008 SILVA National Orienteering League.

All the details are now out and about. The Sponsorship is worth \$15000 to OA, plus usual advertising rates to The Australian Orienteer. It's a good deal and we really want to make it work, so if you get the chance, please do.

The breakdown of the sponsorship is \$6000 cash, the rest in product to be used as prizes. We are now thinking about working towards 2009.

Club Development Awards

We have a nomination from EVOC!

I forwarded details separately. At the end of February we will determine if there are any other nominations and I will ask for your vote/confirmation of accepting the nomination.

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

Schools Orienteering

A limited schools section is now on the OA website.

<http://orienteering.asn.au/schools/>

Please use it as appropriate and/or provide feedback so that we can improve it.

National Orienteering Day

It was agreed that the focus of National Orienteering Day should be more a national day of promotion of the sport, rather than a day that events are necessarily run. While it is desirable that many events are held on this day, it is understood that this may not suit many local areas. A national day of promotion however should be easier to manage and the promotion could refer potential orienteers to a suitable upcoming event.

For National Orienteering Day, OA hopes to create a range of generic promotional material for different media types. These would then be posted on the OA website for anyone to use. Any suggestions/assistance with this would be much appreciated.

States/clubs should note the success QLD has had with its large distinct banners put up at public park events and its potential for pulling in participants, as well as larger promotion of the sport to passer-bys.

Hopefully I will get more stuff out in March.

Promotion to Adventure Racers

This is continuing and we now have an advertisement on the sleepmonsters website. We are tracking hits on the website at the moment (although the tracking is not as good as we would like).

The advertising now includes:

- Advertising on sleepmonsters.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).

MTBO

The MTBO community is being encouraged to utilise the OA website. Blake Gordon has much of the timeless information from the old website. In time this will migrate across, as will all events, news etc. If you are willing to help, or know someone that would be willing to help administer these web pages please let us know.

Easter Meeting

There will be a Development meeting at Easter. Details will be in the Easter program.

It is my intention to have a short generalised discussion and catch-up, but if anyone thinks there is a major focus we should turn our attention to please let me know.

Please ensure your state will be represented at the meeting.

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. Encourage others.

Apparently the **photo system** will be finished very soon. I will keep everyone informed.

The Australian Orienteer Magazine – Editorial Reference Group

I need to appoint an Editorial Reference group for The Australian Orienteer. From the operational manual:

Editorial Reference Group

The Group is not an editorial committee and will not have executive powers, which will remain with the Board or the Editor as appropriate.

(a) To provide advice on matters referred to it by:

- the Editor on the publication of possibly contentious material, including letters, articles, photos, etc,
- the Editor on advertising policy, or
- the Board on issues raised by readers and other stakeholders concerning material published in *The Australian Orienteer*

The Board shall appoint the Group.

Anyone super keen for this let me know. I will be nominating soon.

Surveys

The Orienteering Survey Report was completed just prior to Christmas and sent out separately.

Sections will be incorporated in the Media Guide when it is reviewed, some will appear in The Australian Orienteer and the information can be used for event organisers in grant applications etc as they see fit.

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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