

Orienteering Australia

ANNUAL CONFERENCE 2011

Silver Room, Conference Centre and Marathon Room, Sports Visitors Centre, Australian Institute of Sport, Leverrier St, Bruce, ACT

Minutes

Program:

Saturday 10 December 2011 9.30am to 5pm

5.30pm Conference orienteering event

7.30pm Dinner at the AIS

8.15pm Post dinner discussion with Mikko Salonen

Sunday 11 December 2011 9am to 3.30pm

Attendance

Bill Jones - President, Robin Uppill OA Board, Robert Spry OA Board, Grant Bluett OA Board, Blair Trewin OA Board, John Harding OA, John Scown OA, Kay Haarsma OA, Rob Preston OA, Dave Meyer Elite rep, Craig Steffens MTBO, Paul Prudhoe NSW, Barbara Hill NSW, Geoff Wood ACT, Rohan Hyslop ACT, James Mitchell QLD, Liz Bourne QLD, Mikko Salonen (IOF Foot Orienteering Commission), Peter Mayer SA, Jenny Casanova SA, Christine Brown Tas, Mike Dowling Tas & OA Board, Craig Feuerherdt Vic, Bruce Arthur Vic, Jennifer Binns WA, Richard Matthews WA.

Part attendance: Andrew Collins and Kim Williams (ASC), Ben Rattray (Uni of Canberra), Jim Russell (VOA observer).

1. WELCOME & CONFERENCE OPENING, 9.30am

1.1. Welcome by Bill Jones, President. Bill welcomed everyone to the Conference, noted the major agenda items and emphasised the need to have the vacancies filled of Director, Development and Director, Media and Website Communications.

2. MINUTES

2.1 Appointment of verifiers: Robert Spry and Geoff Wood were appointed.

2.2 Confirmation of previous minutes – 2011 AGM. Confirmation moved by Jennifer Binns and Rob Preston. Accepted.

2.3 Minutes of 2010 Conference. Noted.

2.4 Matters arising from previous minutes. Peter Mayer queried whether difficulties in filling the positions of Director, Development and Director, Media and Website Communications were due to inadequate information on the duties of the positions. John Harding advised that when the Board split the former Director, Development position into the two new positions, a list of responsibilities for each was drawn up and the positions were then repeatedly advertised unsuccessfully with the responsibilities specified.

3. MANAGEMENT AND ADMINISTRATION

3.1 Board report. This was noted.

3.2 Presentation by Dennis Trewin: Guidelines for use of volunteers versus paid personnel for organisation of orienteering events. The report by Dennis was noted. Jennifer Binns reported that in WA paying two orienteering uni students to set up, run and process the results from the SI system was among the most popular innovations OAWA had ever

introduced. However, the general discussion highlighted a need in all states to run ongoing training in SI so that there was adequate backup.

3.3 Finance report (Blair Trewin)

3.3.1 Budget report. Blair advised of changes in ASC payments from quarterly to annual and the effect of these on the balances

3.3.2 Budget projections.

Blair noted that changes, including greater expenditure on high performance camps, where there had been an under-spend in recent years. It was moved by Robin Uppill/Kay Haarsma that the Finance report be accepted. This was passed.

3.3.3 Insurance issues during 2011

Blair presented a report on insurance issues that had arisen during the year. It was noted that all incorporated clubs should be listed on the policy, and a competitor can only sue an organizer if there has been negligence by the organiser. If a landowner requires coverage of negligence by the landowner, there is an extra cost and plenty of notice needs to be given to arrange the coverage through the broker.

3.4 Statistics. The paper was noted.

3.5 Event Committee report. The report was noted.

4. PARTICIPATION PROJECTS. Andrew Collins and Kim Williams of the ASC attended this session.

4.1 OA report on current status of participation projects (John Harding)

This was noted.

4.2 Presentation by Ben Rattray (Uni of Canberra) on the video project

Ben presented a montage of video material to indicate the kind of content which would be included in the final versions. He said that a project description and copies of the videos could be found by Googling 'Wikiversity orienteering videos'. He advised that filming was yet to be undertaken on sprint orienteering and it was expected that the project would be completed in February and March.

4.3 Process and requirements for bidding for future projects

The paper was noted.

4.4 Presentation by Andrew Collins, Director of Sports Planning and Performance, Australian Sports Commission. Accompanied by Kim Williams, Orienteering Sports Consultant.

Andrew made the following points in his presentation:

- 90 sports are seeking funding and 35 are getting funding using criteria of excellence, relevance and effectiveness

- NSOs receiving funding must be accountable

- the National Sport and Active Recreation Policy has outcome objectives of (i) increased opportunities for all Australians, and (ii) increases in participation in targeted areas (Indigenous, women, people with a disability, CALD)

- the total sport footprint for each sport includes:

- a. program participants (club and state association delivery)

- b. event participants

- c. school delivered participants (in programs not delivered by clubs)

- d. school managed participants

- there is an annual sports performance review for each NSO which looks at performance against planning key performance indicators (KPIs), using evidence-based data collection

- factors affecting performance such as adverse weather and implementation slippages have to be communicated
- the annual report to the ASC should align all the processes that dovetail together to affect the performance assessment
- the ASC is putting much greater importance to the role of state partners
- continuity of funding and longer term planning are desired outcomes

4.5 Provision of reporting data to the ASC in October each year on participation performance indicators

All state association representatives agreed that they should be able to provide membership and participation statistics for the end of July by the end of August.

5 WEBSITE AND DIGITAL COMMUNICATIONS

5.1 Website and Digital Communications Review consultancy: report by Nicole Davis

The following report recommendations were agreed:

1. Let the states run their own websites
2. Overhaul the OA website in conjunction with an overhaul of the communications plan
3. Ensure a Director of Communications is appointed as soon as possible
4. Subject to a Director of Communications becoming available, appoint a project manager with a high level project plan (tasks, effort, costs)

It was agreed that Nicole's indicative budget of around \$5,000 was affordable.

It was moved by Robin Uppill and seconded by Kay Haarsma that recommendation 4 of the consultancy be accepted (to overhaul the OA website in conjunction with an overhaul of the communications plan) and that OA advertise for a project manager. This motion was passed.

Craig Steffens reported on the OQ website overhaul and said scoping documents can be made available to other states.

5.2 Part-time website and digital communications position: report by Rob Preston

Rob presented a report noting:

- 347 Enews subscriptions
- Google analytics of 8973 website visitors, 22617 visits and 49962 page views since September
- the most popular page views were for newcomers, news, home page and events
- 449 like OA on Facebook, 59% males, 38% females
- over 1000 Facebook users in October
- 189 Twitter followers, 1225 Tweets

It was agreed to increase the Enews readership by accessing state membership databases after an opt out membership form question is introduced:

I do not wish to receive state or national email bulletins

ACTION: State associations to include email opt out question on membership forms

5.3 Online entry, membership and electronic payments: review by VOA (Craig Feuerherdt)

Craig advised that Vic govt sport and rec funding had been provided for the Melbourne bush series and for an online data entry and membership system. VOA had evaluated 5 systems: Fabian 4, Eventor, SI entries, RegisterNow and TransitionZone.

Eventor was preferred because:

- built by orienteers from Swedish OF
- integrates membership and entries
- central storage of results
- central membership system

However, development costs are around \$20,000 and there are not enough members in Victoria to bring the cost down to a viable level, so partnerships are needed with other state associations. Craig was asked to provide more detailed information to those associations which were interested.

5.4 Capturing all participants in all organized events as full or casual members: how Tasmania has managed to make it work (Mike Dowling)

Mike advised that OTAS uses a 3 copy casual member form, with one copy to the member, one to the membership secretary and one to the membership book. See http://tasorientering.asn.au/cms/index.php?option=com_content&view=article&id=42&Itemid=2

Jennifer Binns reported that OAWA gets casual members to fill in a form then issues them with a casual member card.

5.5 Website and digital communication developments in other states

South Australia

Robin Uppill reported that OASA

- had started a Facebook page where photos and videos are loaded
- have online membership and online event entry and 50% pre-enter online
- members renew much quicker with online membership

Queensland

James Mitchell reported that the revamped OQ website went live that week. See

<http://www.oq.asn.au/>

6 DEVELOPMENT

6.1 Live GPS tracking and the big screen at the Oceania Championships: what was involved, how much did it cost and how did VOA successfully bid for the funding (Bruce Arthur).

Bruce provided a copy of the VOA grant application to the Victorian government and presented a detailed report on the goals, do's and don't's, budget (\$5000 for the big screen, \$4000 for live GPS tracking), live video requirements, radio link and GPS tracking technology, commentary, signage, international exposure (World of O website) and backup plans.

6.2 The ASC Active After Schools Program: developing a model program for orienteering (Barbara Hill)

Barbara's Powerpoint presentation on the status of the Program was noted.

6.3 Reports by each state association on new development initiatives

Written reports by state associations in the meeting papers were noted.

6.4 Schools Committee report (Ian Dalton)

There was considerable discussion on how best to accommodate the 2010 Conference recommendation that the Australian Schools Championships include a sprint event. It was agreed that the integrity of the national carnival week be preserved, that is that there continue to be national events on the Saturday and Sunday of the first and second weekends and that the Australian Schools events be in the Tuesday to Thursday period.

Grant Bluett recommended that the Schools Relay day be reformatted to an Australian Schools Sprint Championship and an Australian Schools Sprint Relay, with a public event in between. This recommendation was supported by Conference and will be referred to the Schools Committee.

6.5 Events Committee report (Greg Hawthorne)

This was noted.

6.6 The Australian Orienteer report (Mike Hubbert)

This was noted.

6.7 Sponsorships

Rob Preston advised that 2012 NOL sponsorship was yet to be confirmed.

6.8 Setting up a successful new Space Racing Program (Barbara Hill & Mike Dowling)

Barbara reported that the NSW Space Racing program was a school holiday activity at Sydney Olympic Park with about 50 participants.

Mike Dowling reported that in Hobart

- OTAS set up an interschool primary school comp for 6 schools and 12 teams at venues in and around Hobart over 6 weeks
- however, they ended up with 8 schools and 31 teams (grade 5 and 6 children, 3 in each team)
- GPS tracking was used; Mike loaded the files on the website
- maps are collected from 4pm, start at 5pm, \$5 each week, 30 mins to visit as many space stations as possible
- SI stick called a space key, the map a Galaxy
- \$2000 honorarium paid to the organizing team (husband & wife teacher team). The coordinators did familiarization presentations in schools in the lead up period.
- weekly prizes, presentation day
- follow up January summer camp planned.

6.9 The Swiss Schools program: potential for Australia (Peter Mayer)

Peter described the Swiss program. Mike Dowling is awaiting further advice from the Swiss Federation president.

6.10 Maximising the potential of the participation videos and information guides: marketing at the national, state and club levels (John Harding)

It was agreed that when the videos and how to do it information guides are completed in March that a concerted marketing effort is needed to:

- i. make them accessible on the OA, state and club websites and publicise them to all members and all newcomers making inquiries
- ii. target physical education teachers in schools, scout groups, outdoor education groups, adventure racers, rogainers etc.

Post dinner discussion in the AIS Silver Room with Mikko Salonen on orienteering development in Europe and what might be tried in Australia

Mikko gave a very interesting and thought provoking presentation on the differences between orienteering in Finland and in Queensland, both with a similar population. He noted:

- FOF has 38,880 members, 375 clubs, average club with 104 members, largest clubs with more than 1000 members
- of these, 14,800 are licensed orienteers and 24,000 recreational/casual orienteers. A club license costs between \$60 and \$130.
- 153 hard core events a year for the licensed orienteers, average 799 per event, with Jukola Relay having 15,309 participants
- 3,677 recreational orienteering events with fees kept low and no classes, just A, B, C, D etc courses

- the growth in membership over the last decade from 20,000 to 38,000 has all been in recreational orienteering, with use of SportIdent found from research to be the major reason
- in Finland events are called two types only, Recreational O and Competition O whereas QLD has 13 types of events. Mikko considers that this is quite confusing to a newcomer.
- elites compete in 4 or 5 TV broadcasted events and various national championships, World Cup events and World Ranking Events.
- subscription to the national magazine is voluntary. It has 5,000 to 6,000 subscribers and income of \$447,600, down from 13,000 to 16,000 subscribers 10 years or more ago. Advertising income comes from car companies, rental car companies, hotel chains etc.

7 INTERNATIONAL

7.1 Report on international developments (IOF Executive member, Mike Dowling)
Mike's report was noted.

7.2 IOF papers

- minutes of Presidents meeting (background)
- Strategic Directions (response required to IOF)
- Future of WOC (response required to IOF)

It was agreed that comments on the Future of WOC should be given to Grant Bluett to prepare a submission to the IOF, and to John Harding on IOF Strategic Directions.

7.3 2015 World Cup bid, Tasmania (Mike Dowling)

Mike asked for an OA letter of support for a meeting he would be having on the following week with the Tasmanian government.

ACTION: Executive Officer to provide OA letter.

7.4 What would be involved in Australia bidding for a WOC (Mikko Salonen)

Mikko gave a detailed Powerpoint presentation on what was involved in the Finland Orienteering Federation successfully bidding to conduct WOC in 2013, and what Australia would have to do to bid for a future WOC.

It was moved by Christine Brown and seconded by Robin Uppill that Orienteering Australia convene a committee to undertake an evaluation to bid for a future WOC. This was agreed. A Committee was formed of Christine Brown (Convenor), Blair Trewin, Mikko Salonen (advisory capacity), Dave Meyer, Rob Preston, Paul Prudhoe, Liz Bourne, Rohan Hyslop, Simon Uppill, John Harding.

8. TECHNICAL

8.1. Technical report (Robin Uppill; Jenny Casanova)

Robin presented the report.

It was moved by Robin Uppill, seconded Jenny Casanova, that the new rule on cancelling a competition be adopted. This was agreed.

8.1A Schools Championships Rules Review (Blair Trewin)

Blair's report was accepted.

8.2 Mapping (Adrian Uppill)

Report noted.

8.3 Information Technology: improving the national results database

Robin Uppill reported that Tim McIntyre had been working on templates for score events and street orienteering results. She drew attention to the format used by Bob Mouatt to load ACT street orienteering results onto the website.

9. HIGH PERFORMANCE

9.1 High Performance Report: 2011 achievements and plans for 2012 (Grant Bluett and Kay Haarsma)

Grant noted that HP development is very much a state and club role as it is an OA role. A major responsibility is on athletes themselves to be involved in setting up training groups and developing a good training culture and atmosphere.

Kay said her priorities had included:

- getting appointments and selections done early
- utilizing many coaches
- getting more camps organized and developing a detailed 2012 plan for camps
- 2012 being a rebuilding process
- encouraging participation in the 2012 NT NOL by trying to get some funding support
- getting selection criteria for the seniors and juniors available on the website soon

Richard Matthews advised that OAWA is looking for a coach-in-residence for a week's coaching in July. Mike Dowling said OTAS has a training camp from 26 to 29 January.

9.1A MTBO WOC 2011 report

Report noted.

9.2 High Performance Strategic and Operational Plans

Kay gave an overview of the draft plans and sought feedback.

9.3 National Orienteering League report (Rob Preston)

Rob reported that guidelines need updating and sponsorship is uncertain. Additional sponsors need to be found.

9.4 Coaching & Officiating Development Report (John Scown)

John Scown's written report was noted.

John advised that Jim Russell would be conducting a Level 2 Coaching course early in 2012 and John would be contacting state coaching contacts for feedback on timing options for this course. John said that the ASC accreditation system currently only recognized Foot O coaching qualifications; he hoped a system can be developed for MTBO coaching recognition through MTBO modules in the Level 1 and Level 2 courses.

John Harding said he had been advised that week by Fiona Calabro that there were no more copies of the OA Level 0 Coaches Guide prepared by Debbie Gale over a decade ago. Fiona recommended that this be updated. Mike Dowling said that Debbie Gale lives in Launceston and should be approached in the first instance to see whether she was interested in doing the update. This was accepted.

ACTION: John Harding/John Scown to investigate whether Debbie Gale is interested in updating the Level 0 Guide.

10. MTBO REPORT

10.1 Report by MTBO Convenor

Report noted.

10.2 Additional report by Craig Steffens

Report noted. Craig advised that there was a new MTBO Australian representative jersey.

11. OA STRATEGIC PLAN 2011-2014

11.1 Review of performance indicators and responsibilities of OA, States and Clubs

There was insufficient time in the program to undertake this review.

12. ASC CHANGES IN MEMBER PROTECTION OFFICER TRAINING

John Harding advised that the ASC was changing MPO training from February to largely online training supplemented by a 3 hour face to face session. This is a major change from past training which has been face to face over 2 days. The ASC will be sending out more details. Advice noted.

13. OTHER BUSINESS

13.1 Major event fees (David Marshall, Orienteering Tasmania)

Issues raised from the paper were what are appropriate prices for the Easter and Australian Championships Carnivals, and what is the definition of a family and a concession.

Robin Uppill recommended that prices be set by doing a budget, listing all the costs and then calculating an estimated carnival income range based on:

- Sponsorship
- Attendance estimates (low to high)
- Event prices (low to high)
- Merchandise sales

Costs will vary from carnival to carnival because of different charges and sponsorship arrangements for printing, event bags, portaloos, truck hire, landholder charges, new equipment, free T shirts for helpers, and so on.

Richard Matthews recommended that the objectives of the Carnival should be determined before setting the budget as these would guide expenditure and charging decisions.

In relation to fees it was felt that there should be consistent definitions and rules for:

- What constitutes a family
- A maximum family fee (maximum fee suggested was 2 adults and 1 junior)
- Concessions
- Treatment of late entries and charging of late entry fees

It was moved by Mike Dowling, seconded Paul Prudhoe, that guidelines on definition of a family, a maximum family entry fee, other concessions, and treatment of late entries be developed and incorporated into the Major Event Guidelines. This motion was carried.

13.2 Membership definitions and Australian Orienteer Subscriptions (Paper by Blair Trewin)

It was moved by Robin Uppill and seconded by Geoff Wood that the current OA definition of a family membership be retained. This definition is that there is a maximum of 2 adults per family, and third and additional senior members in any state association family memberships should be reported to OA as separate senior members. This motion was carried.

It was moved by Blair Trewin and seconded by Craig Feuerherdt that the minimum order for Australian Orienteer subscriptions be the number of addresses on the state's membership list (irrespective of the number of memberships at that address). This motion was carried.

13.3 Jennifer Binns suggested that there be periodic Skype teleconferences of state Presidents to share information on issues they were dealing with. At least one President said he was not on Skype and there wasn't a consensus on pursuing this suggestion.

Bill Jones concluded the Conference at 3.30pm and thanked Mikko Salonen in particular for his contribution.