

5.5 World Orienteering Day 2017

World Orienteering Day 2017 will take place on Wednesday 24 May. This is somewhat later than this year, so the issues we had this year with the clash with NAPLAN testing in schools will (hopefully) not occur next year.

In 2016, Orienteering Australia only engaged in a limited way with World Orienteering Day because of the difficulties the timing created with doing anything in schools. However, the ACT still managed to get several events going, making use of morning timeslots before school started (see accompanying article from the September Australian Orienter for an indication of what they did, and some of the coverage they got). In 2017, Orienteering Australia is strongly encouraging all states to be involved to the extent of their capacity.

The IOF's notional target in 2016 was to establish a record for the greatest number of events run in one day. Getting the maximum participation is also a worthwhile target. The day is a good opportunity to get publicity for orienteering – a record attempt will always have some news value, and IOF are likely to provide significant support, particularly through social media material which can be shared.

The IOF's main focus on World Orienteering Day is youth, so low-key school events should be the highest priority. These also have the potential to be useful in building links between Sporting Schools programs and mainstream orienteering at the schools involved. Of course, other types of events are also welcome parts of World Orienteering Day – we are aware that several states regularly run Wednesday events (either during the day or evening).

Another idea which is worth a thought is to make use of the opportunity for fundraising events (e.g. for WOC/JWOC teams or state/club members of those, or for state schools teams).

In 2016 there were 2013 registered events with 252,927 participants in 81 countries. 26 of these events were in Australia (10 in the ACT and 5 in Queensland) with 1796 participants. Given the more favourable timing in 2017, I think it is reasonable for us to aspire to at least double these numbers next year.

Recommendation

That states consider how they can be involved with World Orienteering Day 2017.

Blair Trewin
President
5 November 2016