

Major Events – An holistic perspective

Stakeholder needs analysis

Stakeholder	Expectation / need
Competitor	Quality / fair courses, quality map, safety, facilities / support, accommodation, results, prizes, status, effective organisation, FUN
Teams / managers	Fair / quality courses, information, start draw, team support, accommodation, pre-event training, media exposure, success
Spectators	Onsite - visibility (spectator control), commentary, accessibility, results, facilities Remote – updated information on line, results on the day
Officials Organiser Planner Controller Mapper TLs	All – status, experience(s), recognition, support Clear definition of roles, job specification. Compliance with state / OA / IOF rules
Club	Funds, enhanced expertise, maps, increased status, media exposure Increased attendance / membership
State	Funds, enhanced expertise, maps, increased status, meeting rules / guidelines, meeting funding body targets, media exposure. Increased attendance / membership
OA	Funds, enhanced expertise, increased status, meeting rules / guidelines, meeting funding body targets, media exposure, national / international recognition. Increased attendance / membership
Ausport	International presence, Australian success, media exposure
IOF	Funds, national / international recognition of orienteering, media exposure, meeting IOF rules.
Landowners	Funds, recognition, publicity, environmental protection, no damage, insurance cover, no adverse publicity, meeting public objectives
Sponsors	Information about the sport and demographics of population reached. Communication (two-way), publicity (orienteers and media)
Media	Publishable stories, communications, facilities / support
Local services (police, rescue etc.)	Information, communication. Risk assessments, insurance
Local community	Information, directly affected due to traffic, shops, caterers, accommodation,

Major Events – An holistic perspective

Impact on the event

Timelines

- Bulletins / advertising
- Embargos
- Earlier map production
- Model events, pre-event training – model maps available
- IOF / overall / day controlling
- Increased numbers – start lists / start draws / printing / extra courses
- Multiple days – co-ordination, sequence / type
- Accommodation reservations

Personnel / skills

- Event centre
- Social events / catering
- Accommodation
- Entries
- Website / communications
- Sponsorship – obtaining
- Sponsorship – hosting
- Funding bodies – grant applications / liaison
- Media attendance
- Media hosting
- Media communications
- International – visas
- International – translation
- Training facilitation

Facilities

On site infrastructure

- More toilets
- Drug testing – loo / tent and personnel
- Sponsor advertising
- Sponsor hosting
- Media communications
- Media hosting / catering
- Team facilities
- Presentations
- Early access
- Assured access for significant numbers of vehicles
- Security, on day and during set-up, clear-up.

Off site

- Event centre
- Impact on local community / services
- Media communications
- Media accommodation
- Team accommodation
- Helper accommodation

Major Events – An holistic perspective

- Competitor accommodation

Budget

- Increased costs
- Extended timelines
- Budget approvals required
- Sponsorship
- Funding bodies

Conflicts

- Limited local accommodation
- State / OA / IOF rules and guidelines
- Budget allocation
- Area selection, arena versus courses
- Environmental impact
- Cultural expectations - regional / national / international
-