

Orienteering Australia Annual Conference and General Meeting, 5 and 6 December, 2015. Gold Room, Conference Centre, Australian Institute of Sport, Leverrier St, Bruce, ACT.

Minutes

Attendees:

OA Board: Blair Trewin, Mike Dowling, Bruce Bowen, Craig Feuerherdt, Jenny Casanova, Lance Read, Robert Spry

State delegates: Paul Prudhoe, Andrew Lumsden (NSW); Ruth Goddard (VIC), Tim McIntyre, Felicity Crosato (QLD), Robin Uppill, Erica Diment (SA), Natasha Sparg (WA), Warwick Moore, Ian Rathbone (TAS), Ann Scown, Geoff Wood – Saturday, Michael Burt - Sunday (ACT).

MTBO: Stuart Gordon.

Elite athletes' rep: David Shepherd.

OA staff: John Harding, Kay Haarsma, John Scown.

Apologies: Simon Uppill, Nick Dent.

1. Opening by the President

BT welcomed everyone to the Conference, outlined the business rules for conduct of the Conference, summarised the main changes in OA's funding and business landscape and the main issues for the Conference, and noted that there was still a vacancy on the Board for a person with marketing and sponsorship skills.

2. MINUTES

2.1 Appointment of verifiers: NS and JC.

2.2 Confirmation of minutes of 2015 AGM. Ann Scown advised a correction of the spelling of the surname of the auditor from Read to Reid. Moved: ED/JC, that the minutes be accepted. The motion was carried.

2.3 Minutes of 2014 Conference (already confirmed at AGM, for reference).
Noted.

2.4 Matters arising from minutes of 2015 AGM. No matters were arising that were not already on the agenda.

3. BUSINESS MANAGEMENT

3.1 Report by Board. BT gave a verbal report that the Board had been meeting monthly, including a full day Strategic Planning workshop in Canberra in July which:

- reviewed and updated the budget in the aftermath of the confirmation of the loss of ASC Whole of Sport funding and increase in Participation funding to \$200,000 per year
- reviewed the 2014-2017 Strategic Plan and drafted a 2016-2018 Strategic Plan.

3.2 Finance report (Bruce Bowen)

3.2.1 Budget report and forward estimates

BB advised that an \$86,000 hole had been created in the budget with the cessation of ASC Whole of Sport funding. Strategies to address this for 2016 included:

- rebadging some of the Participation funding (~\$25,000)
- decreasing some expenditure items (~\$25,000)
- increasing revenue (eg. ASF donations (target \$12,000), elites organising events to support the HP program)
- using reserves to spread the adjustment over time

AL queried what amount OA has set as the minimum in reserves. The Board agreed to review this.

KH suggested that MTBO WOC team funding be on a support per athlete basis rather than a lump sum for the team.

Motion: BB/AS. That the 2016 Budget be approved. The motion was carried.

3.2.2 Fees and levies for 2016

Motion: BB/RG. That the following three proposals be approved for 2016.

Proposal 1. That event levies for category 5 events increase from 45 cents to 50 cents.

Proposal 2. That State Middle Distance and Sprint Championships (including MTBO) be added to the category 4 events.

Proposal 3. That a WRE level of \$2 per day per elite apply to Easter and Australian Championship events and that other NOL events be moved from category 4 to category 3.

The motion was carried.

RU recommended that fees and levies for 2017 be decided at the 2016 AGM. This was agreed.

3.2.2 Issues raised in recouping the Eventor annual licence fee

This paper was noted. CF and BB advised that the Eventor invoice for 2016 had just been received and the maximum charging amount had been reached. BT flagged that a governance review of OA income from the states was likely to roll Eventor charging into registration fees/total receipts from the states rather than maintain it as a separate line item. Action: OA Board to review how Eventor

costs are recouped from the states for 2017 and other financial governance issues.

3.2.3 Financial implications of trends in participation

BT noted that participation numbers had been increasing by about 5,000 per year and this would be achieving an increase in revenue to the states and territories across Australia of \$20,000 ~ \$30,000. Noted.

3.2.4 Scope for raising additional funds to support HP programs

Several possibilities were discussed: ASF donations, Sprint Canberra and other fund raising events by and for the elites, corporate sponsorships, individuals securing personal sponsorships.

3.2.5 Report on Moira Whiteside bequest expenditure. This was not discussed. A report will be included in the Annual Report.

3.2.6 Report from OA Audit and Risk Committee. The report was noted.

3.3 Risk management

RS presented a report and asked delegates to read the Jan 2013 ASC paper 'Sporting Clubs Guide To a Safe Workplace'. Noted. KH suggested that OA have a template for event safety and risk management. There was feedback that event safety and risk management plans need to be event specific.

3.4 Orienteering Australia Hall of Fame

MD provide a report on the initial inductees. The next steps will be to invite them to participate in an Induction Ceremony at the OA Dinner at Easter 2016, and to confirm arrangements with OACT.

3.5.1 Member protection (updated)

Moved ED/PP: that the draft Member Protection Policy be approved in principle, with the Board to finalise. The motion was carried.

3.5.2 Employment selection policy. For information. Noted.

3.5.3 Handling of critical incidents. Draft policy for comment. RU recommended that personal contact numbers and email addresses be removed from the body of the policy and included in an Appendix. States to provide other comments by the end of February.

3.6 OA IT Committee (do we need one & what should its role be)

There was general agreement that:

- As a good governance principle, that the Board should create a Working Group for time limited projects on a case by case basis

- The IT Committee had been set up to manage the introduction of SportIdent and that task had been completed some years ago
- The IT Committee should be retained in the interim but advertised this Easter as an IT Forum for interested people to discuss SportIdent Air, OE and website issues. However, it would be essential to recruit a chair who could chair the Forum and manage an ongoing IT communications program

3.7 Australian Sports Foundation (Marcia Wallis, ASF)

MW discussed ASF as a fund raising tool and recommended that each orienteering project have a fund raising target in dollars and a good communications story to encourage donations. She recommended that OA target corporate donors for large donations and then service those donors with follow up reports on the HP program. She suggested that states target members and smaller donors using mechanisms such as ASF donation add ons in Eventor to the membership forms and major state events.

CF agreed to assist JH in developing ASF project material for the ASF and OA websites.

4. GOVERNANCE

4.1 Consideration of the legal structure of OA

The governance papers were noted. There was general agreement that:

- the landscape within which OA, the states and clubs operate to run the sport is dynamic and changes in organisational structures and how we do business more efficiently and effectively will be necessary if we are not to fall behind, and to be responsive to changing funding agreement governance requirements of the ASC. Ideally new governance arrangements should be based on where we see ourselves wanting to be in 5 to 10 years.
- reforms such as a national membership model were desirable but may take 2 years to implement. The NSW example of the smooth introduction of a state membership model with the support of all clubs was seen as a good model of process and outcome.
- immediate priorities for the Board are to update all Operational Manual documentation to improve the running of the sport, to review and update the roles and responsibilities of paid staff and Board members, and to fill the Board vacancy for a person with marketing and sponsorship skills
- we should take into consideration ASC advice (AS Governance workshop in Adelaide reported by RU) that we identify the drivers for change and don't change for the sake of change
- a survey be conducted by BB of all states to determine how much revenue is coming into the sport at all levels and where the money is being spent, so that we can have an informed discussion on how best to achieve financial reforms.
- OA research the roles and responsibilities of directors in a company limited by

guarantee so that the Board has a full understanding of what risks would need to be managed, eg. not paying the ATO or superannuation on time.

- states provide comments on the governance papers by the end of February, with BT to advise states on desired points of feedback.

MD briefed Conference on the governance and day to day working arrangements of the IOF. This was noted.

4.2 Other ASC governance principles

It was agreed that the Board identify which of the ASC governance principles it should next take action on.

4.3 Relationships between OA, states and clubs (including financial relationships)

BB advised Conference that measures taken in the 2016 budget, including transitional use of some of AO's reserves, were unsustainable in the longer term and some tough decisions would be required for 2017 and beyond to maintain programs. At the same time there were inefficiencies in funding OA's operations from multiple state sources of revenue which increased the workload for both the OA Director of Finance and the state treasurers. So although decisions for increases in fees and levies for 2017 would be needed at the AGM in March, there was also a need for a financial reform discussion at the 2016 OA Conference.

5. INCREASING PARTICIPATION IN ORIENTEERING

5.1 The growth of parkrun in Australia (Gareth Candy)

Gareth noted:

- parkrun had 18,000 participants every Saturday morning at 8am and 250,000 registered, with 100% annual growth
- it is simple and it is free
- 90% of participants tend to live within 5 minutes' drive of their local parkrun
- 51% female; 14% under 21; 32% older than 40
- new parkrun venues were initiated by people with parkrun experience who wanted to organise a new event locally. They were given instructions on requirements, including raising a minimum of \$5000 for start up costs (flags, laptop, bar code scanners, barcode finish tags etc). The \$5000 was nearly always secured through a local government grant. Smaller sponsors such as the local post race coffee shop were also engaged. Donations to the ASF are encouraged.
- the organisation is designed to be as simple as possible for volunteers. There is a simple job description for each volunteer role.
- principal marketing method is social media. A volunteer photographer is used at each event and photos are loaded onto the local parkrun Facebook page and participants asked to tag themselves. This gets the message out to their friends.

- beginners/first timers are wary about being too slow etc so a great deal of effort goes into reassuring them that they are welcome. There is a first timers briefing at each event plus a general briefing for all participants.

OA is liaising with parkrun on setting up a national sponsorship partnership. This would include regular articles in the national parkrun weekly enews and local activation strategies. The ASC is insisting that a condition of Participation funding for this is that OA is able to collect data on the numbers of parkrunners who try orienteering as a result of the sponsorship.

To make the sponsorship effective, it was agreed:

- OA needs to set up an information page for parkrunners on the OA website so that parkrunners can be directed to that link from articles in the parkrun national enews

- states need to identify which orienteering maps are close to parkrun venues and when an event is being held at those maps, approach the parkrun organiser at least 3 weeks earlier and ask for assistance in promoting the orienteering event: an announcement on the parkrun Facebook page, an announcement at the parkrun on the previous 2 Saturdays, an entry voucher for each parkrunner who wants to try the orienteering event, an O person available at the end of the parkrun to answer questions and give out the vouchers, a promotional O display board with handouts

- states need to advise OA which events in each state are being used for targeting of parkrunners during the coming 3 months

Gareth was thanked for his time and advice.

5.2 ASC-funded participation projects

JH advised delegates that there was \$157,000 in ASC Participation funding available for 2016 and about \$340,000 had been received in bids. Some budgets to priority projects had been significantly reduced. All projects had been given a priority rating and this had been reviewed by both the OA Board and the ASC's Orienteering Project Officer. Delegates were provided with a spreadsheet listing which projects had been provisionally approved and which not approved, and a report on the ASC comments.

PP gave a preliminary report on the Sydney Summer Series market research projects funded by 2015 Participation funds. He noted that paid adverts in free community newspapers were very expensive and attracted fewer than 24 returns despite a free entry to an event being offered to anyone who brought along a copy of the advert. Social media advertising on Facebook was comparatively cheap and appeared to have a much larger reach. A full report will be provided when the series ends and the evaluation is completed.

Actions:

1. Each state to conduct an annual strategic planning workshop in the March-June period and provide OA with costed Participation projects for the following calendar year by July.
2. Each state to report on their 2015 Participation projects by February 2016 as OA has to provide the ASC with a report in March, and a summary of the 2015 projects is needed by then for inclusion in the OA Annual Report.

5.3 Sporting Schools Program (SSP) progress

JS advised some preliminary figures on SSP endorsed coaches and schools registered and would circulate more complete figures later.

JH noted that there was a substantial workload for each of the state SSP coordinators and employment for these was meant to be funded in the following ways:

- part of the \$80,000 national implementation grant
- an admin charge to each school that ordered mapping and SSP lessons
- any mapping or lessons that the coordinator actually did themselves
- user charging for Level 0 and Level 1 coach accreditation courses conducted

He therefore expressed concern that some coordinators were reportedly working on a volunteer basis.

He reported that the ASC had advised verbally that the SSP funding model for 2016 was being developed and each NSO would be advised of the outcome.

In the Participation grants, some projects approved for funding involved attempting to transition SSP children to club orienteering. There would be great interest next year in evaluating how successful these had been.

5.4 Building links between Sporting Schools and mainstream orienteering

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6. HIGH PERFORMANCE

6.1 Planning in an era of changed finances

The change in the financial situation for the HP program had been discussed earlier in the agenda. LR was asked whether there had been a change in the HP strategies and program as a result. LR reported that the Board position for 2016 is to maintain OA's HP strategic directions during 2016, although there has been some budget trimming, and then evaluate how successful revenue raising projects have been before determining 2017 plans.

6.2 Progress of pathways program

LR provided a detailed report on progress and noted the gaps at the bottom end

of the FTEM pathway.

6.3 Engagement of states in high performance programs

LR broke delegates up into 6 groups and conducted an online workshop with several open ended questions for each group to answer.

6.3.1 Role of a state coaching director

LR tabled a role description document which had been developed by Orienteering SA's Adrian Craig. This was noted and State delegates who currently did not have a state director were asked to go back to their Boards and target suitable people to fill the position.

6.4 Sharing of best practice between states (and from other sports and other countries). There was insufficient time for this item.

6.5 JWOC selection

A paper from Orienteering Tasmania and a response from OA were tabled. The Board has removed the 2015 Australian Championships from the list of selection events for JWOC 2016. TBT advised that the Board is strongly committed to a broader selection process.

Motion: WM/IR: Recommend to the OA JWOC Selection Panel that 3 events be used as the principal basis of selection for the JWOC team. The motion was carried.

Motion: LR/JC: That the WOC team selection panel comprise Bruce Arthur (independent non-voting chair); Nick Dent, Tom Quayle, Wendy Read. The motion was carried.

Motion: LR/WM: That the independent non-voting chair of the JWOC team selection panel be Susanne Casanova. The motion was passed.

Motion: LR/JC: That the voting members of the JWOC team selection panel be the Head Coach, the Australian Junior Development Coach and the JWOC coach. The motion was carried 8 in favour, 5 against.

Motion: KH/AL: That the MTBO WOC and JWOC selection panel be Craig Steffens, Carolyn Jackson and Kay Haarsma. The motion was carried.

Motion: KH/LR: Thanks are extended to all outgoing members of selection panels.

AL noted that the ASC Guidelines on Selection Panels recommend that the Board should appoint Selection Panels.

6.6 MTBO development

KH reported on MTBO development achievements and expressed concern about the reduction in budget for the MTBO WOC team. She noted that no applications had been received for MTBO WOC coach and she was following up possible candidates.

There was a general discussion on attracting MTB riders to MTBO and agreement that the best way to encourage MTB riders inexperienced in MTBO was to provide score events with long courses to make it worthwhile to participate while ensuring that every finisher will not have failed (as this can happen to inexperienced navigators on line courses). There was agreement that this was also a highly desirable way to encourage fit runners to participate in foot orienteering.

7. FUTURE OF MAJOR EVENTS IN AUSTRALIA

7.1 Scoping a future WOC Bid (urban or forest)

BT's paper was noted, including the deadline of December 2016 for a 2021 bid. MD advised that any bush WOC these days needs good mobile coverage of all of the terrain for both TV and live internet coverage. A bid for an urban WOC required financial support from a State or City corporation who in turn require a well presented cost/benefit analysis showing the benefits to the city. BT noted that the previous WOC in Australia required a high volunteer workforce from the whole Australian orienteering community and this would be the case again.

7.2 Other potential major international events (eg. MTBO WOC)

KH advised that good forest venues were available for an MTBO WOC and the organisation was do-able if there was a strong volunteer commitment from the Foot O community in Australia.

7.3 Planning around the 2017 Oceania Championships (eg. selection, ranking events, OA meetings)

It was agreed that JH should write to Orienteering NZ to determine the availability of meeting venues to conduct the OA AGM and some OA Committee meetings in New Zealand in 2017.

7.4 2019 Oceania Championships

MB presented 3 options for conducting the Australian Championships and Oceania Championships in 2019. WA, ACT, NSW and VIC were all affected by the options.

It was agreed that the best option to achieve a 9 day carnival in September would be if WA agreed to conduct two of the Australian Championships in WA at Easter, either as part of the Easter 4 day carnival or on the following weekend (RU argued that this would make travelling to WA for Easter more attractive). It

was also thought that if WA agreed then an effort should be made to provide volunteer support from the Eastern states for the increased workload.

Once the WA preferred position was known, the ACT, NSW and VIC would be in a position to negotiate the September carnival. A final position was required for the Events Committee meeting at Easter 2016.

7.5 2016-2017 NOL Schedule; Major Events Schedule 2016-20

Nick Dent's draft 2016-2017 NOL Schedule was tabled. More information was requested on the 2016 NOL sprint plans in Victoria; volunteers were sought for 2 of the 2017 NOL rounds.

8. COMMUNICATIONS

8.1 Media and Communications Discussion Paper

CF presented an overview of the paper and sought feedback from States on accessing a shared hosting arrangement. The 5 motions at the end of the paper were referred to the Board for further consideration.

RG requested that OV be allowed to reduce the number of orders it purchases of the Australian Orienteer. OV was asked to write to the OA Board with this request.

8.2 Eventor update

CF and IR reported that the next Eventor update (linking membership and event entry) should be completed by the end of January.

8.3 Managing the website and keeping it current

KH requested the addition of MTBO pics on the website picture scroller.

9. International report (Mike Dowling)

Report noted.

10. Technical Infrastructure and Event Management

10.1 OA Rules update

Noted.

10.2 Review of the Australian 3 days and Prologue

Noted. No change currently proposed.

10.3 Review of course lengths for older age classes

Noted.

10.4 Controller accreditation

Noted.

10.5 Mapping report

Noted.

11. Draft updated strategic plan 2016-2018

JH advised that the current draft was required for presentation to the ASC this month to meet funding agreement commitments but it was intended to finesse the presentation using the Orienteering NZ and ONSW strategic plans as models and provide this to the 2016 OA AGM.

IR noted that the references to Facebook as the prime social media platform were too restrictive because of other social media in popular use, so the words 'and other social media' should be added.

Motion: IR/WM: That the draft Strategic Plan be adopted. The motion was carried.

12. Other business

Nil. The Conference closed at 3.35pm.