

**ORIENTEERING ACT Inc.
STRATEGIC PLAN 2017-2020**

INTRODUCTION

Orienteering ACT Incorporated (OACT) is the peak body for orienteering in the ACT.

Vision

ACT orienteering will be a well managed, inclusive and growing sport and recreation activity which provides wide opportunities for participation by people of all ages and abilities.

Objectives

The two Objectives of OACT are:

1. To conduct orienteering events in the Canberra region.
2. To encourage people to attend and enjoy orienteering events.

Strategies

The Strategies to achieve the two Objectives are:

1. Increase support to the volunteer workforce
2. Improve event management
3. Improve communications, marketing and promotions
4. Increase Growth in Participation
 - a. Increase community exposure to orienteering.
 - b. Increase participant engagement and the retention.
 - c. Increase participation in orienteering by school students
5. Enhance performance pathway from beginner through to committed and/or elite
6. Improve governance and business management

Review and Reporting

The Strategic Plan will be reviewed annually and updated where required.

Achievement against the Strategic Plan 2017-2020 Strategic Initiatives will be reported in the OACT Annual Report.

STRATEGY 1:

Increase support to the volunteer workforce

Strategic Initiatives

1.1	Nurture the orienteering community
1.2	Ensure that sufficient of our members have the skills and are able and willing to conduct the entire range of orienteering events, ranging from local to national events.
1.3	Increase the numbers and quality of accredited coaches, course setters and controllers by a regular program of training courses and promotional strategies.
1.4	Encourage development of additional mappers, including inviting experienced mappers to mentor and coach less experienced mappers.
1.5	Provide recognition and reward for volunteers undertaking key roles for event management.
1.6	Review and enhance online resources for use by the volunteer workforce.
1.7	Encourage gender equity by targeting and encouraging female orienteers who would have the required skills to be good coaches, controllers, organisers, mappers, and administrators and OACT Board members.
1.8	Review the division of administrative tasks that are done by paid officers and volunteer officers, and seek an optimal division.

STRATEGY 2:

Improve event management

Strategic Initiatives

2.1	To have a diverse orienteering program that caters to the wide range of orienteering interests, (Bush, Park, Sprint, Street, MTBO etc / Saturday, Sunday, Summer Twilight, Winter Mid-Week).
2.2	Improve the quality of the Classic Bush event program
2.3	Maintain OACT mapping stock in electronic medium.
2.4	Have a mapping strategy to ensure new maps are made and old maps are updated
2.5	OACT owns and maintains stocks of all equipment necessary for OACT events, with an option to hire equipment for major events.
2.6	OACT maintains good relationships with land owners and continues to lobby the ACT Government and NSW local councils for land access to orienteering areas.
2.7	To simplify the event management software, including the investigation of MeOS
2.8	Review and update OACT's event management documentation, including descriptions of volunteer roles at events

STRATEGY 3:

Improve communications, marketing and promotions

Strategic Initiatives

3.1	Establish a part time paid position as the OACT Promotions Officer
3.2	Develop a communications, marketing and promotion plan.
3.3	Improve the OACT website to provide user-friendly, informative sources of information on news, events, results, beginner information, club and social activities, coaching, the development pathway, mapping, event organisation and other technical and administration information.
3.4	Develop and maintain a variety of products that promote orienteering in accordance with the Marketing and Promotion Plan, at Strategic Initiative 3.2
3.5	Continue to develop social media (Facebook and Twitter) as communication tools to members and to promote orienteering to a much larger public audience.
3.6	Produce a generic information brochure directing contacts to the OACT website
3.7	Continue to improve the quality of Enews bulletins and the OACT Quarterly Members Newsletter.
3.8	Lobby Orienteering Australia for the development of the full potential of the Eventor integrated event, calendar, results and membership system as a communications tool.
3.9	Promote orienteering in media outlets

STRATEGY 4a:

Increase Growth in Participation - Increase community exposure to orienteering and the number of new people trying orienteering.

Strategic Initiatives

4a.1	Establish a part time paid position as the OACT Development Officer to cover strategies 4a, b and c
4a.2	Improve cross promotion of orienteering with target groups such as park run, adventure sports, rogaining, mountain biking, running, outdoor education and other bodies with interests in outdoor fitness.
4a.3	Organise and promote information and coaching sessions for first timers on the what, why, where and how of orienteering
4a.4	Orienteering information stalls at selected major public events
4a.5	Actively engage with the Sporting Schools Program to increase community exposure

STRATEGY 4b:

Increase Growth in Participation - Increase participant engagement and the retention of ongoing participants.

Strategic Initiatives

4b.1	Convert newcomers into ongoing participants and members by capturing contact details and expeditiously following them up post event, including providing information services.
4b.2	OACT to provide information stalls at the opening two events of the Wednesday twilight and Saturday programs
4b.3	Help for beginners at each event (meet, greet and follow up) and community coaching sessions for beginners.
4b.4	Increase ongoing participation in weekend orienteering by university and school age orienteers through promotion of group activities and innovation in events offered.
4b.5	Increase retention of members through follow-up (Enews, training, coaching, social activities, trips to interstate events).
4b.6	Conduct an annual survey of members to identify priorities for improving the sport in order to increase retention.

STRATEGY 4c:

Increase Growth in Participation - Increase participation in orienteering by school students.

Strategic Initiatives

4c.1	Encourage and support parents to participate.
4c.2	Improve marketing and outreach to secondary and primary schools, building on the Sporting Schools Program, schools championships and other competitions run for schools.
4c.3	Build on known research that most students are more likely to participate if they can do so with a friend, and to participate on weekends if there is parental engagement by ensuring that competition formats allow for junior teams and parent-child teams.

STRATEGY 5:

Enhance performance pathway from beginner through to committed and/or elite.

Strategic Initiatives

5.1	Provide a comprehensive set of coaching resource material.
5.2	Invite international coaches and experienced competitors to ACT on a regular basis to enhance local coach and elite athlete development.
5.3	Develop a culture of the elite and high performing squad members helping the OACT members in squads below them with mentoring, training and social interaction.
5.4	Provide coaching, instruction and clinics for members open to all ages and abilities.
5.5	Conduct high performance programs through the Canberra Cockatoos and Blue Lightning Squads.
5.6	Support the junior programs such as Blue Lightning, Blue Sparks and Map Mates
5.7	Conduct competitions such as Orienteer of the Year and the Runners Shop Twilight competition.
5.8	Provide support to OACT orienteers selected to represent Australia at WOC, JWOC and WUOC.

STRATEGY 6:

Improve governance and business management

Strategic Initiatives

6.1	Continue to manage the day to day business operations of OACT through the OACT Board and part-time paid officers.
6.2	Maintain high standards of financial management and quarterly report to the OACT Council on actual and projected income and expenditure for the year, and annually review actual and projected income and expenditure for the current and next 3 years, including annual allocation of a reserve operating budget.
6.3	Maintain monitoring and evaluation of financial risk management and present reports to the OACT Board.
6.4	Improve the efficiency of financial management including consideration of on-line MYOB
6.5	Simplify the membership structure and fee structure
6.6	Maximise use of the Eventor database in uploading membership data to provide comprehensive membership statistics.
6.7	Continue to seek through OA, improvements to Eventor
6.8	Seek funding through grant applications and sponsorship to support and promote orienteering.
6.9	OACT clubs are encouraged to have at least three nominated positions for club management and as points of contact. (For example, president, secretary, treasurer, social officer, events officer, volunteer officer, webpage manager, etc), in addition to the 2 club council reps.
6.10	OACT Clubs deliver on their commitment to the event program, have effective management, have good social environment and support their members.
6.11	Improve the role of Council representatives in providing OACT governance and advice to their club members.
6.12	OACT is safe and has policies and practices in place to ensure members and visitors are treated well and with respect.
6.13	Comply with mandatory government requirements, (privacy, working with vulnerable people, doping, gender, equity, member protection etc).