



## **STRATEGIC PLAN 2021-2024**

### **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 main Objectives of OACT are:

1. to promote interest in the sport of orienteering in the Australian Capital Territory and surrounding areas
2. to conduct events for those interested in orienteering
3. to educate, train, coach and encourage people in the sport of orienteering.

### **Strategies**

The Strategies to achieve the Objectives are:

1. Make it more attractive to participate
2. Organise events more efficiently
3. Streamline our administration
4. Communicate effectively
5. Perform at our best

### **Review and Reporting**

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

Achievement against the Strategic Plan 2021-2024 Strategic Initiatives will be reported in the OACT Annual Report.

## **STRATEGY 1:**

### **Make it more attractive to participate**

Our participants range in age from under 10 to over 90, and include world champions, club members, school groups and families. We want it to be more attractive for people to start and to continue all forms of orienteering.

#### Strategic Initiatives

1.1	Increase the attractiveness of orienteering to new and current participants and club members, through offering a diverse and innovative program of events, including through the use of emerging technologies.
1.2	Increase youth involvement in orienteering, including by continuing to support the Sporting Schools program and junior development pathways.
1.3	Make orienteering more time and cost effective for participants and organisers through simplified administrative process and event management.
1.4	Continue to encourage and acknowledge volunteering in orienteering and aim to increase the number of participants volunteering to support orienteering.

## **STRATEGY 2:**

### **Organise events more efficiently**

Our events range from permanent courses, virtual courses and inter-club events, to major state and national events. Our events are run by volunteers and we want to make it easier for them to organise great events.

#### Strategic Initiatives

2.1	Encourage and reward our workforce: volunteers, paid officials, and those who innovate to improve our events, event software and resource material.
2.2	Improve access to and information available about suitable terrain, maps, environment and risk management, and approvals required by landowners, including ACT Government for Public Use Land Access.
2.3	Maintain technical standards for events and—through training, mentoring, event controller accreditations and maintaining up-to-date reference material—improve our workforce’s capability and capacity to meet them.
2.4	Increase the numbers and quality of accredited coaches, course setters and controllers.
2.5	Seek opportunities to collaborate with other associations, especially Orienteering NSW, in the running of events in the region.

## **STRATEGY 3:**

### **Streamline our administration**

Orienteering is administered at three levels (club, state and national), mostly by volunteers. We want to ease their workload by streamlining our administrative processes.

## Strategic Initiatives

3.1	Maintain a high level of governance and regulatory compliance, including through appropriate consistency with the governance arrangements of Orienteering Australia.
3.2	Support a safe and inclusive sport and strive for a balance of ability, gender and experience across all levels of orienteering participation and administration.
3.3	Have the best information available, supported by improved ICT systems, for the management of our sport, including by improving membership and participation data and reporting.
3.4	Engage with Orienteering Australia and the other State Associations to develop a unified approach to event and resource administration.
3.5	Ensure our sport is financially sustainable and financially attractive for participants to attend events and take up memberships.

## STRATEGY 4:

### Communicate effectively

New participants, current members and stakeholders need relevant and timely communication about orienteering. We want to listen, collaborate and communicate to those within and those outside our orienteering community.

## Strategic Initiatives

4.1	Maintain a web presence, regular e-bulletins, social media and connections with mainstream media.
4.2	Consolidate document management and make materials accessible to participants, event organisers and administrators.
4.3	Use our communications infrastructure effectively to communicate with our members, interested parties and stakeholders, including ACT Government and media.
4.4	Look for opportunities to better promote our sport, especially to women, children and families.
4.5	Support Orienteering Australia's communication to members and interested parties.

## STRATEGY 5:

### Perform at our best

Our participants range from novices to aspiring champions in a range of orienteering disciplines and age classes. We want every orienteer to realise their potential, regardless of their age, ability or chosen form of orienteering.

## Strategic Initiatives

5.1	Maintain strong programs to support ACT teams and squads.
5.2	Encourage every orienteer to enjoy improving their performance through a strong coaching infrastructure, training and providing high quality events.