

Orienteering SA Strategic Plan

2016 - 2018



DRAFT



Vision

To have a vibrant and well managed navigational sporting organisation offering lifelong social, fun and competitive orienteering

Mission

Orienteering SA exists to provide a program of sporting and recreational orienteering opportunities and in so doing

- provides a program of sporting and recreational orienteering opportunities
- raises the profile of the sport and our orienteering clubs
- caters for all ages and abilities
- offers training and development opportunities for all involved
- supports, encourages and acknowledges volunteers
- manages financial and other resources to provide quality events
- provides an athlete pathway to national and international levels

Values

Fairness

Fairness and fair play are promoted as a key value for orienteers

Quality

Present quality orienteering activities

Manage risk

Consider the safety of participants in orienteering activities

Health and fitness (outdoors)

Promote the health and fitness values of orienteering as a recreation and sport

Open and honest

Deal with all orienteers and out stakeholders in an open and honest manner

Supportive and working together

Support all volunteers working for orienteering and promote working as a team

Inclusive

Offer orienteering to all ages and abilities

Diverse challenges

Recognising achievement

Recognise both the sporting achievements of orienteers and of our sport's administrators
Value the relationships offered developed within the orienteering community

Relationships



Orienteering SA Stakeholders

Clubs, members and participants
Volunteers
Community
Parents
Schools
Orienteering Australia
Office of Recreation and Sport
Landowners
Local, state and national government
Commercial organisations linked to our sport
Sponsors
Insurance providers
Emergency services

The strategic areas of this plan and the overall objectives are:

Participation and Membership	Increase participation in orienteering and the membership of our orienteering clubs
Athlete Development	Enhance the performance of our athletes from beginner through to national level
Technical and Event Management	Improve the management and standards of our orienteering events
Marketing and Communication	Improve our marketing and communications and extend their audience
Supporting Volunteers	Recognise all volunteers involved in orienteering and support them in all their roles
Administration and Governance	Ensure effective governance and administration of Orienteering in South Australia

Participation and Membership

Objectives

1. Encourage newcomers to participate and then translate into members
2. Encourage membership and participation of families and juniors
3. Encourage children to take up Orienteering as a sport
4. Encourage interest groups.

Key Strategies

- Encourage social/welcoming interaction
- Reduce participation fees (especially for families and children)
- Make it economical for families to attend events
- Encourage organisers to include and publicise a scatter option at events (2 hr scatter) using an all controls map. Results to show number of controls and time taken
- Encourage flow from school activities to recreational orienteering
- Investigate why people stay members or leave

2016-2017 Priorities

Focus to encourage juniors and their families to participate in events and become members

- Membership and event fees reviewed with an aim to reduce them if possible
- Provide social activities (at events, other non-event activities)
- Draft for reduced participation fees to October 2016 council meeting for 2017 trial
- Free membership from October 2016 to Feb 2017 for newcomers (trial) – with aim for clubs to encourage these members to remain when renewal time comes.
- Subcommittee to work on flow from schools to general orienteering.

Athlete Development

Objectives

1. Improve flow on to a junior development squad
2. Increase attendance at junior training opportunities and competitions
3. Relieve pressure on current coaches
4. Develop fresh coaching skills.

Key Strategies

- Encourage flow from school activities to recreational orienteering
- Options to reduce costs for Junior Training by investigating
 - Additional funding
 - Flexible travel and accommodation food options
 - Family options
- Scholarship appointment to focus on Coaching
- Initiate a new coaching system in order to
 - Increase the pool of well trained coaches
 - Provide a coach or mentor to those who want it

2016-2017 Priorities

- Coaching Resources
 - SA has agreed to seek a scholarship coach/mapper this year with a view to commencing in last term. This person will create coaching resources, urban school mapping, run event series e.g. Twilight Series, school and junior activities. This will also assist in removing some load from current volunteers
- Trial of new time for Schools Championships and program to encourage flow on
- Planned invitation to move from schools to Junior Development Squad and Darts Squad

Technical and Event Management

Objectives

1. Improve spectator interest and social side of orienteering
2. Improve skills of
 - a. Course planners
 - b. Event organisers
 - c. Controllers
 - d. Mappers

Key Strategies

- Guidelines and Training for Event management
- Continued Training in OE computer program and Mapping
- Programme designed to encourage participation
- Manage and make use of technology as efficiently and simply as possible in order to use it to reduce effort of volunteers who are running events
- Maintain current total in number of events but review structure (timing and format)
- Ensure all orienteers are aware of the different types of event formats

2016-2017 Priorities

- Structuring Events to encourage social interaction
- Upskilling in Event management
- Careful programming taking into consideration format and timing of events
- Promotion of socialising (closing start window)
- SPORTident training is the main consideration to allow for confident, stress free supply of this at events which adds to enjoyment for participants and volunteers.

Marketing and Communication

Objectives

1. Raise visibility of SA Orienteers

Key Strategies

- Increase physical Visibility of SA Orienteers
- Orienteering SA extend its current electronic public face
- Review of Newsletter (South Australian Orienteer) format
- Find and/or pay for a professional publicity officer to promote the sport
- Ensure events are in series rather than adhoc events for promotional purposes
- Promote the advertising of orienteering events in local and state media and public libraries and similar sporting events.
- Maximise the use of Social Media to promote orienteering events
- Develop links with other adventure activities

2016-2017 Priorities

- Continue to investigate Web improvements
- Upgrade ENews format and content
- Facebook articles focus on popular posts – maps, photos
- Promotional urban event – free participation for everyone
- Branding e.g. new clothing

Supporting Volunteers

Objectives

1. Improve skills of Volunteers
2. Reduce workload on Volunteers
3. Recognise and reward the efforts of volunteers
4. Retain and grow current volunteer base

Key Strategies

- Building on key skill groups for
 - Event IT
 - Event Management
 - Coaching
 - Mapping
- Encourage Junior transition into key skills groups
- Focus on recognition of current volunteers
- Examine creating specialist volunteer subcommittees at the OSA level
- Assess the feasibility of paid position for administrative support
- Implement a transport system to get people to events
- Encourage club cooperation on event management and equipment
- Continue to support juniors in event administration
- Encourage current Volunteers

2016-2017 Priorities

- More recognition e.g. annual awards and end of season social activity
- Review OSA Presentation Night Format
- Training and Support for Volunteers

Administration and Governance

Objectives

1. Ensure good administration and governance in accordance with the constitution.

Key Strategies

- Review of Strategic Plan
- Review of Constitution
- Provide Tools to enable management
- Provide Strategic direction in line with strategic plan, objectives and time frames
- Utilise ORS feedback from SRSP Stakeholder Feedback Survey
- Maintain current practice and required actions into a three year operational cycle
- Provide tools to enable office holders more efficient management

2016-2017 Priorities

- Investigate and Purchase Software for accounting to enable Treasurer Role more efficiency
- SRSP action plan to be drafted by end of October and finalised by end of November 2016
- Date for constitutional review to be set for first half of 2017