

Orienteering Victoria – Proposals for Participation Projects for OA/ASC funding

Background:

Orienteering Victoria has submitted two proposals for funding from Australian Sports Commission grants made to Orienteering Australia. These projects have been accepted in-principle by the OA Board, on condition that a detailed proposal and costing is submitted asap, and that significant expenditure is brought forward into 2012. Below are details of the two projects.

The OV Board and the PAS Committee will work to further develop these proposals and submit them to OA before the end of June 2012, with activity to commence from July 2012.

Project 1 – Southeast Melbourne Park and Street Summer Series

A weekly series of Park and Street events, Monday evenings, Jan-Mar, in the southeastern growth corridor of Melbourne (Narre Warren/Berwick/Cranbourne)

Jan-Feb 2013 – 5 events, part of existing Melbourne Southern summer series

Jan-March 2014 – 10 events

Then ongoing and self sustaining from Jan 2015

Melbourne Park and Street clubs have already mapped some southeastern areas including Clayton, Clarinda, Mulgrave, Dingley, Endeavour Hills, and Keysborough/Noble Park. Parts of Berwick have also been mapped. However, high population growth areas such as Narre Warren, Hampton Park, Lynbrook and Cranbourne offer great potential both as interesting maps, and more importantly, as a source of new participants to orienteering.

It is a logical step to map these areas and establish a true Southern series (rather than the current quasi “southern” series). This new series would run over January-March each year in a 10-week block, forming the second half of the current Monday summer series. Lighter traffic volumes should enable a core of existing orienteers to travel further, but the main aim is to attract new participants from surrounding areas, and marketing activities will focus strongly on this objective.

Funding is available for mapping, equipment, and a project officer to undertake promotional activities and organise the events, for the initial two years. After that, it is expected that the series would be self funding and supported by clubs.

Mapping – engage mapper(s) to produce black and white 1:10000 maps selected from Hampton Park, Narre Warren South (Melway 96), Narre Warren, Berwick (south of Princes Hwy) (Melway 110), Lynbrook, Cranbourne North, Berwick (Melway 129-131), Cranbourne, Cranbourne East (Melway 133-134)

Timetable:

July-Nov 2012 – mapping – 4 to 6 new maps – to be selected asap to allow fixturing by end July

Nov 2012-Jan 2013 – promotion – local papers, website etc

Jan-Feb 2013 – run small series of 5 events, embedded in existing southern series

Half 1 2013 – add remaining maps

Late 2013-early 2014 – more P&D

Jan-Mar 2014 – run full series of 10 events

Budget (rough estimates only)

2012 –

6 maps - \$1800-2400

Project officer – 1 day/week for 8 weeks \$1600 (Dec-Jan) – marketing, advertising, host events, organise course setters

Other – eg paid local ads, printing \$1000

Total \$4500-5000

2013 –

6 maps \$1800-2400 (some could be brought forward to 2012 if resources available)

Project officer – 1 day/week for 13 weeks (mid Dec-mid March 2014) – as above \$2600

Other as above - \$2000

Total \$6000-7000

Equipment requirements are minimal as clubs already have sufficient.

Challenges – engage mapper immediately; need to know which maps, as details need to be included in forthcoming fixture (by late July); engage project officer

Project 2 – Saturday Summer Sprint Series

A weekly series of urban park/campus sprint events, Saturday afternoons, November-December (6 events), commencing Nov 2013

2012 – detailed colour mapping (convert from existing maps)

2013 – more mapping; engage project officer; run events in Nov 2013

2014 – run events in Nov 2014

then ongoing

Sprint distance orienteering on highly detailed colour maps is growing in popularity worldwide and Australia has produced a World Champion. Electronic timing systems are now owned by a number of clubs and allow good courses to be set in small areas. Melbourne's parklands and campuses provide ideal opportunities for participants to enjoy this form of orienteering, without having to travel far, on a number of levels:

For young kids and families – a safe, enclosed environment to begin learning navigational skills (as per current programs such as space racing)

For older kids – a pathway into competition for those who don't have the means or opportunity to do bush orienteering (Aust Schools Champs will incorporate sprint in the future)

For adults – a transition for those looking for more complex navigation than offered by streetO, but who don't want to travel to the bush ("weekend warriors")

These are the same markets that have been successfully targeted by MelbushO, and this series complements both MelbushO and the current Saturday Series which runs April-October.

Currently sprint events are held on a sporadic basis in Melbourne, maybe 1-2 per year (including the Championships). WA has a 10-event Saturday afternoon program called NavDash which has been very successful.

Funding is available for mapping, equipment, and a project officer to undertake promotional activities and organise the events, for the initial two years. After that, it is expected that the series would be self funding and supported by clubs.

Mapping – a small number of high quality maps are currently owned by clubs, and this needs to be built on by converting existing black and white maps to full colour and large scale.

Melbourne clubs will be asked to submit a short list of suitable maps for conversion. Some suggested maps are: Yarran Dheran, Nortons Park, Westerfolds, Ruffey Lake, Newport Lakes, Hays Paddock, Bundoora Parklands. Clubs will also be asked to provide a list of their existing colour maps (eg DROC has Monash Uni and Haileyborough) that can be used in the series.

Timetable:

July-Dec 2012 – 6 new maps

Jan-June 2013 – 6 new maps

Sep-Oct 2013 – marketing – dedicated website, social media etc – need 3-pronged marketing strategy

Nov 2013 – first series of 6 events

2014 – second series

Budget (rough estimates only)

2012 –

6 maps - \$6000 (may need two mappers)

2013 -

6 maps - \$6000 (could be brought forward to 2012)

Project officer – 1 day/week for 13 weeks (Sep-Nov) – marketing/website, organise events etc \$2600

Other – eg printing etc - \$1000

2014 -

Project officer – 1 day/week for 13 weeks (Sep-Nov) – marketing/website, organise events etc \$2600

Other – eg printing etc - \$1000

Equipment requirements are minimal as clubs already have sufficient.

Debbie Dodd

Park and Street Subcommittee Co-chair

20 June 2012