SPRINT INTO SPRING SERIES

2013 REVIEW REPORT

Introduction

The Inaugural 'Sprint Into Spring' series was developed to fill a gap in the Orienteering Victoria calendar when the traditional Saturday events ceased in late September/early October. Sprint Orienteering is a rapidly growing form of Orienteering with its popularity only increasing all over the world. This format allows for a safe environment for families to participate in (with no streets featured on the courses) and people of different abilities. The series was run to cater for more advanced and senior competitors with the difficult Mo Farah courses, moderate runners were aimed at the Sally Pearson course and the Usain Bolt course provided a platform for juniors, families and beginners to experience the sport of Orienteering. The time to complete each course ranged from 10-50 minutes depending on the pace of the competitor, ensuring the 90 minute window was adequate time to complete the course. The Series was run over the spring months from October to November, culminating in a 2 day weekend event in Ballarat where the last 2 races were and Presentations held in conjunction with the Sprint Championships.

Target Audience

Existing members: Who are looking for an event to participate in during the spring months on Saturday afternoons. This series provided them with a chance to hone their decision-making skills and improve their times as each race went by. A really good lead-up series for the Sprint Championships.

Families: The outdoor adventure activity appeals to families who want to enjoy a safe active event together.

Juniors: This series provided an opportunity for children to develop skills such as map navigation in a closed environment.

Project Officer

The Project Officer's role was to promote the Sprint Into Spring series, ensuring it was a successfully run and attracted a high participation level.

The tasks completed included administration duties such as:

➢ Organising for the design of the advertising materials and printing before distributing the flyers and posters around Melbourne before the start of the series.

➢ Purchasing and organising the design of the Jersey Singlets and certificates for the overall stage winners and placings.

➢ Promotion of the Series via submissions to running websites, newspapers, online groups, O News and social media. Inputting results data after each race and writing a race report.

➢ Liaising with course organisers to ensure the event was on track and answering or referring any questions they may have.

On the event day the tasks included:

➢ Welcoming Newcomers; introducing the first time participants to this unfamiliar format, including how the SI Stick works, map legends and control descriptions.

> ➢ Ensuring noticeboards displayed the results including the current jersey holders.

> ➢ Completing any odd jobs that needed doing such as setting up and packing down.

Promotional Activities

Sprint Into Spring Posters were displayed throughout Victoria University's St.Albans and Footscray Park Campuses as well as shopping malls.
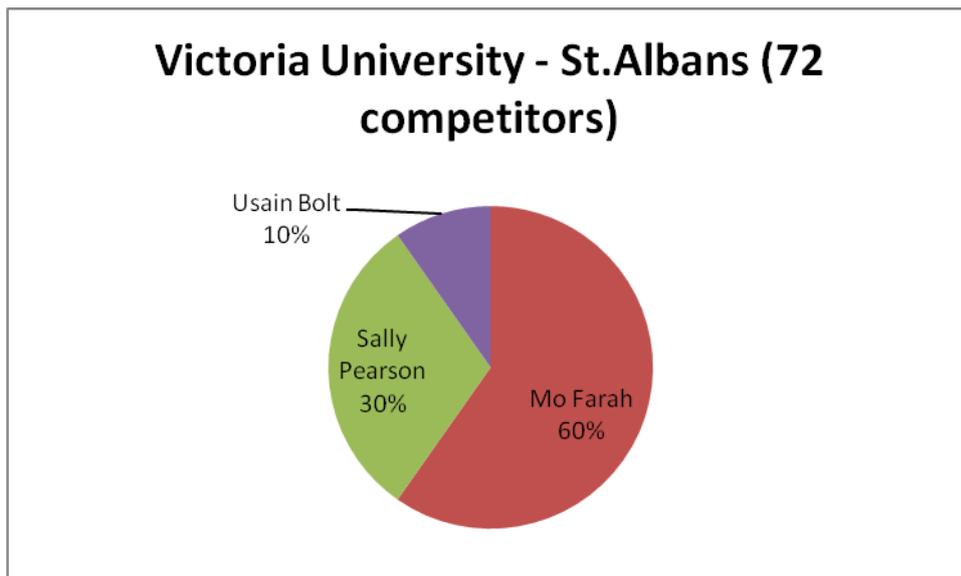
Sprint Into Spring Flyers were distributed at University's, libraries, some gyms (most wouldn't accept outside advertising) and orienteering events .
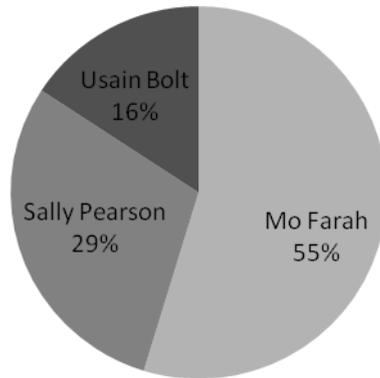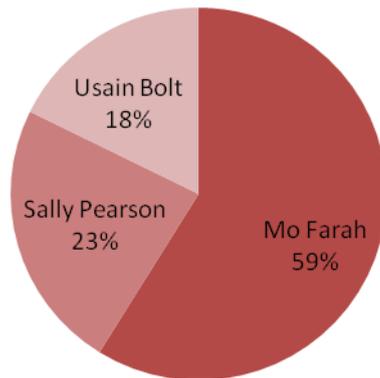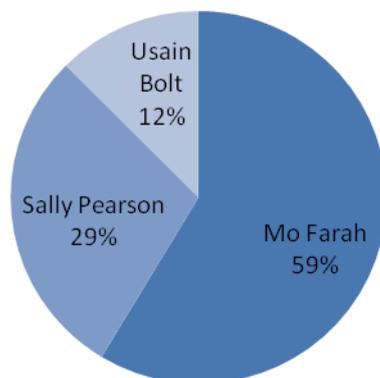
The Sprint Into Spring Series was listed on MeetUp.com, coolrunning.com.au's calendar, in Runners World Magazine, local newspapers, twice detailed in the Herald Sun Saturday Liftout and event details were posted on Facebook and Twitter.
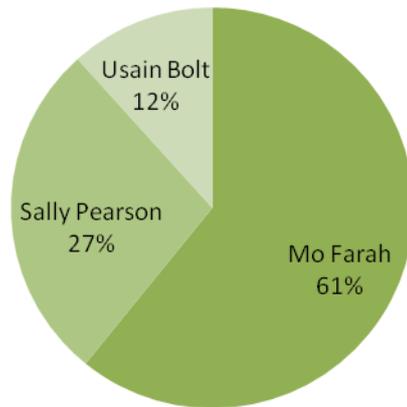
Participation Statistics

The Pie Graphs below indicate that the Mo Farah course was the most popular and provided for over half of the course entries at every event. The participant number for the Sally Pearson course remained consistently solid throughout the series, whilst the majority of the Usain Bolt competitors only competed in 1 or 2 events for the series. There were about 4-10 newcomers each week, with only a few of them attending events on a consistent basis. There was one newcomer who even invited some friends!

 A total of 263 people competed in the Sprint Into Spring series. 56 participants attended 6 or more events, with the breakdown being 36 (out of 133) in Mo Farah, 14 (out of 82) in Sally Pearson and 6 (out of 47) in the Usain Bolt Course.
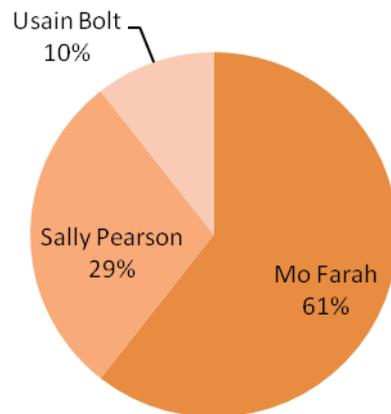

Victoria University - St.Albans (72 competitors)

Usain Bolt 10%
Sally Pearson 30%
Mo Farah 60%

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Pipemakers Park (95 competitors)

Usain Bolt 16%
Sally Pearson 29%
Mo Farah 55%

Darebin Parklands (124 competitors)

Usain Bolt 18%
Sally Pearson 23%
Mo Farah 59%

Westgate Park (104 competitors)

Usain Bolt 12%
Sally Pearson 29%
Mo Farah 59%

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Royal Showgrounds (120 competitors)

Usain Bolt
12%

Sally Pearson
27%

Mo Farah
61%

Latrobe University Bundoora
(104 Competitors)

Usain Bolt
10%

Sally Pearson
29%

Mo Farah
61%

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Damascus College (95 participants)

Usain Bolt 12%

Sally Pearson 25%

Mo Farah 63%
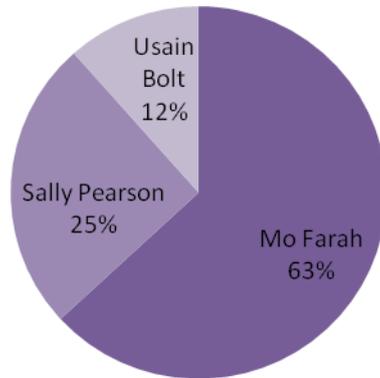
Mount Clear College (85 participants)

Usain Bolt 9%

Sally Pearson 27%

Mo Farah 64%
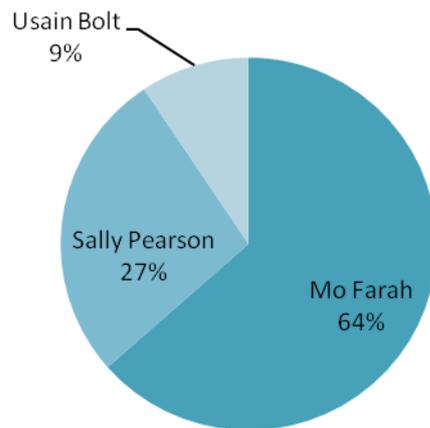
Overall Course Participation

Usain Bolt 18%

Mo Farah 51%

Sally Pearson 31%

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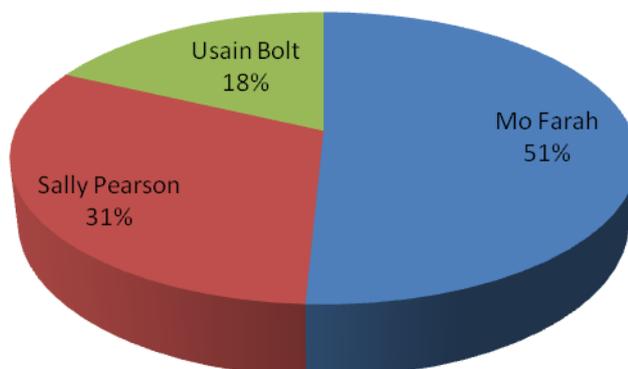
SWOT Analysis

Strengths

- Participation swelled from the start of the series, reaching a high of 124 entries at the third race and averaging 98 entries per event.

- The dedicated band of (7) clubs and volunteers provided terrific courses.

- It catered for high and low level of orienteering skills.

- The cost of running the series in 2014 will be less.

- Pre-entries worked well.

Weaknesses

- Newcomers were attracted to the events but retention rate was low.

- Competitor rules were not clearly developed or stated from beginning.

- A lack of juniors.

- MeetUp Group attracted 12 members, but only 3 actually turned up to an event.

Opportunity

- To build on the success and groundwork this year for 2014.

- Promote more heavily to (primary) schools (perhaps run a schools category if enough interest).

- To use current maps (to decrease mapping costs).

- To increase Season Ticket prices now that competitors are 'hooked'.

- To enforce new rules (such as Green Jersey) and competitors adherence to them.

- To promote current Jersey holder at each race by making them wear a sticker or tag.

Threats

- Other sports which are on Saturday's (Cricket, Athletics, Tennis, Basketball).

- Other Fun Runs or Charity walks.

Promotional Costs:

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Sprint Into Spring Flyers (2000) + posters (15) **$396**

Sprint Into Spring Certificates (36) **$26.40**

Sprint Into Spring 2013 & 2014 Jersey Singlets **$693**

MeetUp.Com Group Registration **$22.50**