

STRATEGIC PLAN

for

Orienteering Victoria SPORTident Subcommittee

for the 3 year period

January 2013 to December 2015



Approved by (name), (position), on (date)

Update Status: #2 on 14/02/2013

The Aim of this Plan

To provide a clear, transparent, written vision of the purpose and aims of the SPORTident subcommittee of Orienteering Victoria and how the subcommittee will achieve these aims.

Our Mission

To promote orienteering in Victoria as a sport with the proven ability to adopt the latest timing technologies, benefiting participants by assisting them in achieving a successful and enjoyable orienteering experience.

To provide the necessary equipment, guidance and training for members to use electronic timing systems (such as SPORTident) in running orienteering events in Victoria.

Core Organisational Competencies

To maintain and co-ordinate the use of sufficient SPORTident hardware and compatible software to enable the running of

- major national orienteering carnivals
- State Championship orienteering events
- State Series orienteering events

in Victoria.

To educate and train members in the use of electronic timing systems, keeping a competency level in Victoria that matches or exceeds any other Australian State.

Organisational Values

We acknowledge that the use of proven modern technologies can improve the orienteering experience of competitors and subsequently promote our sport.

We recognise that all members have the expectation and right to be able to learn to use proven technologies for the successful running of the events they organise

Highest Priority Goals

- **Goal One**

Maintain sufficient modern hardware and software to satisfy the requirements for running national-level orienteering events and carnivals.

- **Goal Two**

Maintain sufficient modern hardware and software to enable clubs, without their own timing equipment, to run state-level orienteering events.

- **Goal Three**

Have at least one competent systems expert in each affiliated club.

- **Goal Four**

Have at least six members with the experience and competency to organise timing systems for national-level orienteering events and carnivals.

- **Goal Five**

Ensure all Orienteering Victoria members have the ability and are comfortable with the personal use of electronic timing systems.

THE SUBCOMMITTEE

The SPORTident subcommittee is a subcommittee of the Orienteering Victoria Board and answers to that Board.

The subcommittee is comprised of an ad hoc group of members interested in timing systems, with representation offered to at least one member of each affiliated club.

The committee is also a technical advisory group and has existed since SPORTident was first introduced into Victoria in about 1991.

The subcommittee benefits from having members and potential members with high competency in understanding advanced technologies. It suffers from a traditional perception of being too hard, too complicated and no fun to learn, thus limiting the pool of members from which to draw upon and resulting in “burn out” issues with those that have the necessary technical experience.

MARKET ANALYSIS

As electronic timing is primarily an operational support activity, it is driven by Orienteering Victoria’s overall marketing activities. Thus it does not have its own marketing plans.

PRODUCTS

The SPORTident subcommittee provides personal SPORTident cards (“SI sticks”) for members at roughly the same cost that Orienteering Victoria pays the Australian distributor (currently Colin Price’s *aussieOgear*).

As part of this service, all new sticks are encoded with the owner’s contact details (“personalising” the stick) and a database is kept of all sticks in Victoria for warranty purposes and to aid in the return of sticks lost and found. The database currently holds records of 500 SI sticks and is considered to have information on roughly 80% of the sticks owned by clubs and members in the state.

Sales of SI sticks are dependent on

- Recruitment of new members
- Rate that sticks are lost or broken (roughly 2% per year)
- Release of new models by the manufacturer in Germany

Currently sales are running at about 35 units per annum (excluding purchases made by individuals and clubs buying directly from *aussieOgear* or *SPORTident* e.g. hire sets).

RESEARCH AND DEVELOPMENT

The SPORTident subcommittee maintains a general awareness of developments in timing systems

by subscribing to hardware and software manufacturers' news releases and by ad hoc discussions with counterparts in other states and countries. The subcommittee aims to introduce latest developments in timing technology that benefit both organisers and participants.

PRODUCTION AND DELIVERY

As a technical support operation, the main service supplied by the subcommittee is the provision of technical advice and training to members.

This is currently provided on a request basis and this may, or may not, be sufficient for organisational needs. A weakness of this system is there is no measurable system for identifying the need for or provision of educational services, e.g. there is no certification or accreditation of competencies as is done with the training of coaches.

SYSTEMS AND PROCESSES

Most of the documentation of SPORTident systems can be found on the Orienteering Victoria website. Given the speed at which changes occur and the flexibility of newer SPORTident hardware and software, current systems which are in use are not able to be fully documented given current resources. Additionally, a known weakness of current systems is that no one reads the instructions (unless they are compelled to).

STAKEHOLDER RELATIONSHIPS AND ALLIANCES

Key stakeholders are the Orienteering Victoria Board, members and clubs. Given the direct feedback systems in place, generally it is thought that their expectations and requirements are understood.

They are kept updated and involved in those decisions that will affect them by means of periodic Board reports and articles or items in other member communications.

However the needs of less vocal stakeholders may need further identification and review.

STRATEGIC ACTION PLAN

The Key Strategic Goals for this three year plan are based on aspects of the 5 highest-priority-goals of the subcommittee (as detailed above) that are considered to have not yet been fully accomplished. The goals yet to be realised are-

- **Goal Three**

Have at least one competent systems expert in each affiliated club.

- **Goal Four**

Have at least six members with the experience and competency to organise timing systems for national-level orienteering events and carnivals.

Strategies to fully achieve these targets are the principal components of this 3 year plan. They are-

- to include advice on using SI in regular member communications
- to run at least one workshop per year on the basics of SPORTident (“SI introductory”)
- to run at least one workshop per year on advanced use of SPORTident (“SI advanced”)
- to run at least one workshop per year for users wanting a full knowledge of SPORTident (“SI expert”)

The introductory course will aim to enable users to set up an event and administer entries and downloading functions.

The advanced course will aim to enable users to run a finish tent and cope with issues such as the typical problems encountered during an event.

The expert course will aim to enable users to confidently oversee all SI aspects of a major carnival.

Dates for these courses will be set early in each calendar year and the venues pre-booked, permitting advance advertising which will help potential attendees organise their self-development training.

It is expected that a more organised approach will ensure volunteers know what level of skill they need to acquire before they can properly fulfil the event organization tasks they have agreed to take on and give them more confidence in carrying out those tasks.

Breaking training into three levels will better target and simplify training by arranging it into more manageable and smaller segments.