

Urban Orienteering

Objective

Moderate growth in Urban Orienteering

Strategy

Growth to retain status quo in PAS

Strategy

Grow new markets & establish / execute formal promotion program

Strategy

Maintain "keep it simple" policy for PAS

Tactics

- Build on success of Casey series (expand, promote more)
- Promote Northern/Western summer series to rebuild participation numbers
- Investigate new technology to assist promotion and workload reduction as appropriate, but only when a clear benefit is seen for both competitors and volunteers/clubs
- Explore promotion opportunities through new channels & establish method to track promotion success

Tactics

- Look at opportunities for PAS to move to other new locations
- Develop an annual sprint series utilising SI & new technologies to create "on day interest"
- Explore promotion opportunities through new & existing channels & establish promotion program including method to track success

Tactics

- Continue to provide an entry level opportunity to anyone who wants to orienteer
- Continue to keep organisation simple and ensure our volunteer workload does not increase
- Continue to maximise safety of our participants