

## **Proposal for Orienteering Victoria membership fees**

Endorsed by September Orienteering Victoria Board Meeting.

For review by clubs and subsequent consideration by Orienteering Victoria Council (October)

V1, 19 September 2013

### **Background**

When Orienteering Victoria membership was established, most events were in the bush. The majority of orienteering events offered member discounts for entry. Most participants joined Orienteering Victoria to become eligible for member discounts and to receive information on coming events in the magazine. Most would also join a club for social benefits.

Over the years, orienteering has evolved to include many Park & Street events, MTBO events and local club events. Many of these do not offer member discounts for entry. Hundreds of participants now attend these event types regularly, but have little incentive to join Orienteering Victoria.

Information and results have become available through electronic channels such as the website, ONews and Facebook. The OVic newsletter is interesting, but critical information can be found elsewhere.

Newcomers are often introduced to club membership, but are rarely informed that they should also be joining Orienteering Victoria at the same time.

Eventor has enabled the ability for members to join clubs and Orienteering Victoria in one transaction, but not all clubs have taken advantage of this capability.

### **Objective**

All participants join a club and Orienteering Victoria simultaneously each year. Newcomers could attend their first three events as casual members (at reduced member rates), but then join a club and Orienteering Victoria.

### **Why is this important?**

Membership numbers are used by government organisations as criteria for funding.

Members are more likely to commit to attending events regularly.

Members are more likely to get involved in volunteer activities including event organisation, club administration and state administration.

Members feel a sense of belonging and are more likely to develop rewarding social relationships with other club and state members.

### **Current Barriers**

Member benefits are not perceived as compelling.

Membership fees are relatively expensive, compared with event entry fees.

The majority of events do not offer member discounts

Clubs are eager to sign up new members that they do not wish to risk their recruitment by asking for additional OV membership fees.

Officials may feel embarrassed about asking newcomers to pay a relatively large membership fee, it may be explained as optional, or not explained at all.

There is no incentive to join as an Orienteering Victoria member with some of our awards. For example, "Individuals will not be required to be Orienteering Victoria members to earn Rockhopper Trophy points for their club."

### **Proposals**

A special offer is proposed for 2014.

Combined membership of both Orienteering Victoria and the club of your choice shall be offered through Eventor for the heavily discounted fee of \$50 for an individual, \$30 for a junior/student and \$70 for a family/school. Orienteering Victoria will pass on a club component of \$10 for an individual, \$5 for a junior and \$20 for a family to the nominated club.

This discount is proposed on the conditions that;

- Clubs promote the joint offer of Orienteering Victoria and Club membership when club members re-join.
- All newcomers are instructed that they need to join as members after completing their third event of any type (or earlier).

Orienteering Victoria membership (without club membership) would remain at the 2013 rate. We want to motivate everyone to join both entities in one transaction.

Orienteering Victoria membership shall be required to enter any Victorian Championship event (Long, Middle, Sprint or Relay)

Orienteering Victoria membership shall be required to be eligible for any event series awards.

Orienteering Victoria membership shall be required to earn Rockhopper Trophy points for your club.

Orienteering Victoria membership shall be required to be eligible for Park & Street Championship finals.

### **Value Proposition**

One intention is to simplify the joining process, and ensure that almost all participants belong to both Orienteering Victoria and a Club.

The decision to join as a member should be an easy one for all participants. Join Orienteering Victoria, and enjoy a great range of discounts and benefits.

- Receipt of the 'Australian Orienteer' magazine 4 times a year, worth \$34.
- Discount of \$5 at 8 State Series bush and 6 mountain bike events, worth up to \$70 per person.
- 40% discount on Park/Street and Sprint Series season tickets, worth at least \$48 in Winter, and \$32 in Summer, per person.
- Eligibility to enter Victoria Championship events
- Eligibility to win Orienteer of the Year, Park & Street series awards, Spring into Sprint series awards and Rockhopper Trophy points
- Reciprocal rights interstate
- Eligibility to vote at Orienteering Victoria meetings
- 10% discount at the Wilderness shop

### **Review Period**

The discount membership offer will be reviewed by the Orienteering Victoria Council in October 2014. If objectives are not achieved, membership fees may return to 2013 levels plus CPI.

Levies and Club Affiliation will remain in line with CPI in good faith that clubs will support this initiative.

If certain clubs are observed not instructing club members to join Orienteering Victoria, Orienteering Victoria may consider increasing Club Affiliation fees for those clubs in 2015.

If any orienteering disciplines are found to support participants that do not join Orienteering Victoria after their third event, Orienteering Victoria may consider increased levies for casual members in 2015.