



Dear state Presidents, Secretaries, Executive Directors

REQUEST FOR ASC-FUNDED PARTICIPATION PROJECTS FOR 2016 AND BEYOND

You will be aware that the ASC abolished Whole of Sport funding and increased our Participation funding from \$100,000 to \$200,000. To assist us to transition to the new arrangement, we have been allowed to spend \$43,000 in July-December 2015 as if it were Whole of Sport funding on our High Performance program. This gives a balance of \$157,000 in Participation funding to be spent in 2016.

Some months ago the ASC launched Play.Sport.Australia which sets out its objectives for sports to increase Participation as follows:

Our ambitions for sport are simple:

- At the national level we want to see more Australians — particularly young Australians — participating in sport more often.
- At the individual sport level we want the sports we invest in to achieve year-on-year membership and participation growth.
- To achieve the above we want sports to be effective organisations — well-governed, strategic, embracing of commercial opportunities, adopting new technologies and delivering user-friendly sports opportunities that Australians want.

The ASC wants sports to be sufficiently agile to ensure what they offer is what Australians want, while at the same time staying true to what makes an individual sport unique and great. Sport is a consumer-driven industry, and a highly competitive one at that. The ASC currently recognises more than 90 different sports in Australia, each vying for their share of participants — not to mention innumerable other leisure pursuits outside of sport. Sports that fail to recognise or accept the changing landscape risk losing relevance and ground to other sports and leisure activities that are willing and able to adapt. We want to see more sports thriving so it is easier for more Australians to choose and play the sports they love.

More relevant sporting products will help attract more people to sport and keep them playing sport. Our research is telling us sports need to develop or adapt their products to cater for the more socially oriented participant. These new products will be less about competition and more focused on playing for fun, flexible timing, fitness and with friends.

In tandem with these objectives, the ASC has a goal for each sport in the Sporting Schools program of endeavouring to transition as many Sporting Schools kids as possible into club sporting activities.

OA has to report to the ASC by the end of October on how we plan to spend our Participation funding in 2016. So I am writing to you to ask you to give this your urgent attention and to chat to me about possible projects during the Australian Championships Carnival week.

National priorities

Under the Play.Sport.Australia regime, new things that Participation funding can be spent on include strategic planning and research. In July OA conducted an all-day Strategic Planning Workshop by the Board, Executive Officer and Head Coach and established the following national priorities for Participation funding in accordance with ASC guidelines:

- i. Build on Sporting Schools, including subsidising projects to transition from Sporting Schools to club orienteering
- ii. Strengthen and improve coaching and officiating infrastructure
- iii. Improve data capture
- iv. Improving the marketing of sprint orienteering to attract more kids, juniors and young adults to participate
- v. Marketing to parents
- vi. Develop structures within clubs to work with kids from schools
- vii. Research and development through feedback tools on Eventor and an annual customer survey
- viii. Develop an online Level 0 coaching course for teachers
- ix. Assist states to run more level 1 and level 2 coaching courses to arrest the decline in accredited coaches and build up numbers
- x. Engage with groups including rogaining, scouts, Defence Force, adventure sports, mountain biking and others to boost their participation in orienteering

State Association Participation projects

1. The preceding 10 priorities all provide opportunities for state associations to develop projects at the state level that contribute to improved national participation outcomes.
2. The ASC is challenging sports to develop new models that will draw in additional participants that would otherwise not be attracted to traditional sport activities. In QLD Peter Effenev is doing wonderful work developing and refining his smart phone orienteering product. NSW is very interested in more 'ultra sprint' type events in urban areas (but there is a serious marketing problem with such a name if you want to attract a new target audience of students, parents and others).
3. We are still looking for in Participation projects similar to those of the past 4 years that increase participation and membership numbers. The goal (and key performance indicator for the ASC) is to continue to increase our numbers of members and participants, including

not just event participants but Level 0, 1, 2 and 3 coaches, Level 1, 2 and 3 controllers, event organisers, course planners and mappers. Increasing numbers of these is both an outcome of attracting new people but also increasing retention of existing members and other registered orienteers.

The ASC Participation funding has been used in the last 4 years to achieve this predominantly through:

- i. Rolling out new programs in existing orienteering centres (eg. Sydney South and Sydney West summer series, SE Melbourne street orienteering, Melbourne Spring sprint series, Adelaide winter Saturday community & schools orienteering, Hobart winter series, Darwin Wet Season series);
- ii. Extending existing series (eg. WA Navdash in Winter as well as Spring, Canberra street orienteering throughout the year);
- iii. Starting orienteering in new centres in NSW and QLD;
- iv. Funding subsidies for training to increase the numbers of trained event organisers, coaches and mappers from rural clubs distant from main orienteering centres.
- v. Additional permanent courses in which people need to log in to a state or club website and provide contact details to register and be sent a map.

In 2015 ONSW was given substantial participation funding to run various types of marketing campaigns to increase participation and to evaluate which social media and paid advertising marketing was the most effective. The findings will assist all of us in developing future marketing strategies.

In June 2015 OA also received a one off special Participation grant of \$20,000 to make significant improvements to the user friendliness of Eventor and the OA website.

Sporting Schools engagement strategies to increase club orienteering participation

What strategies can be used to significantly transition into club orienteering kids who complete a Sporting Schools series of lessons?

1. ASC data shows that across sports the take up into community sport on weekends of children in the former Active After Schools Care program was only 2%. However, a few sports managed take ups as high as 40%. They were sports like basketball and softball that invited kids and their parents from each AASC school to come along to a weekend club event the sport organised at that school. The equivalent for us would be to invite kids and their parents to a club sprint event(s) with prizes at each SS school (or a nearby SS school) at the conclusion of the series of SS orienteering lessons.
2. Orienteering South Australia developed the following strategy which would be well worth piloting.
For participation in Sporting Schools (SS), Orienteering SA is targeting primary schools in Adelaide in geographic clusters, building from relationships already established with some schools. After schools in a cluster have experienced SS, Orienteering SA will invite them to participate in an interschool competition in the local area using Pcard beginner electronic recording cards for each orienteering

control point visited. Each child will have a print out of the time taken to visit each checkpoint and to finish. Orienteering SA needs funding to purchase the full kit of P cards and hardware to run the program.

OA will be funding this project in 2016 providing OSA proceeds with it.

3. Orienteering Tasmania developed a similar interschool competition using over 120 P cards for primary schools a few years ago and this proved very popular. The Bendigo Space Racing program several years ago was the initiator of new forms of orienteering targeting children using SI concepts. There are others that have been trialled or are in use by other states. What is needed to establish effective linkages between the Sporting Schools program and these weekend and/or school holiday organised orienteering activities.
4. A proviso from the ASC in respect of Participation funding for schools engagement projects is that it has to pass a common sense cost-benefit analysis test. That is that the Participation numbers have to be significant and the plan should be for a sustainable program. In other words, funding should not be approved, for example, for a project asking for \$4,000 to \$5,000 for a competition for 1 or 2 years for 2 or 3 schools and an expected take up of 30 to 40 students. Such submissions in the past have not been approved.

The Park Run model to increase Participation

Park Run in Australia has only been organised in Australia for a few years but now has over 200,000 registered participants in 130 locations with 1300 volunteers every Saturday. There are 15,000 to 30,000 participants each Saturday, about 10% of whom are new comers. See www.parkrun.com.au

Many orienteers are doing Park Runs on a regular or irregular basis. Park Runs are one of the major competitors to orienteering in the Running and Walking market but also have a very successful business model for increasing Participation (about 3,000 new participants each week). So it is worth looking at the model and seeing what elements orienteering might pick up.

Park Run business model:

1. 8am every Saturday and 5 km course starting and finishing at about the same place, using cycle paths or trails. Free parking and toilets at the assembly area for 100 to 300 participants. Set up of the finish chute (on a grassed area off the bike path) and assembly area starts at 7.30am. Everything is packed up within 10 mins of the last finisher.
2. Participation free but it is compulsory to register online and download a bar code that must be provided to the finish recorder. Sponsorship and donations pay for everything.
3. Each finisher is timed and handed a finish position chip. The chip and the finisher's barcode are scanned at the recording table. This info and the times are loaded into the national and international database shortly after everyone finishes.
4. Between 45 mins and 2 hours after finishing, each finisher is sent a pro forma email documenting their finish position, time, age group position, whether they have done a p.b. and how many Park Runs they have now done at that venue. There is a link to the results for all finishers.
5. There is at least 1 volunteer photographer at each Park Run photographing every participant, with photos taken immediately after the start and nearing the finish. Every Park Run has its own Facebook page and the photos are normally loaded later that day.

6. Runners, walkers, prams, children under 11 accompanied by parents, and dogs on a short lead are all encouraged to participate. Many participants are overweight, some are quite young and some quite elderly.
7. There is a quite social pre-race briefing 5 to 10 mins before the start each week at which volunteers on the day are all acknowledged, as well as visiting Park Runners, people achieving mile stones such as 50th and 100th Park Run, volunteers needed for upcoming events, and sponsors. There are also safety warnings, announcements about other runs, and an invitation to a post Park Run coffee shop, one of the sponsors.
8. Besides loading photos, the ParkRun Facebook page is also used weekly to publicise the latest results, thank the helpers on the day, call for helpers when short and remind people about the following Saturday.
9. Mid-week every Park Runner is emailed a national Park Run newsletter. This includes national stats, a story from a Race Director, a profile of Park Runner, profile of a volunteer, story about a Park Run venue and even a profile of Park Runner dog of the week. There is a Park Run Donation button and a 'Feedback From The Field' section which usually has positive feedback from several Park Run participants on what they like about Park Run or their local venue.
10. Park Run is continually expanding, with new venues being set up around Australia (offset by some closing). Gareth Candy noted in a Facebook exchange last week that a new Park Run needs about \$5,000 worth of equipment.

If you haven't done a Park Run, it is worthwhile participating in one and thinking about what features might be used to enhance organisation and marketing of orienteering events.

ASC Participation funding criteria

Apart from what is noted in Play.Sport.Australia and noted earlier in this bulletin, funding criteria include:

- Funding will not be provided to support projects already funded by state Sport and Rec departments and Health Promotion funds or other major sources, as this would be double dipping.
- Funding will not be provided for activities which are ongoing core business (things you do as normal business each year).
- Projects must have clear project descriptions, objectives in terms of increasing participation, a time table, and a budget with documentation on costs (eg. Mapping, paid coordinator, promotion, additional equipment, travel).
- Projects must pass a common sense cost-benefit test: are the numbers of likely participants high enough to justify spending a few thousand dollars or more, and is the project likely to be sustainable in the long term? Projects with small numbers of individuals or schools will, in general, not be approved. Pilot projects must be new activities that have the potential to lead to large numbers of participants; not of activities already piloted and running successfully in another state.

- Projects must be expected to be sustainable in the longer term. For example, ASC funding to start up orienteering in a regional centre which has not had orienteering in the past would be provided for 2 to 3 years to fund start up costs, after which it would be expected that a new club would be in place to run a program of events and fund those events from entry fees. Depending on the success of this, further ASC funding might be available to expand the program in the out years through additional maps and more events.

Project submission template

Attached is a project submission template to assist in submitting funding bids.

Ongoing ASC Participation funding

Our understanding and expectation is that the ASC will provide \$200,000 in Participation funding indefinitely, providing we keep increasing our Participation numbers by 3% to 5% per year. So, as it has been for the last 4 years of \$100,000 annual funding, this exercise is not a one off and each state should not be thinking just 1 year ahead but at least 2 and 3 years ahead in terms of 3 year strategic planning and should be bringing longer term project ideas to the Annual OA Conference.

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OA Participation Funding Project Submission Template

STATE ASSOCIATION:

NAME OF PROJECT:

DESCRIPTION OF PROJECT:

HOW WILL THIS ACHIEVE PARTICIPATION OUTCOMES: (Please estimate expected numbers where applicable)

IMPLEMENTATION TIMETABLE:

PROJECT COSTS EACH CALENDAR YEAR: