

Orienteering SA Business and Strategic Plan

2022-24





Vision

To inspire people of all ages and abilities to participate in this lifelong sport, whether for adventure, fitness, fun or athletic excellence.

Mission

Orienteering SA exist to support and build a strong community of orienteers across South Australia, enjoying a sense of inclusion, well-being and achievement.

We do this by:

- providing a program of sporting and recreational orienteering opportunities
- raising the profile of the sport and our orienteering clubs
- catering for all ages and abilities
- offering training and development opportunities for all involved
- supporting, encouraging and acknowledging volunteers
- managing financial and other resources to provide quality events
- providing an athlete pathway to national and international levels



Values

Inclusivity, integrity and fairness	Fairness and fair play are promoted as a core value for orienteers.
Respect and care for the environment and each other	Value the relationships developed within the orienteering community and the environments on which we depend.
Recognition of achievements and contribution to orienteering	Recognise the sporting achievements of orienteers and the efforts of our volunteers, landowners and sponsors.



**Orienteering SA
Stakeholders**

- Clubs, members and participants*
- Volunteers*
- Community*
- Parents*
- Schools*
- Orienteering Australia*
- Office for Recreation, Sport and Racing*
- Landowners*
- Local, state and national government*
- Commercial organisations linked to our sport*
- Sponsors*
- Insurance providers*
- Emergency services*

The strategic areas of this plan and the overall objectives are:

Strong Community	Increase participation in orienteering and the membership of our orienteering clubs
Athletic Performance	Enhance the performance of our athletes from beginner through to national level
Quality Events	Improve the management and standards of our orienteering events
Giving Back	Support all volunteers involved in orienteering and support them in all their roles
Good Governance	Ensure effective governance and administration of orienteering in South Australia
Marketing and Communication	Improve our marketing and communications and extend their audience

Strong Community

Strategic Priority	Strategy
Support our clubs in building their membership	1. Determine and implement strategies to encourage newcomers to participate and then translate into members
Maintain a realistic but affordable fee structure	2. Maintain fee structure that encourages membership and participation of families and juniors
Welcome and cater for orienteers of all ages and abilities	3. Provide a range of orienteering activities to enable participants to choose the activities that are most suitable for their abilities
Support school-based programs in metropolitan and regional areas	4. Continue, and improve the coordination of the after school orienteering event program 5. Develop strategies to increase numbers of juniors making the transition through the school based and after school orienteering programs, to participation in the regular orienteering program
Collaborate with complementary sporting, outdoors and community groups	6. Improve communication with other interest and adventure groups to encourage participation in orienteering events

	Strategy	Responsibility	Priorities & Methodology
1	Determine and implement strategies to encourage newcomers to participate and then translate into members		
	Ongoing activities		
1.1	Provide information on website about what to expect at an orienteering event	OSA Management Web Site Administrators Clubs	Extend current information by end 2022
1.2	Maintain fee structure that encourages membership and participation of families and juniors	OSA Management and Council	Annual Review of Fees
1.3	Provide personnel at events to assist newcomers	OSA Event Organisers Clubs	All events on program
1.4	Encourage social/welcoming interaction by minimising the event start windows where possible	OSA Event Organisers Clubs	Review with annual program planning
1.5	Publish results online as soon as possible after an event and notify when available e.g. <ul style="list-style-type: none"> • Facebook • Email (e.g. from Eventor) 	OSA Event Organisers Clubs	All events on program

	Strategy	Responsibility	Priorities & Methodology
1.6	Promote membership at all events and orienteering activities, on the web site, and through other communication methods	OSA Event Organisers Clubs Website Administrators	
1.7	Modify program structure to ensure adequate training and event opportunities for juniors	OSA Coaching Team	
	New Initiative		
1.8	Where communication services permit have online results available at events	OSA Event Organisers Clubs	High Provide information on how to implement
2	Maintain fee structure that encourages membership and participation of families and juniors		
	Ongoing activities		
2.1	Maintain low participation fees (especially for families and juniors) whilst ensuring events are still financially viable, including maintaining free entry for most events for younger juniors who are members	OSA Management Clubs	Review fees annually
2.2	Have event entry fees significantly cheaper for members than non-members	OSA Management Clubs	Review fees annually
2.3	Ensure the membership process is not a barrier, and assist members joining through Eventor	OSA Management OSA Event Organisers	Review guideline documents
	New Initiatives		
2.4	Have discounts tickets for event series tickets	OSA Event Organisers	Moderate Adds overhead to managing entries in Eventor
3	Provide a range of orienteering activities to enable participants to choose the activities that are most suitable for their abilities		
	Ongoing		
3.1	Maintain the annual “winter” program of weekend winter events, with a mix of forest (more frequent) and urban events	OSA and Clubs Program Meeting	Review each year as part of program planning
3.2	Include near-urban events with forest “flavour” in the early part of “winter” program	OSA and Clubs Program Meeting	Plan each year as part of program planning
3.3	Maintain the summer program of evening urban events in Adelaide	OSA Program Meeting	Plan each year as part of program planning
3.4	Ensure adequate training and event opportunities are available for juniors	OSA and Clubs OSA Coaching Coordinator OSA Schools Coordinator	Continue after school events and extend area coverage Squad training organised
3.5	Promote and maintain the current set of Permanent courses	OSA and Clubs	Ongoing as opportunities arise

	Strategy	Responsibility	Priorities & Methodology
			To schools as follow-up to Sporting Schools and after school events
3.6	Promote and maintain the current set of virtual courses using MapRun	OSA Technical Officer	Promote as alternative to events Promote to older juniors and high schools
3.7	Provide weekday non-competitive training events, format dependent on the season of the year	OSA Coaching Team	Ongoing through year
	New Initiatives		
3.8	Review the current geographic distribution and format of both Permanent and MapRun courses and expand as required, including MTBO MapRun courses	OSA Management	Medium
3.9	Support mapping of more urban parks to be used for urban, after school and training events/activities	OSA Management Clubs	High
3.10	Hold orienteering introductory and training events specifically targeting newcomers	OSA Management OSA Coaching Team	High Plan for 2023 program
4	Continue, and improve the coordination of the after school orienteering event program		
	Ongoing		
4.1	Provide a series of after school orienteering events in several geographic areas (suburban and country)	OSA Schools Coordinator OSA Coach	Terms 2 and 3 each year
4.2	List all after school orienteering events on the Eventor event calendar	OSA Event Organisers Clubs	When events are planned
4.3	Promote other activities available to juniors e.g. the junior squad activities (Darts and Junior Arrows) at these events	OSA Event Organisers (after school events) Clubs	At all events held
	New Initiatives		
4.4	Define a single calendar listing all events with dates and locations	OSA Schools Coordinator OSA Coach	High March 2022 – School Events web page
4.5	Promote through an overall program flyers (PDFs) for distribution	OSA Schools Coordinator OSA Publicity Officer	High Flyers completed March 2022
4.6	Complete updates to the current web site junior focussed pages to better promote these events	OSA Website Administrators	High Complete updates through 2022
4.7	Promote events through the OSA ENews and Facebook	OSA Schools Coordinator Social Media Administrators	High Aligned with event timing

	Strategy	Responsibility	Priorities & Methodology
5	Develop strategies to increase numbers of juniors making the transition through the school based and after school orienteering programs, to participation in the regular orienteering program		
	New Initiatives		
5.1	Centralised recording of those participating in after school events	OSA Event Organisers (after school events)	High Develop process with 2022 event series
5.2	Where possible identifying if these participants were involved in Sporting Schools or other in school programs	TBC	High At end of each event series, initially 2022
5.3	Identification of other events the first group have participated in <ul style="list-style-type: none"> • Schools Championships • Squad activities • OSA programmed events and training 	TBC	High At end of each event series, initially 2022
5.4	Identification of other family members who have participated in events	TBC	High At end of each event series, initially 2022
5.5	Identification of impediments to participation in squad and regular orienteering events	OSA Event Organisers (after school events) Schools Coordinator OSA Management	
6	Improve communication with other interest and adventure groups to encourage participation in orienteering events		
	New Initiatives		
6.1	Actively inform other interest groups about orienteering events (walkers, runners, rogainers, mountain bikers) throughout the year	OSA Publicity Officer	
6.2	Promote orienteering as pre-season training to other sports	OSA Publicity Officer OSA Coaching Coordinator	
6.3	Cross posting on Facebook with rogainers, Nature Play, Trail Running and other related interest groups	Social Media Administrators	
6.4	Collaboration with Outdoor Activity Organisations e.g. Outdoors SA	OSA Management	

1. A Grant application to OA has been submitted, so a responsible person may be appointed to manage these activities if this grant is successful supported by
 1. Subcommittee of members responsible for each area cluster
 2. Coaching team

Athletic Performance

Strategic Priority	Strategy
Provide mentoring of young talent and development of coaching expertise	<ol style="list-style-type: none"> 1. Identify promising juniors at the May School Individual Championships to encourage their participation in other orienteering activities 2. Support older juniors to become coaches to be involved in coaching of younger juniors <ol style="list-style-type: none"> a. Increase the number of coaches b. Provide simpler means to become a coach c. Provide a coach or mentor to those who want it
Provide training resources to develop orienteering expertise from beginners to elites	<ol style="list-style-type: none"> 3. Support the Squad Training Activities 4. Reduce the cost for junior training opportunities and competitions 5. Maintain role of visiting coaching scholar as external circumstances permit 6. Provide training opportunities for senior orienteers
<p>Provide athletes with a pathway to achieving state-national and international excellence</p> <p>Provide competitive events and varied terrain that challenge participants to improve their skills</p>	<ol style="list-style-type: none"> 7. Support the junior and senior teams in the National Orienteering League 8. Hold a National Orienteering League event in South Australian in the periods between SA hosting National Carnivals

	Strategy	Responsibility	Priorities & Methodology
1	Identify promising juniors at the May School Individual Championships to encourage their participation in other orienteering activities		
	Ongoing Activities		
1.1	Provide information on orienteering to identified juniors including information on upcoming events and training squads	OSA Coaching Coordinator OSA Publicity Officer	After Schools Championships each year
1.2	Ensure adequate training and event opportunities for new junior following the schools championships in May.	OSA Coaching Coordinator OSA Coach	After Schools Championships each year, combined with Southern Darts training program

	Strategy	Responsibility	Priorities & Methodology
1.3	Training and events should support both primary school and high school age juniors	OSA Coaching Coordinator OSA Coach	Darts training for younger juniors Training calendar published for older juniors
2	Support older juniors to become coaches to be involved in coaching of younger juniors		
	New Initiatives		
2.1	Increase the number of coaches available to assist at squad training activities	OSA Coaching Coordinator	High Provide coaching workshop each year
2.2	All 17+ junior squad members to be given mentor roles in schools team and encouraged to become Level 1 coaches	OSA Coaching Coordinator OSA Coach	High Provide coaching workshop each year, provide opportunities to assist in squad training
3	Support the Squad Training Activities		
	Ongoing Activities		
3.1	Maintain the Southern Darts, and provide several specific weekend training events for this group through the year	OSA Coaching Coordinator OSA Coach	Provide Southern Darts Training events each year
3.2	Provide a mid-year Junior Training Camp with focus on the Junior Arrows squad	OSA Coaching Coordinator OSA Coach	Camp provided each year
3.3	Provide training activities covering both fitness and orienteering skills, throughout the year for Junior and Senior Squads, format depends on the season and upcoming national events	OSA Coaching Coordinator OSA Coach	Training events provided throughout the year and listed on the training app SPOND
3.4	Support athletes participation in National Training activities	OSA Management	
4	Reduce the cost for junior training opportunities and competitions		
	Ongoing		
4.1	Provide additional options for training camps (private travel, accommodation and food)	OSA Coaching Coordinator OSA Coach	
	New Initiatives		
4.2	Investigate additional funding options from clubs, grants, fundraising <ul style="list-style-type: none"> • Appoint fundraising manager • Sell social scene at events 	OSA Management	
5	Maintain role of visiting coaching scholar as external circumstances permit		
	Ongoing Activities		
	Support the current visiting coach		

	Strategy	Responsibility	Priorities & Methodology
	Promote the training activities managed by the current coach		
6	Provide training opportunities for senior orienteers		
	Ongoing Activities		
6.1	Advertise the general squad training activities as available to all orienteers where appropriate	OSA Coaching Coordinator OSA Coach	Training calendar published on SPOND and Eventor as appropriate
6.2	Maintain an annual women's training weekend	OSA Coaching Coordinator OSA Coach	
	New Initiatives		
6.3	Offer both training on the "map", and theory sessions indoors	OSA Coaching Coordinator OSA Coach	? In 2023 for theory sessions
6.4	Create resources of technical training worksheets or interesting maps/ route choices for all to access, and then be able to work on technical abilities in their own time	OSA Coaching Coordinator OSA Coach Website Administrators	Commence in 2022, and continue in 2023
7	Support the junior and senior teams in the National Orienteering League		
	Ongoing Activities		
7.1	Continue to provide opportunities for fund raising events to support our NOL teams	OSA Management	
7.2	Subsidise travel costs for athletes participating in NOL events as finances permit	OSA Management	
7.3	Ensure program of events supports national competitions with a consistent sequence of relevant events in lead up to national carnivals	Program Committee	As part of annual event program planning
8	Hold a National Orienteering League event in South Australian in the periods between SA hosting National Carnivals		
	Ongoing		
8.1	Decide on appropriate timing and venues, and respond to requests for NOL events from Orienteering Australia	OSA Management	Hold one NOL event weekend between major carnivals in SA

Quality Events

Strategic Priority	Strategy
Provide a varied program of high-quality competitive and recreational orienteering activities across the state	<ol style="list-style-type: none"> 1. Maintain current number of events but review structure (timing and format, foot and mountain biking) 2. Ensure all orienteers are aware of the different types of event formats 3. Make the event assembly area layout done in a way to promote and improve social side of orienteering, and make orienteering visible to all attending the event <ol style="list-style-type: none"> a.
Explore new programs, landscapes and technologies to make orienteering more accessible for runners, walkers and mountain bikers.	<ol style="list-style-type: none"> 4. Manage and make use of technology as efficiently and simply as possible in order to use it to reduce effort in managing orienteering events
Offer training and development opportunities at all levels of the sport, for athletes, non-athletes, technical specialists, and emerging leaders	<ol style="list-style-type: none"> 5. Develop program of and regularly conduct training courses for various aspects of event management <ol style="list-style-type: none"> a. Course planners b. Event organisers c. Controllers d. Mappers 6. Orienteering maps are created to current mapping specifications

	Strategy	Responsibility	Priorities & Methodology
1	Maintain current number of events but review structure (timing and format)		
	Ongoing Activities		
1.1	Consider timing of event/time of year/formats (Foot and MTBO) during the annual event program	OSA and Clubs Program Meeting	As part of annual program planning
1.2	Design event program to maximise participation and minimise overlap with other sports or related events e.g. rogaining	OSA and Clubs Program Meeting	As part of annual program planning, dependent on available information
2	Ensure all orienteers are aware of the different types of event formats		
	New Initiatives		
2.1	Update web site to provide information on different event formats (foot and MTBO)	OSA Technical Officer Website Administrators	By end 2022

	Strategy	Responsibility	Priorities & Methodology
2.2	Create social media posts and “publish” other material on different event formats	OSA Technical Officer Social Media Administrators	Periodically through the year
3	Make the event assembly area layout done in a way to promote and improve social side of orienteering and make orienteering visible to all attending the event		
	Ongoing Activities		
3.1	Prepare and share guidelines on event management e.g. <ul style="list-style-type: none"> ○ Assembly/finish together ○ Have defined finish chute ○ Carpark location ○ Have “services” and results set up in a way to encourage people to gather ○ Make newcomers feel involved and welcome ○ Encourage mixing ○ Commentary at higher level events ○ Minimize start window appropriately for the event ○ Use of new technology, live results (e.g. radio controls) 	OSA Technical Officer	Through information distributed to clubs. <ul style="list-style-type: none"> - OSA Council reports - Reports direct to clubs - Guidelines on web site
4	Manage and make use of technology as efficiently and simply as possible in order to use it to reduce effort in managing orienteering events		
	Ongoing Activities		
4.1	Promote use of Purple Pen for course planning	OSA Technical Officer	Information to new course planners, user guide on website
4.2	Conduct training in software used to manage SPORTident at events	OSA Technical Officer	
4.3	Maximise pre-entry at all events, and other orienteering activities where appropriate	OSA Management	
4.4	Continue printing of course maps for all events	OSA Event Organisers Clubs	Current practice
	New Initiative		
4.5	Investigation of new technology used by other orienteering groups		
5	Develop program of and regularly conduct training courses for various aspects of event management		
	Ongoing Activities		
5.1	Provide Courses on Orienteering Course Planning (Foot and MTBO)	OSA Technical Officer	Early 2023

	Strategy	Responsibility	Priorities & Methodology
5.2	Provide Courses on Orienteering Event Organisation	OSA Technical Officer	Concurrent with course planning workshop
5.3	Provide Courses on Orienteering Event Controlling	OSA Technical Officer	L 2 Course in late2023 or early 2024
5.4	Provide Courses on Making Orienteering Maps	OSA Technical Officer	
5.5	Add resources on technical aspects of managing orienteering events to the web site	OSA Technical Officer Website Administrators	
5.6	Disseminate information to course planners, event organisers, controllers and competitors regarding changes to rules, mapping standards, control descriptions etc.	OSA Technical Officer	Ongoing when updates become available
	New Initiatives		
5.7	Review processes used at current events to develop recommendations on ensuring simple and consistent event processes	OSA Technical Officer	
6	Orienteering maps are created to current mapping specifications		
	Ongoing Activities		
6.1	New orienteering maps are created using the current mapping specification for the map format (Foot and MTBO)	OSA Technical Officer Orienteering Mappers	Provide guidelines to the current specifications
6.2	Existing orienteering maps are converted to the current mapping specification for the map format, with focus on maps used for championship and other higher level events e.g. Orienteer of the Year	OSA Technical Officer Clubs	

Giving Back

Strategic Priority	Strategy
Support and encourage a culture of volunteering:	1. Investigate ways to reduce volunteer workloads 2. Retain and grow current Volunteer base
Recognise the varied skills that each volunteer contributes to the sport	3. Improve skills of volunteers
Provide incentives and support for volunteer efforts	4. Recognise and reward the efforts of volunteers
Communicate the significance of volunteering in building a sustainable sport	5. Continue to support juniors in event administration

	Strategy	Responsibility	Priorities & Methodology
1	Investigate ways to reduce volunteer workloads		
	Ongoing Activities		
1.1	Encourage club cooperation for event management and equipment	OSA Management	
1.3	Promote common processes at events	OSA Technical Officer	
	New Initiative		
1.4	Investigate the feasibility of a paid position for OSA administrative support	OSA Management	2023
2	Retain and grow current Volunteer base		
	Ongoing		
2.1	Encourage travel cost reimbursement for volunteer officials	OSA and Clubs	Promote at Council Meetings
	New Initiative		
2.2	Identify current volunteers who can act as mentors to newer volunteers	OSA and Clubs	
2.3	Assign mentors to newer volunteers	OSA and Clubs	
3	Improve skills of volunteers		
	Ongoing activities		
3.1	Support specialist volunteer groups at the OSA level e.g. Mapping, Coaching, Event Management, Event – IT	OSA Management	
3.2	Promote use of resources on the OSA web site to support volunteers (e.g. in the Policy and Guidelines section)	OSA Management	
	New Initiative		
3.3	Support volunteers to attend speciality training courses e.g. marketing and publicity, event management, website tools	OSA Management	When such courses are available
4	Recognise and reward the efforts of volunteers		
	Ongoing Activities		
4.1	Provide annual awards at the OSA End of Year Event	OSA Management	November each year
5	Continue to support juniors in event administration		

	Strategy	Responsibility	Priorities & Methodology
	Ongoing		
5.1	Encourage clubs to involve older juniors in assisting at events	OSA Management	
5.2	OSA to support older juniors in running OSA activities (Twilight Series, activities for younger juniors)	OSA Management	

Good Governance

Strategic Priority	Strategy
Manage financial, technical and other resources to ensure sustainable and safe operations:	<ol style="list-style-type: none"> 1. Ensure good governance and administration in accordance with the constitution 2. Provide tools to enable office holders more efficient management
Foster good relationships with landowners, administrators and sponsors	<ol style="list-style-type: none"> 3. Engage with major stakeholders and Orienteering Australia
Adhere to our values and ensure the integrity of the sport	<ol style="list-style-type: none"> 4. Provide Strategic direction in line with strategic plan, objectives and time frames

	Strategy	Responsibility	Priorities & Methodology
1	Ensure good governance and administration, in accordance with the constitution		
	Ongoing activities		
1.1	Maintain current practice and required actions into a three year operational cycle	OSA Management	
1.2	Stage meetings of the OSA Management, OSA Council and OSA committees as required	OSA Management	As per meeting calendar, encourage clubs to send 2 delegates
1.3	Review OSA's risk register as required		By end 2022
1.4	Maintain awareness of, and compliance with, all regulatory requirements, and keep affiliated bodies aware of changes which affect them	OSA Management	Information provide at Council Meetings and by email to all clubs
	New Initiatives		
1.5	Establish a process for regular review of OSA policies and procedures	OSA Management	By end of 2022
1.6	Take part in a review of the constitution	OSA Management	Bi-annual, beginning 2023
2	Provide Strategic direction in line with strategic plan, objectives and time frames		
	New Initiative		
2.1	Annual review and update of the Strategic Plan with identified milestones/ objectives and timeframes for deliverables	OSA Management Clubs	
2.2	Hold a 3 year strategic session of stakeholders to do a review and forward planning	OSA Management	
3	Engage with major stakeholders and Orienteering Australia		
	Ongoing		

	Strategy	Responsibility	Priorities & Methodology
3.1	Participate in Orienteering Australia meetings as required	OSA Management	Ensure OSA represented by appropriate management personnel at all OA Meetings
3.2	Engage with Office and Recreation and Sport, and submit reports and plans, as required	OSA Management	
4	Provide tools to enable office holders more efficient management		
	Ongoing activities		
4.1	Maintain the use of accounting software to support good financial management	OSA Treasurer	
4.2	Maintain use of Cloud Storage (currently DropBox) for document management	OSA Management	? Pay for management to have required DropBox access annually
4.3	Maximise use of Eventor in providing statistical data on membership and participation	OSA Management Clubs	Ensure all public events have results in Eventor

Marketing and Communication

Marketing and Communications detailed strategies are aligned with a number of the strategic priorities in each category above.

Strategies

1. Develop a new marketing plan for all orienteering activities
2. OSA implements/extends its current electronic public face
3. Maximise the use of Social Media to promote orienteering events
4. Ensure web site content is current and updated as required
5. Review/maintain Newsletter (South Australian Orienteer)
6. Raise visibility of SA Orienteers
7. Produce event series rather than only adhoc events to maximise promotional opportunities
8. Promote orienteering events through marketing and advertising in local and state media, at relevant sporting events, to like-minded groups (trail runners, bushwalker etc), and other public places/activities

Strategies

	Strategy	Responsibility	Priorities & Methodology
1	Develop a new marketing plan for all orienteering activities		
	New Initiative		
1.1	Define the target segments for each type of orienteering activity: programmed events, training, special events	OSA Publicity Officer	
1.2	Define the marketing messages for each target segment considering what would attract them to a specific orienteering activity	OSA Publicity Officer	
1.3	Review the frequency of current marketing activities and channels (e.g. Facebook, ENews, brochures)	OSA Publicity Officer	
1.4	Investigate the viability of recruiting an external person or skillset to assist the OA publicity officer, or to develop strategy and processes to support volunteers in this role	OSA Publicity Officer OSA Management	
1.5	Investigate funding sources to support payments for marketing and publicity activities (paid role, support for volunteers)	OSA Publicity Officer OSA Management	
1.6	Define measures for the success or otherwise of targeted promotional activities	OSA Publicity Officer	
1.7	Budget for development of a new mobile-responsive website as the hub for marketing activities		
2	OSA maintain and extend its current electronic public face		
	Ongoing		
2.1	Coordination of content on web site and in ENews	OSA Management, Website Editors	
2.2	Publishing of appropriate photos of participants e.g. website, Facebook, Insta, Snapchat, TikTok	Website Editors, Social Media Administrators	

	Strategy	Responsibility	Priorities & Methodology
	New Initiative		
2.3	Review format of the ENews based recommendations in the Marketing Plan	OSA Management, ENews Editor	
3	Maximise the use of Social Media to promote orienteering events		
	Ongoing		
3.1	Encourage participation and engagement in social networks by developing an engagement strategy; e.g., advertising posts at beginning of new series e.g. Twilight series	Social Media Administrators	
3.2	Maintain separate Facebook sites for the various Junior groups	Social Media Administrators	
3.3	Create pre-event and post event “posts” on Social Media, including photos and course maps in the latter	Social Media Administrators	
3.4	Create posts on other orienteering activities and items of interests	Social Media Administrators	
	New Initiative		
3.5	Develop more targeted Facebook posts to match target audience for the activity being promoted (see Marketing)	Social Media Administrators	
4	Ensure web site content is current and updated as required		
	Ongoing		
4.1	OSA website is user-friendly, and contains informative sources on news, events, activities	OSA Management, Website Editors	
4.2	OSA Website provides up to date resource for coaches, event organisers and administrators	OSA Management, Website Editors	
4.3	Ensure the website’s mobile version highlights essential information for newcomers and upcoming events	OSA Management, Website Editors	
5	Review/maintain Newsletter (South Australian Orienteer)		
	Ongoing		
5.1	Maintain the online SA Orienteer Newsletter	OSA Newsletter Editor	Target 4 issues per year
5.2	Include content on events, social items, material relevant to orienteers on fitness and orienteering skills, news from other orienteering jurisdictions	OSA Newsletter Editor All members	
6	Raise visibility of SA Orienteers		
	Ongoing		
6.1	Encourage volunteers to wear Orienteering SA branded clothing at publicity and junior events	OSA Management	
6.3	Promote SA Orienteering running shirts and jackets, and use by orienteers at non-orienteering activities	OSA Management	
7	Have event series rather than only adhoc events to maximise promotional opportunities		
	Ongoing		
7.1	Maintain and promote the <ul style="list-style-type: none"> • Summer Twilight Series • Sprint Series 	OSA and Clubs Program Meeting	

	Strategy	Responsibility	Priorities & Methodology
	<ul style="list-style-type: none"> Urban events during the main winter program that are suitable for newcomers Specific orienteering training programs for the squads, newcomers etc. 	OSA Publicity Officer	
	New Initiative		
7.2	Update the marketing approach for specific orienteering “series” of events and activities according to recommendations in the marketing plan	OSA Publicity Officer	
8	Promote the advertising of orienteering events in local and state media, at relevant sporting events, and other public places/activities		
	Ongoing		
8.1	Develop advertising as a key task of the publicity officer	OSA Management OSA Publicity Officer	
8.2	Create an updated general orienteering promotional pamphlet (printed and digital) for distribution to juniors, newcomers and at publicity activities	OSA Publicity Officer	Completed March 2022
8.3	Provide orienteering information to like-minded sports associations (e.g. SARA)	OSA Publicity Officer	
8.4	Create promotional pamphlets (printed and digital) to promote particular activities and events/event series	OSA Publicity Officer	As required through the year
	New Initiative		
8.5	Increase awareness of permanent courses and MapRun courses to external groups e.g. Facebook sites, external web sites, government information sites	OSA Publicity Officer Social Media Administrators	
8.6	Update the advertising of orienteering events outside of the orienteering community according to recommendations in the Marketing Plan	OSA Publicity Officer	