



ORIENTEERING
C A N A D A



An update from the COF

Presentation to the 2011 COF conference

The COF does work in the following 8 areas:

1. Events and Scheduling
2. Technical (coaching, officiating, rules, standards, etc)
3. Grassroots/sport development
4. High Performance development
5. Long term athlete development
6. Communications and promotion
7. International presence
8. Administration and planning



Events and Scheduling

- **Promoting the arena concept**
 - announcing, radio controls, pageantry, spectator legs, ‘red groups’ to highlight the elites and creating a festive atmosphere
- **Upcoming Championship events**
 - COCs 2011 – Yukon: 2012 – Alberta: 2013: Ontario
 - Looking for 2012/2014 Ski-O championship hosts
 - Bids due for 2014 COCs and NAOCs on July 31, 2011 interest from BC (COCs) and Ottawa (NAOCs)
 - 2012 NAOCs in New Jersey (www.naoc2012.org)
- **World Ranking Events (3/year or 6/year if NAOCs are in Canada)**
- **Canada Cup**
 - Name change from “A meets” to Canada Cup
 - Canada Cup Elite Series
 - Canada Cup Challenge



Technical

- **Coaching Certification**
 - Community Coach in English and French
 - Starting on competitive streams
 - Goal to have more coaching workshops across Canada
- **Rules and Standards**
 - Rules committee created
 - Looking to create standards committee
- **Officials certification**
 - Updating the program
 - Goal to have more officials workshops across Canada



Grassroots / sport development

- **National Orienteering Week**
 - Early May 2012
- **Canada Cup Challenge**
- **Youth Leader Kit**
 - Kit as a pdf for cadets, youth leaders, teachers
- **Sass Peepre junior training camps**
- **Assistance to clubs**
 - RouteGadget
 - DOMA Digital Orienteering Map Archive
 - Templates
- **Ski-Orienteering (and Mountain bike and Trail)**
 - Canadians at future Ski-WOCs and MTBO-WOCs
 - Ski-O in Olympic Winter Games 2022?
 - Permanent ski-o course at Canmore Nordic Centre
 - “first contact” programs
 - provincial championships



High performance

- **National teams**
 - WOC / JWOC / WUOC / World Games
- **High Performance Committee and High Performance Program**
 - 29 athletes in 2011 (16 junior and 13 senior)
 - Encourage promising athletes in your club to apply
- **Rising Star Award**
 - New in 2011. Winners: Carol Ross, Emily Kemp, Robbie Anderson (\$1000 each)
- **Canada Cup Elite Series**
- **Team Leader Funding**
 - \$ to ensure we have team leaders at WOC and JWOC
- **Training Camps and Centres**
 - Hamilton training camp in spring 2011
 - Whitehorse training centre this spring/summer
 - Hamilton – National training centre – university based
- **Athletes CAN**
 - Association of national team athletes
- **World Masters Orienteering Championships**
 - 2011 Hungary / 2012 Germany



Long Term Athlete Development Model

- **LTAD for orienteering**
 - It's a made-in-Canada framework which changes the focus of how sport associations and clubs present sport to youth and adults.
 - “jackrabbits” for orienteering > national curriculum for junior programming to be developed

Communications & promotion

- **Web presence**
 - New website: www.orienteering.ca
 - Facebook: www.facebook.com/orienteeringcanada
please LIKE US on facebook (currently 242 likes)
 - National team blog: teamcanadaorienteering.blogspot.com
 - Twitter: coming...
- **Branding and awareness**
 - Developing the brand...letterhead and PowerPoint template...
 - COF branded promo items at events (cinch sacs in 2010, stickers in 2011 > sticker photo contest)
- **Newsletter**
 - Help!



International presence

- **Lobbying and representation at the IOF**
 - New WOC programme
 - WRE point expiry extended
- **Regional Development**
 - Caribbean – Barbados, Jamaica – ideas?



Admin & planning

- **Revenue generation**
 - Sponsorship package
 - Endowment fund
 - Fundraising
- **Strategic plan**
- **Sport Canada**
 - Eligibility for funding confirmed!!
- **Charitable status**
 - COF issues tax receipts for donations
- **Insurance**
- **By-laws and policies**
 - Big review in 2010

The COF's 5 core strategies

1. Growing the Membership - Grassroots Development.
2. High Performance Development
3. Building Organizational Capacity
4. Developing Strategic Partnerships
5. Building Profile and Communication



Our priorities in 2010 & 2011

- Our **2010** priorities were:
 - Strategic plan development
 - Sport Canada funding application
 - Officials program updating
 - New web site
 - LTAD development
- Our **2011** priorities are:
 - Strategic plan implementation
 - Guidelines for COC organizers
 - Roll-out of new officials program
 - New resource development (sponsorship, endowment fund)
 - Stronger communications
 - Possibility of national membership and event registration system
 - Hiring

Funding the COF

- The COF's **current** revenue sources are:

- Affiliation fee from PTOAs
- Levy at COCs and NAOCs
- Donations
- Self-funding by national team athletes

- Future revenue sources to include
 - Sport Canada
 - Sponsorship
 - Endowment fund
 - Greater donations

Who does the work?

COF Board members	Alex Kerr (BC), Andree Powers (AB), Brent Langbakk (YT), Charlotte MacNaughton (AB), Dave Graupner (MB), Ian Sidders (ON), Mark Rosin (SK)
Officials Program Update Steering Committee	Laura Querengesser, Adrian Zissos, John Rance, Alex Kerr, Andree Powers, Charlotte MacNaughton, Don Ross, Teresa Winn, Linda Hildebrandt
Long Term Athlete Development Steering Committee	Marg Ellis, Patrick Goeres, Bill Anderson, Charlotte MacNaughton
Sass Peepre Committee	Kitty Jones, Meghan Rance, Ann Teutsch
High Performance Committee	Brent Langbakk, Magnus Johansson, Adrian Zissos, Eric Kemp, Patrick Goeres, Charlotte MacNaughton, Nevin French
Coaching Program Update Steering Committee	Bill Anderson
Rules Committee	Alex Kerr, Marilyn Edmunds, Mike Waddington, Mike Smith
Endowment Fund Committee	Dave Graupner, Adrian Zissos



How can you help?

- **Donate money to the COF (you'll get a tax receipt)**
- **Volunteer your time**
 - Little projects:
 - “like us” on facebook
 - Send us your very best O photos, post on facebook
 - Encourage your club to organize a fundraising event
 - Donate an item to the silent auction at the COCs
 - Middle size projects
 - Help with newsletter
 - Web site content writing
 - Bigger projects
 - Assist with officials program revision
 - Assist with coaching program revision
 - Ski-orienteering development
 - Be on a committee (fundraising, communications, sponsorships, standards, coaching, officials, etc.)

Other
ideas?