



## Executive Director's Report 2014 Orienteering Canada AGM

Organized by Orienteering Canada's 5 core strategies, here are Orienteering Canada highlights from the past year and future challenges and priorities:

Orienteering Canada 5 core strategies	Highlights	Challenges / future priorities
1. Growing the Membership - Grassroots Development	<ul style="list-style-type: none"> <li>• Membership in 2013 of 6471 members, up from 5916 in 2012.</li> <li>• Good progress with Officials and coaching programs development in 2014</li> <li>• 9<sup>th</sup> annual National Orienteering Week held in May 2014</li> </ul>	<ul style="list-style-type: none"> <li>• Work with clubs for more effective data collection</li> <li>• Encourage more clubs to use "every participant becomes a member" structure as we are currently not capturing all potential membership numbers</li> <li>• Increase number of coaching and officials' clinics put on by clubs and associations</li> <li>• Increase visibility and implementation of Orienteering Canada's LTAD</li> <li>• Develop materials for individuals who want to start an orienteering club</li> <li>• Increase club engagement with local promotion for National Orienteering Week</li> <li>• Complete comp-intro coaching materials</li> <li>• Finalize updated officials program content, database processes, and clinic teaching resources.</li> <li>• Complete course and category guideline review/LTAD integration</li> </ul>
2. High Performance Development	<ul style="list-style-type: none"> <li>• Improved access to high level coaches for HPP, Jr and Sr national team athletes</li> <li>• Initial work on creation of Athlete development pathway</li> <li>• Initial plans to hire (very) part time High Performance Director</li> <li>• Trimtex uniform sponsorship</li> </ul>	<ul style="list-style-type: none"> <li>• Recruit hosts for 2016 and 2017 Canadian Orienteering Championships and 2018 North American Championships</li> <li>• Encourage increased profile around provincial championships, increase number of Canada Cup events</li> <li>• Revenue generation in order to increase coaching and admin structure</li> </ul>

	<ul style="list-style-type: none"> <li>• Growth of SPOTT program by Sass Peepre Jr Development Committee</li> <li>• National jr training camps well attended</li> </ul>	
3. Building Organizational Capacity	<ul style="list-style-type: none"> <li>• Successful recruitment for President and full slate of Board members.</li> <li>• Reviewing several Orienteering Canada policies</li> <li>• Created new committee structure and relatively successful recruitment of committee members to date. Brought more volunteers into Orienteering Canada projects</li> <li>• Created Executive Committee of the Board to assist with day-to-day operations and Board meeting preparation</li> <li>• Changed Board meeting format to enhance efficiency</li> <li>• Started using Basecamp (collaboration software) for operational, board and committee work. Creates virtual filing cabinet for Orienteering Canada projects which facilitates succession</li> <li>• Contracted part-time employee in ED position effective Aug 1, 2014</li> <li>• Initial application for Sport Canada funding submitted, working on meeting remaining eligibility requirements</li> <li>• Orienteering Canada representation on several IOF reference groups</li> <li>• Developing knowledge transfer processes for organizers of larger events (COCs, NAOCs)</li> </ul>	<ul style="list-style-type: none"> <li>• More volunteers needed for Orienteering Canada committees</li> <li>• Meet remaining Sport Canada eligibility requirements</li> <li>• Increase priority of fundraising and sponsorship revenue generation</li> <li>• Create Canadian mapper database, assist clubs/association with map development issues</li> <li>• Implement volunteer recognition processes</li> </ul>
4. Developing strategic partnerships	<ul style="list-style-type: none"> <li>• Initial communication with some potential partners (ParticipACTION, OPHEA, Scouts Canada) to better promote orienteering</li> <li>• Maintaining active links with Sport Canada, Sport Matters, Athletes CAN, Coaching Association of Canada, Canadian Olympic</li> </ul>	<ul style="list-style-type: none"> <li>• Finalize partnerships</li> </ul>

	Committee, Orienteering USA, IOF, etc.	
5. Building profile and communication	<ul style="list-style-type: none"> <li>• Growing social media profile</li> <li>• Orienteering Canada newsletter</li> <li>• Event database on orienteering.ca continues to grow</li> <li>• National orienteering week</li> </ul>	<ul style="list-style-type: none"> <li>• Develop plans to celebrate Orienteering Canada's 50<sup>th</sup> anniversary in 2017</li> <li>• Increase subscription level to Orienteering Canada newsletter. Encourage clubs and associations to promote subscription</li> <li>• To comply with new anti-spam legislation, encourage clubs and associations to add check box to membership forms to request explicit consent to add participants to their newsletter/email lists</li> <li>• Engage more clubs to use whyjustrun event database to better populate the national event database on orienteering.ca</li> <li>• Increase communication of Orienteering Canada happenings. Consider formal liaison link between Orienteering Canada Board members and clubs/associations</li> <li>• Improvements to website in 2015</li> </ul>

This is my last report as Orienteering Canada's Executive Director. I am looking forward to having more time to devote to a few priority areas within Orienteering Canada: communications, fundraising and sponsorship. I will continue as a member of various committees: Celebration, Awards & Recognition, High Performance and Governance and will be the international relations liaison for Orienteering Canada. I am looking forward to working with Tracy Bradley, our new Executive Director. I will work closely with Tracy, the new President and the Board of Directors as we transition from a volunteer ED to a paid ED.

I would like to extend a big thank you to all the volunteers who have done so much for Orienteering Canada over the years. It's been interesting to look at the old COF newsletters that are on orienteering.ca to gain a better understanding of the volunteers who have been moving orienteering forward in Canada since 1967. In particular I would like to express my gratitude to the volunteers who I have had the pleasure to work with over the last decade.

Very best regards,

Charlotte MacNaughton