



**ORIENTEERING**  
C A N A D A

## Executive Director Report 2015 Orienteering Canada AGM

This past year has been a time of learning, changes and understanding more about Orienteering as an NSO. In addition to further developing my understanding of the business side of orienteering, I had the pleasure of volunteering at the NAOC's just outside of Ottawa. Such a well-organized and well run event made me very proud to be a part of this community.

In Orienteering Canada's strategic plan there were five core strategies focused on and subsequent tasks and priorities identified within those five core strategies. I would like to highlight some key priorities addressed this year.

Orienteering Canada's 5 Core Strategies	2015 priorities addressed
Growing the membership & grass roots development	<ul style="list-style-type: none"><li>• The completion of comp intro will provide more opportunity to capture information about courses being held across the country at both the Community Sport and Comp Intro level</li><li>• Created a LTAD liaison committee</li><li>• Early stages of identifying what a potential club toolkit.</li><li>• Some changes to NOW including change of date and concentrated effort in social media advertising. More work to be done in this area.</li><li>• Comp intro materials completed- Pilot being conducted and preparation towards conditional approval- Fall /Winter 2015.</li><li>• Materials for updated Officials programs. Professional editing and formatting has been completed on two O300 modules</li></ul>

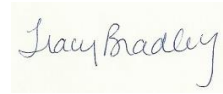
High Performance Development	<ul style="list-style-type: none"> <li>• Hiring of High Performance Director</li> <li>• Creation of regional coach structure</li> <li>• Continued improvements to the athlete handbook</li> </ul>
Develop Strategic Partnerships	<ul style="list-style-type: none"> <li>• Partnerships were strengthened this year, specifically at the National level. In addition to the list identified in previous year, a partnership with CCES (Canadian Centre for Ethics in Sport) was also developed this year</li> <li>• A partnership and sponsorship with both Trimtex as well as Ice Bug</li> </ul>
Building profile and communication	<ul style="list-style-type: none"> <li>• Created a Director of Communication &amp; Development position to assist with the various aspects of communications including social media, newsletter and website</li> <li>• Increased advertising on Facebook for key events</li> <li>• Started club connect calls on various topics- so far good engagement from clubs- would love to see more participate.</li> </ul>

In addition to the above updates, it should be noted that considerable work has been done specifically on the high performance side to meet the Sport Canada eligibility criteria in the application. A special thank you to the Brent and Charlotte and the high performance committee for taking on a substantial piece of the application process.

In closing, there are some people I would like to thank. First, Anne Teutsch and Charlotte MacNaughton for their mentorship and patience this past year as I transition into this new role and continue to learn. The board, for their ongoing work and contribution to the development of Orienteering Canada and also to all the volunteers at various levels of this sport. I have enjoyed working with all of you this past year- from the event volunteers, provincial sections, many clubs and committees. A special note of thanks to

those of you who continue to serve as committee members. Please know that your time and talent are very much appreciated. Your work is essential to the ongoing development of Orienteering Canada and the athletes and participants we serve.

Respectfully submitted,

A handwritten signature in cursive script that reads "Tracy Bradley". The signature is written in black ink on a light yellow rectangular background.

Tracy Bradley  
Executive Director  
Orienteering Canada