



ORIENTEERING
C A N A D A

Communication and Development Director

2015 Orienteering Canada AGM

Submitted by Charlotte MacNaughton

Communications

Social Media

We have made a big social media push over the last year in terms of regular content posting and encouraging more likes and followers

- Facebook
 - Aug 2014: 701 likes to Aug 2015: 1068 likes
- Twitter
 - Aug 2015: 821 followers
- We did some facebook advertising this year
 - Specifically during National Orienteering Week to target potential orienteers
 - And for specific posts that we want orienteers to see (eg currently Icebug ambassador program post is being promoted to all people who “like” Orienteering Canada)
- If you don’t already please “like” “follow” and engage, engage, engage (like, comment, share)
- One reason to increase our social media to increase our appeal to prospective sponsors

Canadian Orienteering Championships Social Media

- Evolved event specific COC facebook and twitter page to become main Canadian Orienteering Championships facebook page, so no need to gain whole new set of followers each year to an event specific page.

Web site

- General updated being made, need to spend more time on website improvements

National Orienteering Week

- New National Orienteering Week logo
- New National Orienteering Week ideas for clubs
- Club engagement still is lower than desired

Newsletter

- I am currently editing the newsletter
- Current subscription level is 461 (this time last year was 381)
- Content submission are encouraged

- We would like clubs to include request on membership form to consent to receive the Orienteering Canada newsletter. Currently only one club does this.

Media relations

- Basics being done, more time needed on this

Sponsorship & Partnerships

Icebug

- We have a formal partnership with Icebug
 - High Performance Program partner
 - National Orienteering Week partner
 - Icebug ambassador program (Aug 28 deadline to apply)

O-store

- Icebug is working closely with Orienteering Canada and o-store, so our Icebug partnership also includes o-store.ca

Fundraising

No progress this year with endowment fund and other fundraising programs. On the to-do list for after Sport Canada focus.

Sport Canada

We are very close to meeting the eligibility requirement for Sport Canada. This has been a great deal of work over the last few years. Of the remaining 3 items, 3 are HPP related and 1 is related to our anti-doping processes. After this, we will be apply to apply for funding. Goal is to have funding application in by end of 2016 or sooner.

IOF

I worked on an IOF reference group to give feedback on changes to the WRE and the WOC format.

Other projects

PEI development – as a member of the organizing committees for the 2015 COCs (specifically in PEI), I also worked on developing orienteering on PEI. As the COCs wrap up, Orienteering Canada will have a role to play in assisting with this development. We have developed strong facebook presence, twitter, whyjustrun web page and mailing list.