



Communications & Development Director Report to 2016 AGM

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Past Year's Work

Communications

- **Social Media**

We've made some solid strides in improving our social media presence over the past year:

Orienteering Canada:

[Facebook](#): currently 1587 likes, a 48% increase from last August

[Twitter](#): currently 995 followers, a 21% increase from last August

[Instagram](#): currently 133 followers, started account in spring 2016

You can also find Orienteering Canada on [YouTube](#) and [Pinterest](#). Still working on adding resources to these accounts so we haven't promoted them widely yet.

Canadian Orienteering Championships:

[Facebook](#): currently 514 likes

[Twitter](#): currently 86 followers

We are transitioning to using Hootsuite to schedule our social media. We have used Facebook advertising to promote certain posts and events (such as National Orienteering Week). There are a variety of reasons to improve our social media. One main purpose for improved social media is to enhance our fundraising and sponsorship appeal. Thanks to Emily Ross who has helped me with social media.

- **Newsletter**

Hired newsletter editor, Katie McLean who started in the spring. It's been hard to maintain a consistent newsletter without a paid editor so this is a key step forward in our communications strategy. We are grateful to get suggestions for content. Please email your suggestions to newsletter@orienteering.ca.

- **Branding**

Provided lapel pin for branding awareness at 2016 COCs

Looking forward >>> Creating some simple graphics standards for Orienteering Canada has been on the to-do for a while. Hope to get to that in 2017.

- **Website**

Lots of the usual updates. No significant changes to website over the last year. Here are a few stats from the past year:

60% of users to orienteering.ca are new visitors to the site. 40% are return visitors. 14,000 different users to orienteering.ca over the last year. 70% of site visits are from Canada. Next on the list in order are US, Switzerland, UK, Sweden, Finland, Norway, France, Brazil, Australia... Most visited pages over the past year are: [main page](#), [job ad info for mappers](#), [upcoming events](#), [find a club](#), [high performance](#), [junior development](#), [mapping](#), [national team](#), [about orienteering](#), [national events database](#), [officials](#), [try-it info](#)...

Looking forward >>> We are due for a significant revamp of the Orienteering Canada website. The current format has been in place since 2010 and web standards and expectations have evolved (eg should: be more mobile friendly and include better incorporation of our social media platforms, as well as some content changes and better integration of French content)

- **Media**

Press release written and distributed for major events and COCs.

Sport Canada

- A significant focus of my work over the last year has been about meeting all the current eligibility requirements at Sport Canada in order to be able to apply for funding. As of the writing of this report (Jul 8) I am pleased to report that we only have one eligibility requirement remaining. This item is regarding coach/ athlete communication and training plan monitoring related to our high performance program. I am working with Brent Langbakk, our High Performance Director, and the High Performance Committee to formalize this process. After meeting the eligibility requirements, we'll go through a detailed assessment with [Sport Canada](#) to determine the amount of funding that we will be eligible to apply for. There are many folks in and around Orienteering Canada that have helped to get to where we are now in regards to Sport Canada funding. Thanks to all these folks!

Looking forward >>> the next year should be very exciting in terms of this funding source.

Sponsorship & Fundraising

- Over the past year, have had partnerships with Trimtex, o-store, Icebug. We did not do any specific fundraising projects over the past year

Looking forward >>> It will be a focus to ramp up Orienteering Canada's sponsorship and fundraising presence. We've put a focus in 2016 on upping our social media presence as this is key in regards to stronger sponsorship and fundraising. The 50th anniversary offers a great platform for both sponsorship and fundraising. One specific example is the creation of an endowment fund, which has been on the to-do list for a while. The endowment fund project ties in perfectly with 2017 anniversary plans. Will be looking to develop sponsorship and fundraising committees/working groups.

National Orienteering Week

- Worked with Tracy to improve Orienteering Canada [marketing tools](#) for National Orienteering Week. Organized social media for NOW including #OrienteerNOW hashtag contest. Did targeted Facebook advertising in areas where NOW events were being held.

2017 50th Anniversary

- It's been great fun to be involved with various brainstorming sessions to come up with ideas to celebrate Orienteering Canada's 50th anniversary in 2017. The immediate next steps are the creation of a framework and general vision for the year. The goal is for the Canadian orienteering community to embrace the celebrations and ideas and we hope to see an engaged contribution from across the country at all levels of the sport.

Looking forward >>> Come to the Orienteering Canada conference session July 31 Coast Hotel at 4:30 pm to learn more!

Other areas of involvement for me over the past year

- **IOF / International Relations**

Helping various committees (Technical, Major Events, High Performance) with IOF related items (WREs, Event advisors, sanctioning, major championships, feedback on high performance and other issues). Working with Anne Teutsch re Canada's involvement with IOF business (Congress, etc)

- **Project PEI**

I have been helping with Orienteering PEI's social media since last year's COCs.

Looking forward >>> Setting up a "Project PEI" group with reps from PEI, NB, NS and Orienteering Canada to help develop orienteering on the Island after our successful start with last year's COCs.

- **Technical / Major Events**

Assistance to the Technical Committee as required. Member of the newly formed Major Events Committee. I have been working on the knowledge transfer process from COCs to COCs/NAOC organizing committees for quite a while, including the development of comprehensive guidelines for COC/NAOC organizers. *Looking forward >>> Plan for significant progress in this area.*

- **High Performance Committee (see HPC report)**

Highlights: Good progress with streamlining the HPP application process, integrating anti-doping into our High Performance Program.

- **Governance (see governance report)**

Highlights: better policy review process in place at Sport Canada's request.

- **Mapping (mapper hiring)**

I assisted with the communication requirements for the various job postings for the foreign mapper applications. Great to see the initiative of Orienteering Canada helping with the process to bring in foreign mappers working so well.

- **Long Term Athlete Development (see LTAD report)**

I represent the communications area on the LTAD committee.

- **Celebration, Awards & Recognition**

This committee had a fairly dormant year. *Looking forward >>>* Hope to rejuvenate as 2017 50th anniversary plans take shape (eg hall of fame ideas, volunteer history, etc).

- **General Admin**

Manage the Orienteering Canada inventory (promo and volunteer recognition) and archives (we have gratefully received some donations to the archives (old maps, correspondence, map printer, etc): from Carl Coger as he downsized his home and from Jack Lee's estate.

Additional Notes

A sincere thank you to Orienteering Canada's ED Tracy Bradley. It's a pleasure working with Tracy and I am exceedingly grateful for her dedication to helping Orienteering Canada improve and grow.

Thank you to all the volunteers who help move orienteering forward in Canada, especially to the Orienteering Canada Board of Directors and the members of all the committees.