



Communications & Development Director Report to 2017 AGM

Submitted By | Charlotte MacNaughton

Past Year's Work

Communications

- **Social Media**

Orienteering Canada's social media presence continues to grow and become a key promotional tool for the sport and communication tool for Orienteering Canada.

Orienteering Canada:

Facebook: currently 2435 likes, a 53% increase from last August

Twitter: currently 1207 followers, a 21% increase from last August

Instagram: currently 555 followers, a 317% increase from last August

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 635 likes, a 24% increase from last August

Twitter: currently 120 followers, a 40% increase from last August

We now use Hootsuite to schedule our social media. We have used on-line advertising to promote certain posts and events (such as National Orienteering Week) and target potential orienteers.

It's been great to see an uptake in social media usage by clubs and associations across the country over the past year.

- **Newsletter**

Katie McLean is Orienteering Canada's newsletter editor. The newsletter is published roughly every two months. Suggestions for website content is welcome to newsletter@orienteering.ca. Previous versions of the newsletter are posted at www.orienteering.ca/news/publications.

- **Website**

The usual updates and maintenance over the past year. Approx 14,000 visits to the website. 60% of users to orienteering.ca are new visitors to the site. Our busiest week in terms of visits to orienteering.ca was during National Orienteering Week 2017. Most visited pages over the past year are: [main page](#), [upcoming events](#), [find a club](#), [junior development](#), [high performance](#), [championship events](#), [national orienteering week](#), [try-it info](#), [about orienteering](#), [national team](#)...

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, greater functionality and better integration of French content)

Sport Canada

- At the end of 2016, we got the good news from Sport Canada that we met all the eligibility requirements to apply for Sport Canada funding. A significant amount of work was done by myself, Tracy Bradley and Brent Langbakk to get Orienteering Canada to that stage. Sport Canada has been undergoing a revamp of the second phase of the funding process – the assessment phase. The assessment phase determines the amount of money that we would be eligible to apply for. We are waiting for information on the updated process in order to begin the second phase. When/if we are successful in acquiring Sport Canada funding, it would likely begin in mid 2018 and would be secure for 4 years.

50th Anniversary Historical Collection

- Coordinated creation of 50th anniversary logo
- Archive website launched: orienteeringcanadacollection.blogspot.ca to help us capture key moments, stories, photos, documents from Orienteering Canada's history. More items to be added. Additional contributions welcome.

Orienteering Canada's 50th Anniversary Endowment Fund

- Fundraising campaign launched with goal to raise \$50,000 for seed money to create an Orienteering Canada endowment fund.
chimp.net/campaigns/orienteering-canada-s-50th-anniversary-endowment-fund
- Matching campaign to be announced. 10k donation received to create matching program
- Project group created to set up Orienteering Canada endowment fund

Sponsorship

- Over the past year, have had partnerships with Trimtex and the o-store. We did not do any specific sponsorship recruitment projects over the past year as we dedicated time to the fundraising.

ParticipACTION PlayList

- ParticipACTION providing funding to Orienteering Canada to help promote orienteering being on the ParticipACTION 150 PlayList (150 physical activities that Canadians should try during 2017 as Canada turns 150). The funding is being used to develop three beginner focused manuals:
Manual 1: how to put on a very simple orienteering event (targeted to teachers, camp and youth leaders, etc)
Manual 2: how to create a simple orienteering map
Manual 3: how to teach orienteering to beginners
- ParticipACTION did this blog post that went out to their (large) social media network
www.participaction.com/en-ca/peptalk/sports/what-orienteering-is-and-why-you-should-try-it

National Orienteering Week

- Continued to improve Orienteering Canada marketing and promotion tools for National Orienteering Week. Received good feedback for coordinating World Orienteering Day with National Orienteering Week. Did targeted Facebook advertising in areas where NOW events were being held. There were 29 events on the 2017 NOW schedule.

Other areas of involvement

- **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).

- **Other committees**

I am a member of these committees and project groups:

Project PEI (coordinate Orienteering PEI social media)

Major Events (further work on comprehensive guidelines/knowledge transfer doc document)

Governance (policy updates)

High Performance (communications, anti-doping)

LTAD

Endowment Fund

- **General Admin**

Assist with Orienteering Canada's Basecamp administration (project management and team communication software)

Manage the Orienteering Canada inventory (promo and volunteer recognition)

Additional Notes

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