



Committee Report to 2021 AGM

Committee Name	New Participant Recruitment Committee
Committee Chair	Nevin French
Committee Members	Steering Committee: Bogi Gyorfi, Alberta Emil Gadjanski, DGL Kyra Paterson, DGL
Report Date	7/13/2021
Submitted By	Nevin French / Bogi Gyorfi

The Past Year

With a push from Orienteering Canada National Board Member Emil Gadjanski, the Steering Committee met twice and brainstormed ideas about the committee, future, function and how we can be helpful for the orienteering clubs regarding new member recruitment and engagement. We revisited the previous survey results from the clubs which was done in 2017.

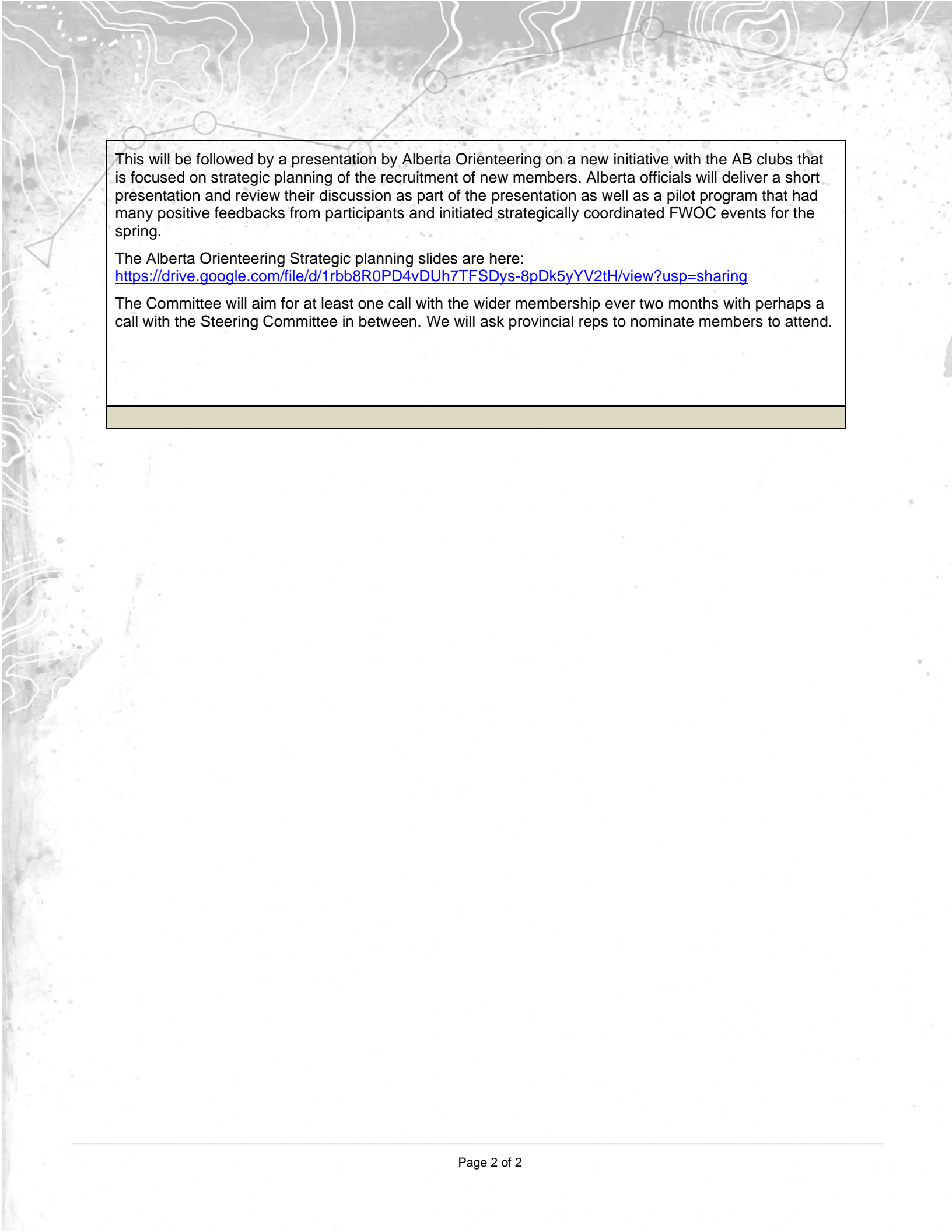
Traditionally in Orienteering in Canada, there is a common concern of the double-edge of participation and capacity. Many clubs lack both as less participation will result in less volunteers which makes engagement initiatives difficult. Awareness and promotion of the sport are needed to increase participation. Another historical area of concern is that very few clubs have a “budget line” for new member engagement or promotions. This is an area in which clubs could explore, especially coming out of the COVID19 pandemic.

Looking Forward

The plan for 2021 will be to relaunch the Committee with a call for representatives from across Canada. Membership of the Committee should be open to a representative from all provinces and/or regions in Canada (if not all large clubs). The goal for 2021 will be to have a set schedule of bi-monthly calls. Also, the Committee would like to eventually find a new Chair with Nevin French staying on the Steering Committee.

The overarching goal of this Committee is to capture and share best practices from across the country and to encourage clubs to engage directly with each other. It is up to provinces/clubs to build their participation and it is important for them to identify activities that would work in their regions.

The Committee will kick-off with a short review of the 2017 Survey and take note of what has changed since then. In addition, we will explore what clubs have undertaken during the Covid19 pandemic to find lessons learned that can be shared as well as opportunities coming out of the pandemic with a new-found enthusiasm that many in the public will have for the outdoors.



This will be followed by a presentation by Alberta Orienteering on a new initiative with the AB clubs that is focused on strategic planning of the recruitment of new members. Alberta officials will deliver a short presentation and review their discussion as part of the presentation as well as a pilot program that had many positive feedbacks from participants and initiated strategically coordinated FWOOC events for the spring.

The Alberta Orienteering Strategic planning slides are here:

<https://drive.google.com/file/d/1rbb8R0PD4vDUh7TFSDys-8pDk5yYV2tH/view?usp=sharing>

The Committee will aim for at least one call with the wider membership ever two months with perhaps a call with the Steering Committee in between. We will ask provincial reps to nominate members to attend.