

# Strategic Plan 2013-16



**Vision** “Inspiring Kiwis to experience the fun and positive sense of adventure and achievement which comes from orienteering, and return for more”

	Make it Easy	Grow Participation	Strengthen Foundations	Enhance Performance
<b>Strategic Priorities</b>	We simplify processes making it easier to administer and participate in orienteering. Clubs access tools and processes which enable greater efficiency and effectiveness. Participants find it easy to understand, access, and participate in orienteering.	Orienteering achieves step change growth in participation and public awareness	Strong organisation means stronger support capability for the sport	Having our athletes achieve on the world stage
<b>Strategic Goals</b>	<ul style="list-style-type: none"> <li>Develop tools and processes which make it easier for clubs to adopt best practice</li> <li>Improve participants experiences, making it easy for them to take part and enjoy the experience of orienteering</li> </ul>	<ul style="list-style-type: none"> <li>Enhance events to attract more people into our sport</li> <li>Increase promotion of our sport for greater public awareness</li> <li>Grow Schools orienteering</li> <li>Grow mountainbike orienteering</li> <li>Capitalise on the growth of rogaining to bring more people into the sport of orienteering</li> </ul>	<ul style="list-style-type: none"> <li>Increase revenues through diversified strategies</li> <li>Further develop and enhance standards and practices which ensure quality events</li> <li>Review and simplify our processes and structures</li> </ul>	<ul style="list-style-type: none"> <li>Support Junior and Elite development</li> <li>Ensure robust selection processes and frameworks in place</li> <li>Support coaching and skills development</li> </ul>
<b>Measure/ KPI</b>	<ul style="list-style-type: none"> <li>Numbers of new processes, tools and templates implemented</li> <li>Participant satisfaction rates increasing</li> </ul>	<ul style="list-style-type: none"> <li>Participation rates increasing</li> <li>Brand awareness increasing</li> </ul>	<ul style="list-style-type: none"> <li>Increase in revenues</li> <li>Committees fully functioning</li> <li>Processes improved</li> </ul>	<ul style="list-style-type: none"> <li>Performance at WOC and JWOC</li> <li>Selection processes reviewed on regular basis</li> <li>All orienteers have access to skills development opportunities</li> </ul>
<b>Key Outcomes</b>	<ul style="list-style-type: none"> <li>New website developed</li> <li>Establish annual “Orienteering NZ” conference</li> <li>Good practice knowledge base further developed</li> <li>Work with individuals and clubs to develop templates for sharing best practice</li> <li>Develop participant feedback tools for clubs</li> <li>Establish annual customer survey to understand long term trends and participant</li> <li>Workshop with clubs on event management best practice</li> </ul>	<ul style="list-style-type: none"> <li>Establish national series which includes A grades</li> <li>Establish flagship urban event series which carry national value</li> <li>Develop partnerships with commercial operators, to develop new events</li> <li>Review brand of Orienteering NZ</li> <li>Establish marketing/promotion role for Orienteering NZ</li> <li>Review communication/information tools within the orienteering community</li> <li>Develop marketing strategy, with focus on PR, advertising around key events</li> <li>Develop marketing materials (website, promotional material and signage), to raise awareness on a national level</li> <li>Explore opportunities to promote orienteering to a wider audience through other media</li> <li>Develop schools orienteering strategy in conjunction with clubs, to enable targeted resource investment and growth</li> <li>Review schools orienteering coordinator role and support</li> <li>Review MTBO structures, system, resources and funding to align clubs for regional/national benefit in growing the sport</li> <li>Continue to grow the brand and public awareness of rogaining, as a social, user-friendly way into the sport of orienteering</li> </ul>	<ul style="list-style-type: none"> <li>Identify alternate funding sources to supplement Sport NZ funding</li> <li>Explore sponsor opportunities, particularly around any new flagship events which provide exposure and co-branding opportunities for our sport and sponsors</li> <li>Develop new financial model which will deliver greater revenues with less reliance on club levies</li> <li>Committees refined, built and supported to oversee key areas such as technical, mapping, controlling, MTBO, rogaines etc</li> <li>Develop annual calendar of training clinics for controllers and setters</li> <li>Invest in mapping skills development and ensure quality standards maintained to IOF standard</li> <li>Council portfolios implemented with terms of reference</li> <li>Review constitution against goals, strategies, and desired structure for organisation</li> <li>Review policies in place, to ensure time is spent on priorities to grow and maintain our sport</li> </ul>	<ul style="list-style-type: none"> <li>Review and align high performance strategies and structures for juniors and elites</li> <li>Develop policy on financial support for HP and elite/junior athletes, and include in budget</li> <li>Review processes and support mechanisms to better manage the multiple demands on selectors</li> <li>Promote best practice and skills development for club training and coaching programmes</li> <li>Sponsor a national junior camp</li> <li>Develop online coaching forum for sharing ideas and resources</li> </ul>

