

Orienteering Association of BC Strategic Plan
March 2014-December 2017

This plan, approved by BOD March, 2014 will be reviewed on or before April 1, 2015. Then it will be reviewed (and revised if necessary) at least once each fiscal year. The BOD will adjust Goals and Strategies based upon funding, earned income, and the degree to which we achieve our goals.

Vision: OABC as the provincial sport organization for orienteering will be vibrant and self-sustaining with growing numbers of participants of all ages in clubs around the province. Member clubs will organize events at all levels of the sport and OABC will facilitate this by providing administrative, technical, and financial support for recruiting, maps, officials, and coaches. Orienteering as high performance competition and orienteering as recreation will provide health and fitness for people of all ages and abilities.

Mission: OABC's mission is to provide and manage services and programmes for the British Columbia orienteering community and thereby furnish opportunities for every individual to reach his or her full orienteering potential. This will be achieved by providing positive and diverse orienteering experiences throughout the province.

OABC Goals:

1. Increase membership to 2000 by December 31, 2018
2. Support clubs with technical expertise
3. Recruit, coach, train and assist financially elite orienteers
4. Support the creation of maps
5. Increase revenues to achieve goals of strategic plan.

Goal #1 Increase membership

Objective: Increase membership year over year by providing orienteering opportunities for people of all ages and abilities throughout the province.

Measurement: 2014(1,200) 2015 (1,400) 2016 (1,600) 2017 (1,7500) 2018 (2,000)

Strategies to achieve goal #1.

1. Recruit a part time person or persons to facilitate growth of the sport. (A portion of this person's remuneration will be earned by increased revenue from membership, events, and courses.)
2. Partner with schools to create school yard maps.
3. Promote "Learn to orienteer" courses at community centres.

4. Junior development programmes will continue with focus upon XC clubs and cadet groups.
5. Create a self-sustaining club in the northern part of Vancouver Island.
6. Partner with businesses that include navigation adventures as part of their product (Corporate Challenge, City Chase, MOMAR, etc.) and earn members and revenues from these activities.

Goal #2 Support clubs with technical and administrative expertise

Objective: Provide clubs with the technical ability to conduct a high standard orienteering programme and administer it efficiently.

Measurement: 1. Continue to provide the training and mapping expertise. 2. At least 20 new or up-graded officials each year, 3. Create at least 1 new forest map and 5 urban maps each year.

Strategies to achieve goal #2.

1. Recruit a person to mentor local clubs in mapping, course planning, event timing, etc.
2. Train COF certified officials.
 - A level 100 (local events) annually at each club
 - B level 200 (formerly called B events) annually at club level
 - C level 300 (formerly A events) annually at provincial level
3. Recruit new BOD members and create a succession plan.
4. Assist clubs with creation of high priority maps for major events.
5. Host 2014 Canadian Orienteering Championships and Western Canadian Orienteering Championships

Goal #3 Recruit, coach, train, and assist financially elite orienteers.

Objective: OABC members will represent Canada as members of COF High Performance Programme at junior and senior international competitions.

Measurement: 4 BC athletes will represent Canada at World Orienteering, Junior World, and World University Orienteering championships.

Strategies to achieve goal #3.

1. OABC will implement the COF Long Term Athlete Development Model (Canadian Sport for Life Programme)
2. If requested by Orienteering Canada, OABC will support a levy to pay a subsidy for COC and JWOC team leaders.
3. OABC will make a grant to HPP members in exchange for them mentoring and instructing OABC members.

Goal #4

OABC will support province-wide development of orienteering maps.

Objective: Create orienteering maps of varying styles in sufficient numbers to sustain an active orienteering community.

Strategies to achieve goal #4

1. OABC will create a mapping committee with the responsibility of overseeing map development throughout the province.
2. OABC will make the creation of maps a prime goal when allocating financial resources.
3. OABC will provide map making expertise to clubs when required.

Goal #5

OABC will earn enough money to achieve the goals of its strategic plan.

Objective: OABC will grow revenues from membership fees, meet fees, for profit ventures, and grants.

Measurement: OABC will fund the fund the goals identified as priorities for that year.

Strategies to achieve goal #5.

1. OABC and its clubs will grow membership sufficiently to qualify for funding from ViaSport, Gaming Branch, and similar agencies.
2. OABC and its clubs will partner with businesses that include navigation in their products.
3. OABC and its clubs will budget to make a profit from orienteering events.

OABC will host regional, national, and international events of high quality.

1. Western Canada Orienteering Championships 2014
2. Canadian Orienteering Championships 2014.
3. World Ranking Event at Sprint Camp 2015, 2016.
4. Weekly or twice monthly events throughout the province.