

OBC Junior Development Project

One of OBC's Strategic Plan goals is to increase membership in our affiliated clubs. Our annual funding from viaSport is contingent upon maintaining a minimum provincial membership of 1000 orienteers, and we are barely above that threshold in 2024. Overall membership growth has two components: recruitment and retention. Our province offers a wealth of attractive outdoor recreation activities that compete with orienteering for the public's attention. It is therefore important to raise the public profile of our sport at every opportunity, and to ensure that we offer incentives to remain active participants.

One area OBC has chosen to emphasize in 2024 is building a province-wide junior development program for orienteering. While junior-focused orienteering training programs are already being offered by some O clubs in BC, our aim is to increase their impact by providing professional guidance, information sharing and extra resources. To this end, OBC has engaged the services of Jeff Teutsch (*Navigation Sports*) as a consultant to support clubs with design and delivery of their junior training programs. Jeff will also assist with networking and coordination between clubs across the province, with the goal of eventually creating an annual Junior O Championship event for BC.

Jeff brings a wealth of experience with orienteering development, training and coaching at both the Canadian and international levels; he will be reaching out to each of the BC O clubs in the near future to discuss their specific needs and junior programming plans for 2025.