



# Orienteering Association of British Columbia Strategic Plan 2025-2030

February 3, 2025

## **Vision**

Orienteering BC is showing how to re-connect with Nature through movement and navigation.

## **Mission**

To foster orienteering in BC as a recreational activity and competitive sport for life.

## **Goals**

1. Increase membership to 2000 by December 31, 2030.
2. Strengthen technical and administrative expertise within clubs.
3. Recruit, coach, train and support the next generation of both recreational and elite orienteers.
4. Support province-wide development of high quality orienteering maps.
5. Develop sufficient financial resources to achieve the goals of its strategic plan.

## Goal 1

Increase OBC membership to at least 2000 members by December 31, 2030

### Objective

Increase membership year-over-year by actively recruiting, and providing orienteering opportunities for, people of all ages and abilities throughout the province.

### Strategies

1. Support teachers who wish to introduce orienteering into their school by creating schoolyard maps and offering basic instructional resources.
2. Design and offer “Learn to orienteer” courses through community centres and other recreation/sport-oriented organizations.
3. Support new and expanded club junior development programs within a province-wide network.
4. Create a flexible membership model that encourages people to join clubs while still meeting organizational needs.

### Measurement

1. Membership targets  
2025 – 1200; 2026 – 1400; 2027 – 1600; 2028 – 1800; 2030 – 2000

## Goal 2

Strengthen technical and administrative expertise within clubs

### Objective

Ensure that clubs have the technical ability to offer a high standard orienteering competition program, and to deliver it efficiently.

### Strategies

1. Support club-based workshops for training Orienteering Canada-certified officials at O100, O200 and O300 levels.
2. Support training of club orienteering coaches based on NCCP/Orienteering Canada workshops, and integrating the NSO Long Term Athlete Development plan for orienteering.
3. Maintain an annually updated provincial database of all qualified officials and coaches.
4. Support introductory O-mapping workshops as needed.

### Measurement

1. At least 10 newly certified/upgraded officials each year.
2. At least 4 newly trained/upgraded orienteering coaches each year.
3. Organize at least one annual workshop for training new orienteering mappers.
4. Successful hosting of Provincial Championships annually, and of Canadian Orienteering Championships and Western Canadian Orienteering Championships, in rotation.

### Goal 3

Recruit, coach, train and support the next generation of both recreational and elite orienteers,

#### Objective

BC orienteers will reach the podium in all regional and national orienteering competitions, while some elite BC orienteers will also qualify to join the Orienteering Canada Team Canada Program.

#### Strategies

1. OBC will select and support both Senior and Junior Orienteering Teams for British Columbia each year. [Replaced implementation of OC LTAD model.]
2. OBC will continue to promote and support the certification of NCCP-qualified orienteering coaches
3. OBC will recognize the contributions of its Team Canada Program members to orienteering development in BC by providing partial financial support for their training and competition.

#### Measurement

1. BC orienteers will win at least 10 medals annually in open regional and national orienteering competitions.
2. Three (3) elite BC athletes from the Team Canada Program will represent Canada at World Orienteering Championships, Junior World Orienteering Championships, World University Orienteering Championships and/or North American Orienteering Championships over the next 3 years.

### Goal 4

Support province-wide development of high-quality orienteering maps.

#### Objective

Create orienteering maps, both urban and forest type, in sufficient numbers to sustain an active province-wide orienteering community.

#### Strategies

1. OBC will work with provincial clubs to oversee development of new and upgraded maps throughout the province.
2. OBC will make the creation of maps for major competitions in BC (provincial/national/North American championships) a priority goal when allocating financial resources.

#### Measurement

1. Increase the number of competition-ready maps within BC by at least 5 each year.

## **Goal 5**

Develop sufficient financial resources to achieve the goals of its strategic plan.

### **Objective**

OBC will develop a financial growth strategy that incorporates revenues from membership fees, competition event fees, 'for profit' ventures, and grants.

### **Strategies**

1. OBC and its clubs will grow and retain membership sufficiently to qualify for financial support from viaSport, Gaming Branch, charitable foundations and similar local, provincial and federal organizations.
2. OBC and its clubs will develop partnerships with businesses that include terrain running and navigation in their products.
3. OBC and its clubs will budget to make a net profit from orienteering events.

### **Measurement**

1. OBC will each year fund the goals identified by the Board of Directors as priorities for that year.