




Strategic Plan 2023-2025



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Developed by OQ Management Committee
in consultation with affiliate clubs and club members

Launch 11 July 2022
Planning meeting 17 Aug 2022
Call for submissions 19 Oct 2022
OQ Conference 29 Oct 2022
Priorities finalised 14 Nov 2022
Draft action plan circulated 14 Dec 2022
Final version March 2023

Cover : Tony Hill, April 2022

*Orienteering Queensland gratefully acknowledges
the support of the Queensland Government.*



Strategic Framework

OUR PURPOSE

To provide opportunities for fun, fitness, adventure and competition through orienteering in Queensland for people of all ages, abilities and backgrounds.



OUR VISION

To be a widely adopted outdoor recreation and competitive sport throughout Queensland.

OUR VALUES

- an active, healthy community
- fairness, inclusiveness, integrity, and sustainability in sport and recreation
- respect for the natural environment and for all landowners and custodians of the land

Organisation Snapshot

Total Number of Members	588
Number of Board Members	7
Number of Affiliate Clubs	11
Total Non-Member Participants	2850 distinct individuals 1318 at public events 1532 in school programs
Number of events 2022	275 public events (despite cancellations due to weather) 30 state/national events + 245 club/local events 58 events outside SEQ ⇒ 12,937 participations
Affiliated with National Body	Constituent member of Orienteering Australia
Weekly newsletter circulation	777 subscribers
Facebook page	2004 followers



*Orienteering:
A sport for all ages*

*A running sport with
a mental challenge*



SWOT Analysis

Strengths

WORKFORCE

Capable employees

Volunteers with high level of technical expertise

EVENTS

Wide range of locations & formats in events offered

All ages and skill levels catered for at each event, so whole family can participate at once

Popular community events

CAPABILITY

Clear pathway for junior athlete development

Appropriate structure and policies

Improvements in use of communication tools

PERFORMANCE

Strong results at national level by Cyclones and Masters over last decade.

REACH

Growth in membership and participation

Growing interest in regional areas

Weaknesses

WORKFORCE

Small pool of volunteers of increasing age

Insufficient revenue to expand paid roles

DEMOGRAPHICS

Lower membership and few volunteers from 20-40 years age group.

Juniors drift away from the sport after leaving school.

Female juniors under-represented

EVENTS

The sport is more individual than social, so extra effort is required to create a sense of belonging

CAPABILITY

Reliance on grant funding to cover operational costs

MEMBERSHIP

Growth in participation is only partially converting to membership.

Opportunities

EVENTS

Innovative event management technologies allowing for scalable events and simpler organisation

Hosting Australian Championships 2025 – a chance to create momentum

DEMOGRAPHICS

Interest in team navigation sports among young adults – possibility of innovation in event formats

FINANCE

Project funding opportunities

Threats/Challenges

WORKFORCE

Decline in volunteering across Australia

CAPABILITY

Changes to government funding threaten financial sustainability

Restricted by weaknesses in the national body's database system

Barriers to recognition by Qld School Sport in SEQ.

Difficulties accessing public land, both urban (schools) and forest

Our Strategic Priorities 2023-2025

In deciding our Strategic Priorities 2023-2025, we have considered

- our human and financial resources, which determine our capacity to undertake initiatives
- the possibility of leveraging our strengths to take advantage of opportunities, minimise our weaknesses and external threats.

Priority Areas for Development for the next 3 years:

Grow participation in Orienteering

- Offer and promote participation opportunities that attract people of all ages, abilities and backgrounds into orienteering

Address the demographic profile of Orienteering

- Develop initiatives targeting underrepresented demographics such that the age and gender profile of our sport better reflects that of the wider population

Foster capability in organisational and technical roles

- Create pathways that encourage/increase participation in organisational and technical roles
- Enable a new generation of orienteers to acquire the skills to stage successful major events, including Australian Championships in Sept/Oct 2025

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Elite pathways, international and national representation

Multi-Terrain Bike Orienteering



OQ ACTION PLAN 2023

STRATEGIC PRIORITIES	TASK/GOAL	ACTION	WHO
<u>Grow participation in Orienteering</u>	Focus on community/social connection to create belonging	Introduce initiatives to encourage people to stay/meet/talk, e.g. with food, lucky draw prizes, post-event information/analysis.	Clubs, with support from OQ
	Encourage more regular participation	Run events as a series (with results tally for a certain number of weeks, and/or rewards for participation).	Clubs, Event organisers, MapRun administrators, Promotions Officer
	Encourage participation in a wider variety of events	Run an extra class at traditional events for teams/groups	Clubs Promotions Officer
		Trial addition of Score courses (individual or team classes) at Orienteer of the Year events in 2023	OQ Technical Chair, Event organisers
		Offer different formats/novelty events	Clubs, Promotions Officer
	Improve infrastructure	Ensure sufficient maps are available to support participation initiatives, including in regional areas	OQ Mapping Officer
	Harness innovations in event management technologies to grow participation	Expand the use of MapRun in regional centres	Clubs, with support from OQ Promotions Officer
<u>Address the demographic profile of Orienteering</u>	Focus on schools	Host an All-Schools event in autumn, with team classes for an Interschool Challenge, plus opportunities for selection in Brisbane/SEQ team for Qld Schools Champs. Create and promote opportunities for girls to participate.	Key Brisbane organisers from Junior Development Committee; Promotion: Junior Development Officer, Promotions Officer.
		Seek to expand opportunities for orienteering to be offered as an Inter-School Sport and a Regional School Sport	Junior Development Officer Junior Development Committee
	Focus on universities	Host and promote an inter-varsity or inter-college challenge in combination with public events (e.g. Cyclones Sprints, urban Night Nav). Network with Inter-College Council at local universities	Cyclones (elite squad) + Clubs, Event organisers Promotions Officer
	Targeted training activities	Offer training camps/training activities to encourage under-represented groups to join squads	OQ Chair of Performance Junior Development Committee
	Define pathway from Schools to Cyclones squad	Create and promote opportunities for participation in and funding of team travel, high performance training.	OQ Chair of Performance, Cyclones Coordinator

Foster capability in organisational and technical roles	Create pathways to increase organisational and technical capacity	Proactively seek out new course setters & organisers for low-key events. Offer training and incentivise new personnel to progress to higher level.	Clubs OQ Technical Chair (training)
	Encourage participation in organisational and technical roles	Devise a reward scheme for volunteers	OQ Management Committee
	Enable a new generation of orienteers to acquire the skills to stage successful major events	Involve younger organisers from the start in the planning for Australian Championships 2025. Seek out their ideas for new initiatives. Offer training.	OQ Technical Chair 2025 Initial planning group
	Foster regional capability	Build capability and improve infrastructure among regional clubs to capitalise on regional interest in orienteering	OQ Management Committee Regional clubs



Orienteering is for everyone!

