

Strategic Plan : 2013-2015

Where are we now?

Purpose / Mission

1. To increase event participation of club members
2. To build the skill level in event administration of club members
3. To improve our maps and mapping techniques, adding to mapped areas of regional forests and schools
4. To enhance and improve orienteering fitness and navigation skills of club members
5. To attract junior members from local schools to become club members
6. To introduce technologies, innovations and sponsorship to our event management

Core Values and Beliefs

1. Orienteering offers basic survival skills for all members of our community.
2. Orienteering skills and strategies can be taught and learned by children, working adults and retired seniors.
3. Club membership implies responsibility and sharing roles in event management.
4. Orienteering is an inexpensive, outdoor, active sport for all ages in the community.
5. Orienteers have strong links to the environment and its sustainable nature.
6. Orienteering fosters outdoor activity and responsibility for care of the natural environment

Strengths, Weaknesses, Opportunities, Threats

1. Strengths – our core of experienced orienteers; club commitment to excellence; motivation to be leaders of innovation; club rooms and storeroom at Eastwood Leisure Complex; recognized leaders in national competitions; proven organisers of major events

2. Weaknesses – our ageing membership base; too few do too much; few active juniors in orienteering; little sponsorship from outside organisation; low profile in community; distance from Melbourne 's population base; less than 20 active orienteers in club
3. Opportunities – commitment to mapping new areas; school program developed at one school can be translated to other schools; country sporting community values encourage participation; university physical education program teaches orienteering/navigation
4. Threats – many competing sports in country town; distance to travel to regular events; lack of parental support for transport to events; burn out among long-serving officers; lack of online skills to enhance communication (Facebook, Twitter, Yahoo Groups, Dropbox)

Where are we going?

What are we best at doing?

1. Organising a variety of major events each year for Victoria
2. Travelling to major orienteering events interstate and overseas
3. Innovating event organisation, finish/result presentation, producing and printing
our Eureka maps

Where do we want to be in 3 years?

1. Club meetings open to all members – focus on specific topics of interest/development /education of all members – the Eastwood Leisure Complex or outdoor locations
2. Set up Eureka tent and banner at state foot and mtbo events for club communication
3. Sell maps to the wider community through public outlets
4. Involvement in the 2015 Australian Championships in the Ballarat area
5. Establish an orienteering program in one new secondary / primary school each year
6. Continue to be innovative in event organisation, use of technology and outdoor education
7. Support the process toward a sustainable future for Canadian Forest as a area for outdoor activity to be valued and nurtured

8. Evaluate club mapping resources (OCAD, maps) and establish a mapping subcommittee to set up plan for the next 3 years
9. Evaluate existing and future club technology (SI, Condes, Xerox Map Printer, Toshiba laptop, Generator/Inverter) and identify improvements desired
10. Train new people in the finish tent (SI) and first aid area as part of club development

How will we get there?

Goals for 2013 thru 2015

By the end of 2013

1. Identify and develop 2 club members capable of running the finish tent technology
2. Utilize the existing meeting rooms /storeroom at the Eastwood Leisure Complex by monthly open meetings to encourage new members and increase participation of old members
3. Set up a Eureka tent and banner at all state series foot and mtbo events to increase our club visibility and serve as a local communication hub (as the Eureka cake stall once served)
4. Train/upgrade 1 person in first aid techniques to improve our safety management

By the end of 2014

5. Support the Friends of Canadian Corridor to re-establish Canadian Forest in the areas harvested in the past and underline our commitment to outdoor activity
6. Liaise with the tourist industry to make available quality Eureka maps to walking/cycling visitors to the region of Daylesford/Hepburn Springs
7. Establish orienteering in 1 local school each year by making local school maps and servicing extended (4 - 6 weeks) educational programs in schools

By the end of 2015

8. Continue to enhance Eureka icon events – DuO, Eureka Challenge, Cyclic Navigator, aMAZEing Ballarat, Ultra Long – by obtaining sponsorship and local media coverage
9. Evaluate club mapping resources (OCAD, maps) and mapped areas, and identify improvements desired

10. Evaluate existing technology (SI, Condes, Xerox map printer, TV, Toshiba laptop) and identify improvements desired