

## Overview

I have started my position with AOA on January 16<sup>th</sup>, 2017. It was a very productive year with lots of learning opportunities and thanks to the AOA Board and Club's support a successful transfer of businesses. I would like to express an extra thank you to Kitty Jones and Marion Owen to handling the AOA administration while there was no ED from September to January.

## Funding

### 1. Alberta Sports Connection Grant

We have signed the same funding contract with Alberta Sport Connection for 2017/18, and we are thankful for their continued financial support.

- The ASC reporting has changed with a newly developed online reporting process. This was a challenging situation to meet due to our current membership tracking system. In result, AOA had to developed a new Age Group Categories for reporting. It took many days to comply membership data to suit the report. We have also created a Reporting Requirement document to help with communicating it to the clubs.

The Provincial Budget and the economic situation for our grant stayed the same for this year. We continued working with our sport consultant, Aaron Lavorato who has been very supportive.

### 2. Casino

- Next, AOA Casino is on February 24/25, 2018

### 3. CIP Grant

- CIP Grant was applied to support the "research project" for AB parks for obtaining the event permits in the Bow Valley. (Wildlife Monitoring Study in Bow Valley Provincial Park).

## Yearly report and highlights

- In February, the AOA Board created **Strategic Priorities** plan and a yearly **Roadmap** to meet our strategic goals for this year.
- The summary of the achieved goals are color coded in the table below, and the details can be found in the **Roadmap** (attached in the PDF document).

## 2017 Strategic Priorities

### Overview:

Green = achieved set goal    White= great progress achieving goals    Pink = more work needed to achieve goals

2017 Strategic Priorities				
Sport Development	Leadership Development		Mapping	Organizational Capacity
	Coaches	Officials		
Expand and support the grassroots and recreational orienteering programs	Establish, promote and support participation in coaches' certification	Help officials to complete outstanding certification requirements	Continue developing and updating quality competitive maps, and develop more mapping experts	Build more sport awareness and community engagements
Prioritize outreach and community program development	Organize opportunities for professional development with training camps and clinics	Establish mentorship program and practicum opportunities	Establish KISS (Keep It Simple, Stupid) Map design and process	Rebuild bridges between Alberta clubs and members
Build more relationships, encourage club's collaboration and plan more fun, beginner-friendly events.	Establish program needs assessment and evaluation for future reference	Liaise with OC to plan advanced courses (O300) and practicums	Complete Provincial Maps database and map updating system	Link AOA and OC with more collaboration projects (LTAD, Maps database coaches', official's development)
<p><b>Key concepts:</b>  <b>Advance all communication channels, support awareness and education through all areas.</b>  <b>Bring more fun, liveliness, and promotion to all events.</b></p>				

## Highlights 2017

### Member Services

- **Spring Skill Development Training camp:** Collaborating with EEOC, AOA organized the Advance Group training in the Edmonton training camp. It was great opportunity to work together with the club to serve all members from beginners, kids, and families to the advanced group. AOA would like to express a big thank you for the EEOC leaders for offering this opportunity. We hope to continue with this format and work with both clubs to deliver similar events.
- **Alberta Orienteering Championships:** Awards, Kids Prize Draw, and BBQ  
AOA provided medals, top finisher awards and organized the kid's prize raffle at the 2017AOC. Also, delivered a free BBQ to participants and volunteers.
- **Annual Retreat (Deer Valley Meadows)**
- **AOA Grant funding** for Pursuit of Athletic Excellence, Leadership grants
- **Completed and communicated event schedule:** AOA has worked with clubs to ensure listing of local, provincial, national and international events.

### Club Services

- **Map production** of areas outside city limits – new project at Barrier Lake started.
- **Liaison** between clubs and OC: new member engagement committee, mapping, officials, LTAD athlete development, Coaching course delivery
- **Event promotion** for WOD and major Club event: social media and two paid advertisement
- **Coaching courses:** two courses, total attendance 26 people
- **Mapping course:** 9 people
- **Officials list:** liaising with OC to create Officials tracking system

### Communication with Members

- **New Website:** average weekly unique visitors 322 and 1015 pageviews per week.
- **Social Media:** Facebook (average monthly reach 2,285, posts Engagements 374)) and Twitter (Tweets earned 1600 impressions (#of times users saw tweets) over last month period.
- **Clubs' programs** and major events promotion
- **AOA Newsletters:** Circulated three so far. Also established Officials and Coaching network information letters. New members follow up letter. Opened emails were between 38.7 -89.3 %.
- **AGM and Retreat:** invitation 49.2 % opens

### Sport awareness and outreach

- **Promotional activities** through social media and establishing partner organizations cross promotions. (Play Outside Guide, COC, Active for Life, Cross Country Ski clubs, etc.)
- **World Orienteering Day:** working with clubs for public engagement (bad weather was preventing a good outcome, but 29 new members came out to Calgary redo event)
- Efforts to organize Intro Events in Sundre, GP, Camrose have not been successful due to low interest
- **Outside Adventure (Grassroots) Program** development and establishing a partnership with Be Fit for Life Network has been inspiring. The project planned to be completed by March 2018.
- **School Programs** support: Senator Patrick burns school 131 kids. Airdrie High School 20 weeks O program through Phys Ed curriculum.
- **Grand Prairie** Forest Wardens program interest (trained Community Coach)
- **Demo event** for Kodiak Boys Club (45 participants) and U of C students is upcoming

### Collaboration with other organizations

- **Orienteering Canada:** LTAD ADM development, Sass Peepre Committee, Communication and New member engagement, Coaching development
- **ORCA:** Outdoor Recreation Council of Alberta (AOA joined as a member organization) attending on the meetings.
- **Be Fit For Life Network:** partnering to deliver the new grassroots program.
- **PLAY ALBERTA/ CALGARY:** regularly attending on this cross-sectorial physical literacy promotion network meetings.

### Professional development For Bogi:

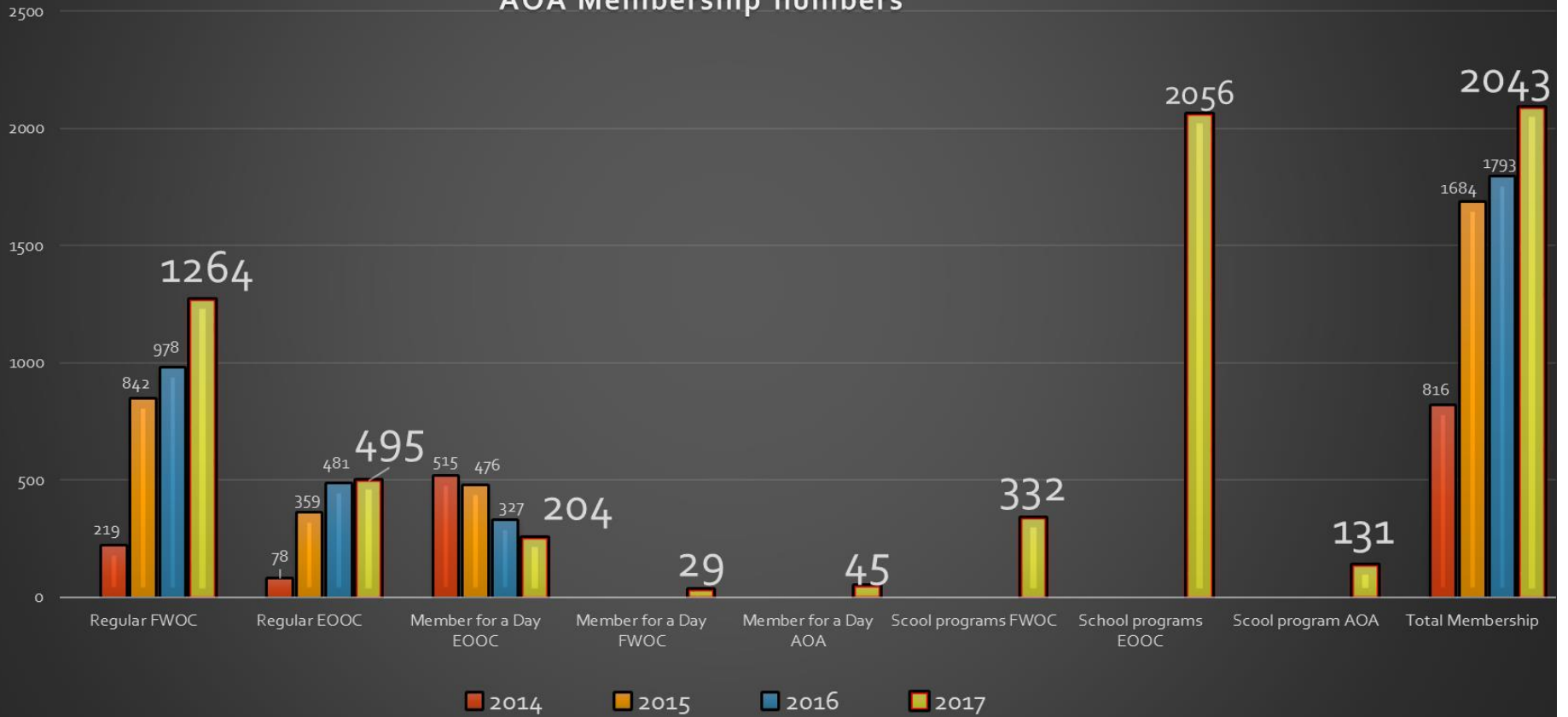
- ASC Sport Leadership conference: (Bogi and Wayne attended from AOA board.)
- NCCP Learning facilitator course
- AGLC Workshop: Gaming funding use
- Physical Activity Forum: Don't overthink it! Promoting physical activity in a busy media environment
- Intro to competition coaching course

### 2017 Roadmap

- For detailed 10-month review, please find the **PDF Roadmap** document attached

<b>MEMBERSHIP NUMBERS</b>												male	female
				2013	2014	2015	2016				2017		
AOA Regular Memberships				288	301	1201	1459						1759
	Calgary: FWOC			195	219	842	978			679		585	
	Edmonton: EIOC			89	78	359	481			242		253	
	No club Affiliated			4	4	0	0						
AOA Voting members													430
	Voting members:FWOC									101		121	
	Voting members:EIOC					844	840						
Recreational Memberships:Member for a Day				578	515	476	327						278
	Calgary: FWOC									12		17	
	Edmonton: EIOC			578	515	476	327			total		204	
	AOA only									45			
Outreach: School programs													2519
	Calgary: FWOC												332
	Edmonton: EIOC												2056
	AOA												131
Honorary Members						6		6					6
AOA Employee						1		1					1
<b>Total Orienteering Memberships</b>				<b>866</b>	<b>816</b>	<b>1684</b>	<b>1793</b>						<b>2043</b>

### AOA Membership numbers

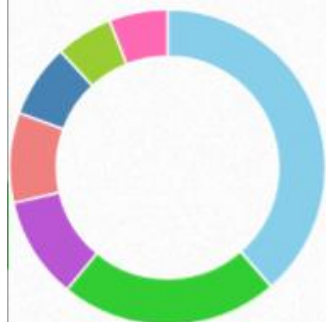


## AOA Office Timesheet (Jan 16- Oct 23, 2017)

### My Hours - Report Timesheet

This report was exported by: bogigyorfí@gmail.com

Project	Client	Time	Billable time	Billable
Administration		590.50	0.00	
Sport development		342.17	0.00	
Meetings		159.25	0.00	
Event organization		141.00	0.00	
Marketing and promotion		115.50	0.00	
Club development		89.50	0.00	
Vacation, in lieu	AOA	75.00	0.00	
Athlete development		16.50	0.00	
<b>Total time:</b>		<b>1,529.42</b>		
<b>Total billable time:</b>		<b>0.00</b>		
<b>Total billable amount:</b>		<b>CAD0.00</b>		

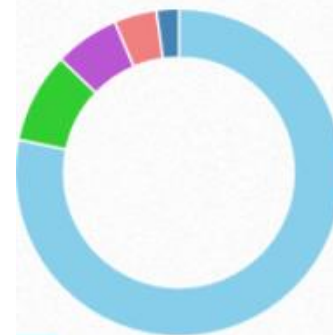


Administration	38.61 %
Sport development	22.37 %
Meetings	10.41 %
Event organization	9.22 %
Marketing and promotion	7.55 %
Club development	5.85 %
Other projects	5.98 %

### My Hours - Report Timesheet

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Task	Time	Billable time	Billable
AOA	1,116.42	0.00	
Outreach project	128.00	0.00	
FWOC	91.50	0.00	
EOOC	60.00	0.00	
OC	31.50	0.00	
<b>Total time:</b>	<b>1,427.42</b>		
<b>Total billable time:</b>	<b>0.00</b>		
<b>Total billable value:</b>	<b>CAD0.00</b>		



AOA	78.21 %
Outreach project	8.97 %
FWOC	6.41 %
EOOC	4.20 %
OC	2.21 %