

Submitted by Bogi Gyorfí

10/31/2019

Overview:

The AOA has completed year two of the new 2018-2020 Strategic Plan, which was planned in alignment with the provincial association accountability requirements, the Orienteering Canada guidelines and with the help of the clubs and membership feedback.

The 2018-20 Strategic Plan will guide the focus for both the Board and the ED moving into the next year. This past year, the Board spent a significant amount of time reviewing governance and policies. We will continue to focus on quality sport delivery and to improve our internal procedures, including communication and policy manual updates.

The Executive Director helped to achieve the 2019 goals, which included the following:

- Outreach in new Zones including program development
- Collaboration with other organizations to promote orienteering within multi-sport programs and a Sport for Life program
- Improvement of communications with clubs and members
- Continued development of coaches, officials and mappers

To all our volunteers, board members, coaches, officials, mappers and staff– thank you for your continued support of orienteering. Your dedication, passion and many hours of time spent to organize events make it possible for our sport to be successful in providing a positive outdoor sport experience for all.

Yearly report and highlights

The detailed report of the achieved goals can be found in the **2019 Roadmap** which is available on our website <https://www.orienteeringalberta.ca/agm-meetings.html>

Funding

1. Alberta Sport Connection – Provincial Association Development Grant

We signed the annual funding contract with Alberta Sport Connection (ASC) for 2019, and we are thankful for their continued financial support.

The Provincial Budget and our grant stayed almost the same for the current three-year term (2018 - 2020). We continued working with our very supportive ASC sport consultants. ASC's Feb 2018 assessment of AOA outlined some areas in which we need to show improvements in this 3-year cycle (see below:)

- *Need to track activities and members in additional Zones.*
- *Need to improve our programming in additional Zones. (Min 4 Zones)*
- *Need to improve AOA financial diversity*
- *Need to improve communications with members*
- *Need to implement new Sport Policies: Concussion/ Volunteer screening / Safe sport policies*

2. Casino

There was no AOA casino held in 2019. Next casino is scheduled for **Pure Casino Edmonton**

March 17-18, 2020, (Tuesday – Wednesday.) We would like to ask the Edmonton area members for their support to help AOA run this fundraising opportunity.

3. Other Grants:

AOA received two grants in 2019:

Volunteer Screening Grant

AOA applied and received a grant from **Volunteer Alberta** to help us review and implement new screening policy which meets current standards. The new policy is on the Volunteers AOA webpage: <https://www.orienteeingalberta.ca/volunteers.html>

Recreation and Physical Activity Project - Micro Grant Program 2019/2020

The main goal of this project is to provide affordable, inclusive, developmentally appropriate programming for school aged children that meets a need for alternative, outdoor, multi-sport programming in rural Alberta communities. This addresses our goal of bringing more programming to Zones outside Calgary & Edmonton. This grant enabled AOA to deliver programming to Red Deer and Rocky Mountain House, as well as initial mapping in Grande Prairie for future programming there (in spring 2020).

2019 Highlights

Member Services

Events for members 2018	Number of participants
Spring Training Camp	65
World Orienteering Day - public awareness	Public awareness
AOC Provincial Championships	57
AOC Camping free accommodation	25
Officials training O300	2
Community Coaching Course	36
AOA Retreat 2018	31
AOA Grants recipients (2018)	28
Total participants	308

- **Spring Skill Development Training camp, May 25-26, 2019:** Collaborating with EIOC, AOA organized the Advance Group training in the spring Strathcona Wilderness Center training camp. AOA invited the Danish Junior National Team coaches to help with advanced training and coaches' development. It was a great opportunity to work together with EIOC to serve all members including beginners, kids, families and the advanced group. AOA would like to express a big thank you to the EIOC leaders for offering this opportunity. Special thanks to the Svoboda family for hosting and driving the Danish coaches. We hope to continue with this format and work with both clubs, in alternate years, to deliver similar training events.
- **World Orienteering Day (WOD), May 15, 2019:** AOA supported a public awareness campaign through social media and ads.
- **Alberta Orienteering Championships (AOC) and Camp, June 29-30, 2019:** Awards, Prize Draw, and refreshments and BBQ for the 2019 AOC. AOA provided medals, organized the prize raffle, and delivered a free BBQ to participants and volunteers. The AOC Camp provided free camping accommodation for 25 participants. Thank you to FIOC leaders and volunteers for putting so much effort into organizing a Middle event, a Relay and a Canada Cup Long event and providing a great orienteering experience with excellent courses and welcoming hosting.
- **Annual Retreat (Deer Valley Meadows), Nov 2-4, 2018:** 36 members attended
- **AOA Grants:** The AOA board reviewed the traditional AOA Grants and adjusted them to better serve the growing number of participants and programs. The Pursuit of Athletic Excellence Grant was discontinued to support different initiatives. The High-Performance Grant will be continued.
- **The HPP athletes** are supported with the AOA Grant. Congratulation for their inspiring performance at JWOC and WOC. David Svoboda, Michael Svoboda, Emma Sherwood, Michael Kondor, Jan-Erik Naess, Will Critchley, Damian Konotopetz continues with their inspiring enrollment at national and international level of completions.
- **The new Leadership Grant** will support individuals to further their development as coaches, officials, mappers and club leaders.
- **New club program grants** were introduced in 2019. EIOC and FIOC can apply for Junior Program Development Grant, Underrepresented Group Program Grant and Major Event Hosting Grant.
- **Completed and communicated event schedule:** AOA has worked with clubs to ensure scheduling of local, provincial, national and international events in Alberta. A new initiative – Alberta Compass Series - was introduced to encourage participation from across the province at these events.

Club Services

- **Map production** of areas outside city limits – a new project at Barrier Lake is still ongoing and the Map will be used for 2020 WOC. Three new maps were created for outreach areas: one each in Red Deer, Grande Prairie and Cochrane
- **Liaison** between clubs and Orienteering Canada: AOA worked with the HPP selection committee to represent AB athletes. Don Riddle and Marion Owen served/assisted on OC Technical and Officials committees. Albertans (key officials & many volunteers) helped organize 2018 WOC in Whitehorse, in conjunction with 2018 NAOC there.
- **Event promotion** for WOD and major Club events: social media promotion and 3 paid advertisements

- **Coaching courses:** 3 community coaching courses with 40 new participants
- **Officials program:** finalized OC Officials tracking system, and resulting list of Albertan officials.
- **Policy development:** Volunteer management policy, updated Waivers, Safety recommendations <https://www.orienteingalberta.ca/safety-in-orienteing.html> ; Concussion policy <https://www.orienteingalberta.ca/concussion-in-sports.html>

Communication with Members

- **Website:** 4100 unique visitors **close to 10,000 page views**
- **Social Media:** Facebook - good development with 300 followers (most engagement posts reached 11,600 people)
- **Program and events promotion:** major events promotion and four paid ads with FB
- **AOA Newsletters:** circulated 4 newsletters
- **Sport awareness:** activities establishing partner organizations; cross promotions - Active for Life, Sport for Life Cochrane, Sport Calgary podcast and club profile
- **Media:** 2 newspaper articles about orienteering and its benefits. Podcast and article/ sport profile with Sports Calgary.

People Reached	Post Engagements	Link Clicks
6,198	406	59



Ads on Alberta Orienteering Association

Ad Name	Post Engagements	People Reached
Run the Wild is BACK for 2019	94	1.6K
RED DEER News: The OUTDOOR	312	4.6K
Keep the fun outdoors this fall	--	13

Actions on Page September 4 - October 1 We have insufficient data to show for the selected time period.	Page Views September 4 - October 1 122 Total Page Views ▲184%	Page Previews September 4 - October 1 17 Page Previews ▲183%
Page Likes September 4 - October 1 37 Page Likes ▲1133%	Post Reach September 4 - October 1 11,680 People Reached ▲2012%	Story Reach September 4 - October 1 Get Story insights See stats on how your Page's story is performing. Learn More
Recommendations September 4 - October 1 We have insufficient data to show for the selected time period.	Post Engagements September 4 - October 1 985 Post Engagement ▲476%	Videos September 4 - October 1 2 3-Second Video Views ▼33%

Outreach and collaboration with other organizations

ED has been constantly looking for new opportunities at networking meetings and sport events. Ongoing partnership with Be Fit for Life (BFFL) is going well- 547 participants in 7 communities, and 25 sessions run by BFFL. Calgary Sport Hub partnership was maintained with 800 kids going through an orienteering program in Calgary. RMH Hela Venture Outdoor Education summer camps have implemented orienteering in their program with 125 participants in summer 2019. Red Deer College - Community Try It program had good interest: 30 people attended and established youth program at the fall. Cochrane EB school residency program was a huge success with lots of positive comments. Starting new Cochrane partnership with Notre Dame School using a multi- sport program setting.

AOA Programs 2019

Community programs

Airdrie	54	
Red Deer	13	
RMH Hela venture	125	
BFFL Red Deer College	31	
Cochrane all sport one day	24	
		247

Partnerships

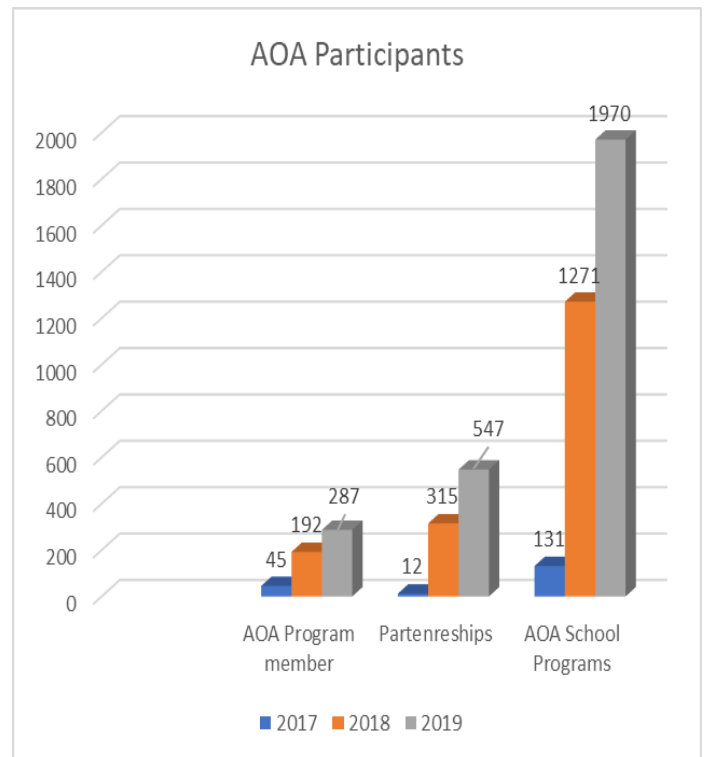
Calgary Sport Hub- school	760	
Cochrane Sport Hub-school	186	
		1493
BFFL Centers in 7 communities	547	(25 sessions)

AOA School programs

Red Deer	515	
Cochrane	509	
		1024

New Coaches trained

SOGO, Red Deer, RMH, Cochrane	40	
		2804



Professional development for ED:

- Safe Sport summit and Alberta Sport Connection conference
- Lumina Leadership development workshop
- Additional online training: NP trends - Sport for Life webinar, LGBTQ Information webinar,
- Networking opportunities: regularly attending LTAD lunch and Play Calgary webinars/meetings
- Active City summit

AOA Participation numbers as of October, 2019

	2014	2015	2016	2017	2018	2019
FWOC membership	219	842	978	1264	1022	1082
EOOC membership	78	359	481	495	433	443
AOA Program member				45	192	266
Member for a Day EOOC	515	476	326	204	352	264
Member for a Day FWOC				29	36	75
School FWOC				332	4020	2900
School EOOC				2056	3083	4111
School AOA				131	1271	1970
Total Participants	816	1684	1793	4556	10409	11111

