A photograph of a forest with a white and orange orienteering control flag hanging from a tree branch. The flag is white with a blue border and an orange bottom section. The background shows a dense forest of trees and green foliage.

Alberta Orienteering Association Strategic Plan 2024-2027

We envision a future where orienteering is:

- Recognized by Albertans as a rewarding outdoor activity for all ages;
- Full of opportunities for all, from competitors to recreational participants;
- Continues to be a welcoming, active, inclusive community.

Our key values are:

Inclusive Community | Fairness | Excellence | Lifelong Activity | Respect for the Environment

Our Vision

Albertans of all ages and abilities recognize and embrace orienteering as an enriching outdoor sport that promotes lifelong physical and mental well-being.

Our Mission

The AOA is committed to leading the growth and development of orienteering in Alberta by coordinating provincial initiatives, representing Alberta orienteers nationally, advocating for the sport, and hosting orienteering events.

Our Role

The AOA's role is to co-ordinate provincial initiatives, provide resources, and facilitate technical development, with the overall aim to further the development of orienteering in Alberta.

Our Values

Guided by our core values of fostering inclusive community, fairness, and excellence, we enjoy orienteering as a lifelong activity while respecting the environment. The AOA remains dedicated to fostering true sport values in the orienteering community.

Our Community

The AOA, led by a volunteer board since 1974, comprises dedicated volunteers, participants, and supporters who collaborate not only within the province but also nationally to promote orienteering. We strive to foster a welcoming and inclusive community.

What we want to see in 2027: Increased Awareness of Orienteering | A Strong and Unified Orienteering Community | Seamless Sport Delivery System| Organizational Excellence

Increased Awareness of Orienteering

We are proud of our sport and seek to celebrate it whenever possible. We work to increase and maintain a positive profile and enhance public awareness of our sport, our clubs, and the AOA. We offer a welcoming environment to people as they engage in our sport.

Seamless sport delivery system

We work with our clubs and outreach to develop, deliver, and promote programs and services that provide positive experiences for our members at all levels of participation. We provide an inclusive and seamless sport delivery system in the province that will increase the membership and participation numbers in orienteering.

A Strong and Unified Orienteering Community

Support of existing and developing clubs to increase capacity and engagement of more Albertans in active living. We support and encourage orienteers as they strive to attain their individual goals. We have valued partnerships that build capacity and sustainability at the local and provincial level.

Organizational Excellence

We work to ensure organizational excellence through the continued development of an effective governance structure and organizational leadership that will contribute to increased long-term stability and sustainability of the AOA and orienteering clubs in Alberta.

A background image of a topographic map with contour lines and a grid. The text is overlaid in the center.

Roadmap for 2024

How do we get there?

Increased Awareness of Orienteering

We are proud of our sport and seek to celebrate it whenever possible. We work to increase and maintain a positive profile and enhance public awareness of our sport, our clubs, and the AOA. We offer a welcoming environment to people as they engage in our sport.

What we need to do:	How we are going to do it in 2024:	When and who is involved	2024 YE evaluation
<p>1. Offer new and more opportunities to increase awareness of orienteering.</p>	<ul style="list-style-type: none"> • Offer more and regular "Try It" events. • Promote our events by advertising to neighborhood / community associations and community newsletters. • Create/update more permanent courses in outreach locations with QR codes. • Use "wearable" staff/volunteer shirts for approachability at events. • Keep collaborating with schools and other organizations to introduce orienteering. • Post successful videos and stats on social media about school programs 	<ul style="list-style-type: none"> • ED works with the clubs to offer regular Wed night try its. Schedule events for spring to start the season. • ED works on updating permanent courses with QR codes and see if adding some new courses is sustainable. Work with O-Store printing QR code stickers. Summer months. • Clubs and AOA school programs are ongoing and supported by AOA – ED organize NCCP workshops as needed. • ED to reach out to clubs regarding collaboration hiring social media support person. Early spring before events start. 	<ul style="list-style-type: none"> • Completed: • 7 programs run in Calgary and Participaction grant was sent to Edmonton and RD . • Not completed the QR codes update. The permanent courses in Crowsnest were not updated. Edmonton did a new Permanent course update in Strathcona. FWOC updated permanent courses with Trail sport in CNC. AOA has a webpage promoting permanent courses. • School programs are ongoing, only one NCCP course were run by Edmonton. AOA supported this with the EKCP grant. • Conversion started by email reaching out to clubs but did not continue, lack of interest and response from clubs.
<p>2. Support the capacity building of existing & new clubs.</p>	<ul style="list-style-type: none"> • Maintain sustainable membership growth in minimum 4 Zones, • Work with clubs to help with their unique needs and challenges (e.g. FWOC programs more connected SOGO and club events with help from AOA collaborations. • Explore opportunities to fund club programs and staffing needs. • Organize a meeting – for adult training for leaders/ coaches to 	<ul style="list-style-type: none"> • Spring ED creates outreach programs and sets up events that can grow membership. • ED continues FWOC board support by regular follow up meetings throughout the year regarding club support. • ED to continue conversation and explore potential collaboration for creating shared job/ staff hiring 	<ul style="list-style-type: none"> • Achieved: outreach membership has grown in 2024 (see membership reports at the end) • Achieved: worked with FWOC, facilitate strategic planning and Full time staff hiring committee. • Organized meeting invited clubs across canada / start conversation about adult programming. • Ongoing <p>one zoom was organized, after OC offered</p>

	collaborate on best practice.	with clubs. <ul style="list-style-type: none"> • Spring ED organize zoom meeting for Coaches regarding adult training. 	to take over initiative but was not followed up.
3. Improved profile using internal and external communication.	<ul style="list-style-type: none"> • AOA communications are professional-looking, up-to-date, and provide information that is relevant for clubs and partners. • AOA works to increase media awareness of both the sport of orienteering and key individuals in the sport. • Increase presence in social media. Explore opportunities with clubs to collaborate and do consolation on how to improve on this 	<ul style="list-style-type: none"> • Through the year ED updates AOA website and social media channels. • ED and AOA board members create quarterly newsletter. • Spring ED organizes meeting with clubs' collaboration to hire some for social media support. 	<ul style="list-style-type: none"> • Done (see report at the end) <p>Social media hire was not achieved as first contact was not created interest and actions.</p>
4. Celebrate our people and our history.	<ul style="list-style-type: none"> • AOA regularly recognizes its movers and shakers through a combination of consistent informal recognition, and nominating orienteers for appropriate volunteer recognition opportunities. • Plan a "AOA 50 Years" celebration. • Plan annual meaningful volunteer celebration events. • 	<ul style="list-style-type: none"> • February AOA nominates volunteers to OC Hall of Fame. • Spring ED and AOA board start Planning the 50y anniversary celebration event. • Arrange BBQ at AOC. • Summer ED posts for Team Canada and other athletes' international events. • Summer post about COC/ NAOC. 	<ul style="list-style-type: none"> • Completed (Marsha F was nominated) • Completed • Only 3 Newsletter, last one including Hp athletes articles • SM post with COC/NAOC was done through the summer
5. Maintain outreach programs.	<ul style="list-style-type: none"> • Where communities have established a successful outreach program; Red Deer, Airdrie help them for the creation of a new orienteering club. • Where a new area approaches AOA expressing interest in developing an orienteering program, every effort will be made to provide support without taking resources away from existing outreach areas. 	<ul style="list-style-type: none"> • ED manages outreach programs throughout the year: Outreach membership set up. Outreach program set up in Airdrie and Red Deer Collaboration regarding RD Sport Hall of Fame display activity set up. Follow up with Crowsnest Pass outreach possibilities 	<ul style="list-style-type: none"> • Completed • Outreach was focused in RD and Airdrie. • Clubs also did some great outreach programming with EKCP grant help • No follow up program in Crowsnest pass this year. • RD sports hall of fame project still waiting for the map to be completed

Seamless Sport Delivery System

We work with our clubs and outreach to develop, deliver, and promote programs and services that provide positive experiences for our members at all levels of participation. We provide an inclusive and seamless sport delivery system in the province that will increase the membership and participation numbers in orienteering.

What we need to do:	How we are going to do it in 2024:	When and who is involved	2024 YE evaluation
6. Develop and support officials.	<ul style="list-style-type: none"> Support O200/300 Officials training by supporting attendance to relevant events. Support clubs with O100 course delivery as needed. Develop active mentorship system and focus on major events to help complete officials certifications. Annual notice email to officials to circulate relevant information and update their credentials. 	<ul style="list-style-type: none"> Spring ED ask clubs about O100 courses and how to support it. Throughout the year AOA board keeps mentorship opportunities in sight and supports the mentorship needs. Spring AOA email/ newsletter to officials regarding mentorship and learning opportunities and to update records. 	<ul style="list-style-type: none"> O100 Course were promoted Follow-up with O100 mentorship was lead by the clubs indicatives. Officials Records were not updated in 2024.
7. Develop and support coaches.	<ul style="list-style-type: none"> AOA offers and supports ongoing development for new and experienced coaches through NCCP coaching courses and learning opportunities. AOA creates and facilitates a strong network for coaches to share ideas and best practices and support each other. Collaborate with clubs to support first aid certs for coaches. 	<ul style="list-style-type: none"> ED sets up NCCP coaching course as needed. Spring ED organizes zoom calls and other collaborative/learning opportunities for coaches. ED to find ways to help with first aid certifications for events and programs. 	<ul style="list-style-type: none"> No courses were requested by clubs Organized and lead one NCCP coaching course for outreach camp in in Nordegg Goldey center (unfortunately closed after) EOOC run one NCCP within Little Red River Cree Nations School Board- teachers training) Started to research First aid course got some quotes in . we agreed to stop pursuing this because of the cost was way to much.
8. Develop and	<ul style="list-style-type: none"> Coordinate mapping projects with clubs to meet the need of the sport. 	<ul style="list-style-type: none"> ED and Mapping director facilitate bringing in foreign 	<ul style="list-style-type: none"> Completed: we have applied for LIMA but didn't not get the

<p>support mappers and maps.</p>	<ul style="list-style-type: none"> • Support outreach mapping projects to be able to expand outreach events and programs. • Organize or subsidize mapping courses to help mappers developments. 	<p>mappers for 2025 COC map.</p> <ul style="list-style-type: none"> • Mapping director works on developing new mapping/ map sharing policies. • Collaborate with OC regarding COC events (2025) to organize learning courses for mappers/ officials etc. 	<p>permit approved in time.</p> <ul style="list-style-type: none"> • Completed • New maps were developed for COC 2025 with EIOC and Updated Beaver lake map for WCOC 25. Created 2 small outreach maps for youth programs. Mentorship for mappers was done by Don B and AOA bought equipment
<p>9. Support orienteers of all ages in pursuing their personal level of excellence with diverse competition opportunities.</p>	<ul style="list-style-type: none"> • Fill the gap between junior programs and adult training. • e.g. AOA support clubs providing junior programming that contributes to young orienteers staying engaged with the sport and pursue OC Team Canada program. • Provide grants to Alberta Team Canada athletes for international travels. • Create more diverse events for all participants. Not only Wed club events but more forest (training) events and social events • Develop/ facilitate creating a "sport training" guidance (coaches guide) to help beginners to transition to more technical orienteers. 	<ul style="list-style-type: none"> • ED follows up with clubs throughout the year about junior program support. • Ed collaborates with clubs to organize learning training opportunities for improving sport performance- Training camp. • Spring ED updates HPP grant policy on website and communicates with athletes. • ED supports AOC organization. 	<ul style="list-style-type: none"> • Completed: • Training camp was put on by FWOC and promoted across province. • Only two juniors attended, 30 participants only 3 from EIOC • Policy was updated • AOC was a great event organized by FWOC and AOA helped as requested. AOA booked campgrounds and helped with the events/ set up and coaching and BBQ • Participants: Middle = 53, Long = 32, Retro = 53

Strong and Unified Orienteering Community

Support of existing and developing clubs to increase capacity and engagement of more Albertans in active living. We support and encourage orienteers as they strive to attain their individual goals. We have valued partnerships that build capacity and sustainability at the local and provincial level.

What we need to do:	How we are going to do it in 2024:	When and who is involved	2024 YE evaluation
<p>1. Foster a collaborative, aligned, and engaged orienteering community.</p>	<ul style="list-style-type: none"> • AOA is a “point person” to initiate or support collaborative meetings and projects • within the province and as part of the wider orienteering community. • Continue to connect and collaborate with other organizations from the sport, education, recreation, and health sectors to increase orienteering profile. 	<ul style="list-style-type: none"> • Throughout the year ED sets up regular board meetings and any other meetings as needed • ED attends sport conferences, webinars info sessions and updates the AOA board about relevant information. 	<ul style="list-style-type: none"> • Completed • Completed • Attended two SPAR organized sport meeting, • Online courses: Equity & inclusion in volunteer screening series ; Collective Action Forum: Sports for Inclusion, Connection, and Learning
<p>2. Support volunteers and staff</p>	<ul style="list-style-type: none"> • Track volunteer roles involvement and create more volunteer recognition opportunities (create visual charts to volunteer roles and metrics). • Support staff roles as described in job descriptions. • Discover the idea of creating collaborative full-time jobs with the clubs. • Secure funding to support volunteers (and staff) to be technical experts to be able to deliver orienteering events and programs. 	<ul style="list-style-type: none"> • ED updates AOA board of director’s historical log • Throughout the year AOA President keeps frequent open communication lines with Staff/ED • Through the year ED and AOA board seeks in person conversations and feedback and helps volunteers to have their role needs are met 	<ul style="list-style-type: none"> • Need to do • Completed • Completed
<p>3. Ensure diverse and inclusive</p>	<ul style="list-style-type: none"> • Provide support programs for underrepresented groups. • Develop policies and programs that reinforce an inclusive culture and 	<ul style="list-style-type: none"> • ED looks for opportunities to create programs, events etc for underrepresented groups and areas. 	<ul style="list-style-type: none"> • Completed With the Help of EKCP grant we accomplished supporting this goal with many programs

organization.	<ul style="list-style-type: none"> practices Continuously review policies for a robust Safe Sport framework. For recreational sport: maintain and promote the recreational categories at orienteering events as a means for new orienteers to become involved with competition, as well as welcoming the LGBTQI2S community with non-gender-based categories. 	<ul style="list-style-type: none"> • • AOA Board completes policy reviews for updated Code of Conduct and Harassment Maltreatment in sport policy. Addressing ITP reporting mechanism for orienteering in AB. • ED works with clubs to remain welcoming environment for marginalized groups and put on specific events for different groups 	<ul style="list-style-type: none"> • Need to do Process started with OC and Provincial Spar meetings but halted as a new initiative from province is to set up a new system to support sports with ITM mechanism. Waiting for this new initiative to set in place and engage with. • Completed with the help of EKCP grants
---------------	--	--	--

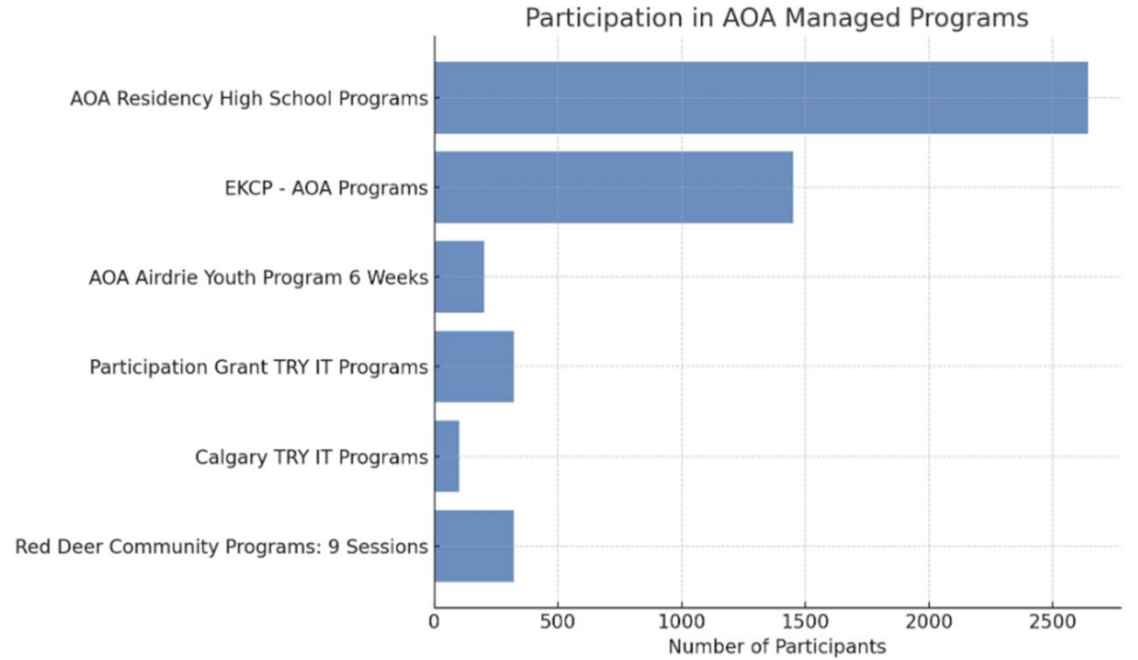
Organizational Excellence

We work to ensure organizational excellence through the continued development of an effective governance structure and organizational leadership that will contribute to increased long-term stability and sustainability of the AOA and orienteering clubs in Alberta.

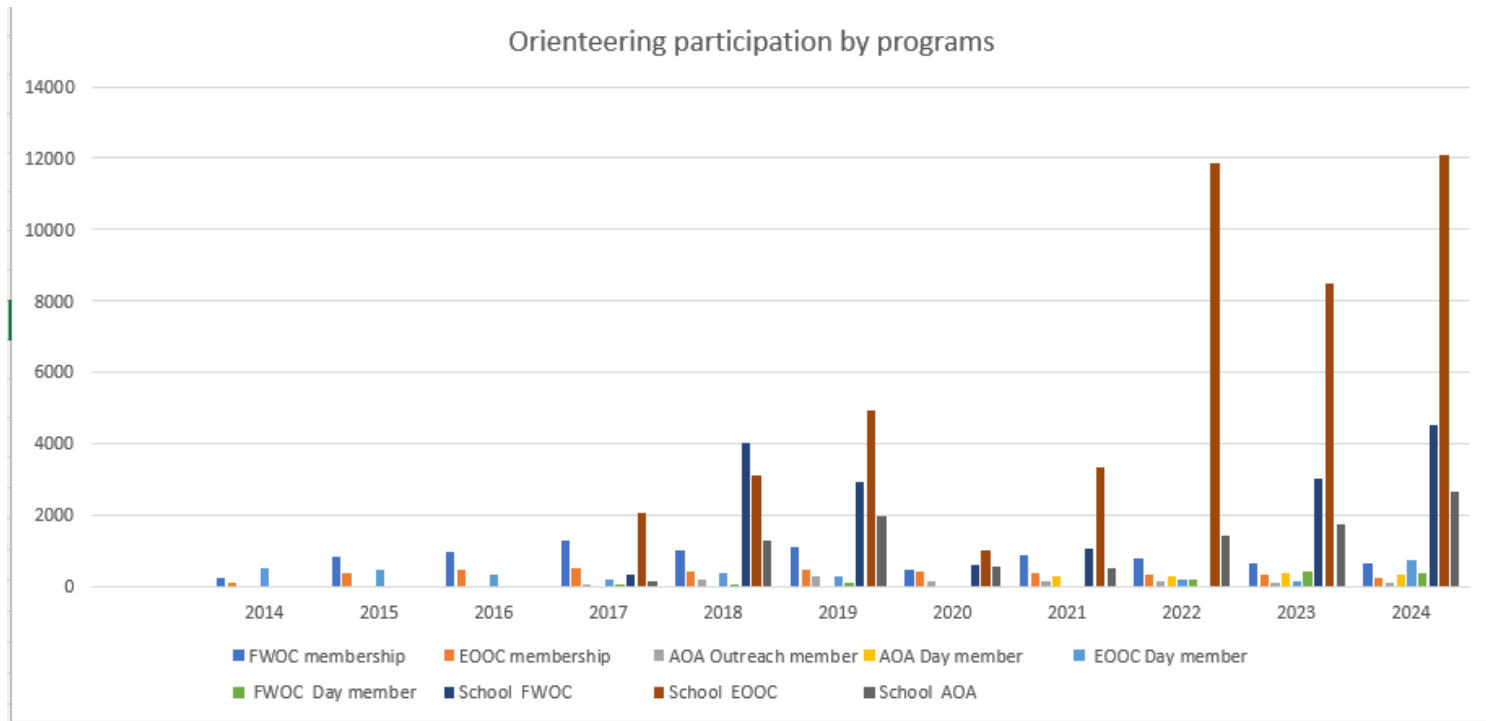
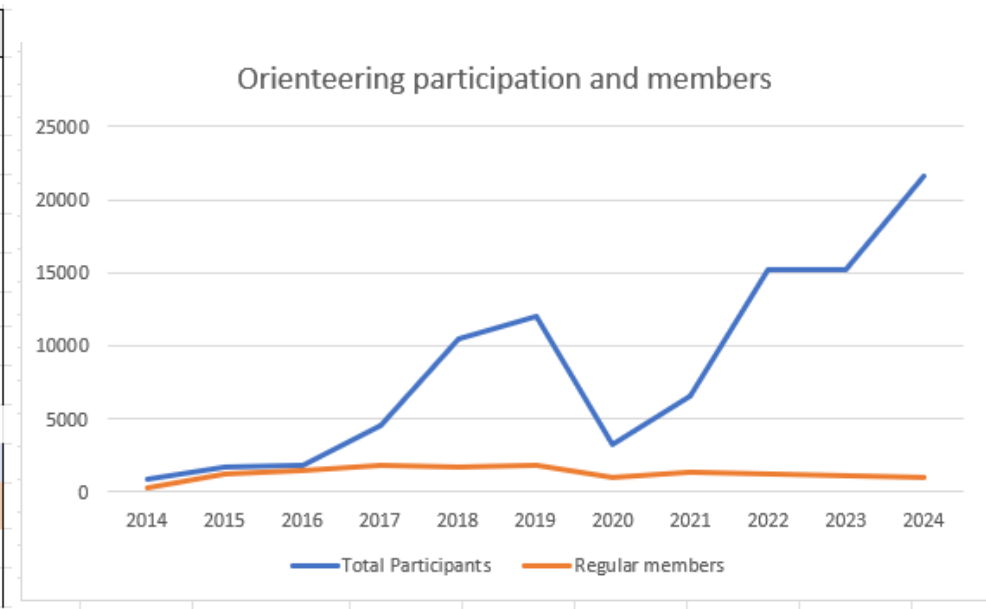
What we need to do:	How we are going to do it in 2024:	When and who is involved	2024 YE evaluation
1. Ensure great governance.	<ul style="list-style-type: none"> • Conduct policy reviews • Develop and maintain AOA Board of directors' skills and develop succession plan. • Maintain up to date Risk Management Policy and practices. • Maintain existing financial management protocols and practices. • Keep up to date staff/ volunteer role descriptions and management policies. • Maintain ED - paid staff position - to support AOA operations. 	<ul style="list-style-type: none"> • AOA Board regularly meets and discusses new and ongoing businesses. • AOA Board completes policy reviews for updated Code of Conduct and Harassment Maltreatment in sport policy. Addressing ITP reporting mechanism for orienteering in AB. • AOA president initiates a succession plan • AOA Treasurer maintains monthly financial report updates 	<ul style="list-style-type: none"> • Completed • The process started with OC and Provincial Spar meetings but halted as a new initiative from province is to set up a new system to support sports with ITM mechanism. Waiting for this new initiative to set in place and engage with. • Completed

<p>2. Increase and diversify revenue sources.</p>	<ul style="list-style-type: none"> • AOA actively pursues and secures funding sources such as government funding, grants, and fundraising opportunities. • AOA invests in outreach and programs that can contribute to revenue that can be used to advance the sport in under-served areas. 	<ul style="list-style-type: none"> • ED and AOA board monitors grant opportunities and applies for grants that are relevant. • ED manages outreach program that it helps with revenue invested in more outreach projects 	<ul style="list-style-type: none"> • Completed • Completed
<p>3. Use the best organizational processes and ensure they align with related organizations (SPAR, AGLCC) requirements.</p>	<ul style="list-style-type: none"> • Keep up to date with federal and provincial sport initiatives, create partnerships and collaboration to support the Canadian Sport for Life movement and align with SPAR Accountability Framework and Orienteering Canada's strategic priorities. • Maintain good communication with SPAR sport consultants and provide outstanding annual accountability rep 	<ul style="list-style-type: none"> • ED and president make sure all the reporting is done in a timely matter. • ED and president are involved with the sport community and creates networking opportunities to showcase orienteering. • (attends and presents at conferences) • ED makes sure good communication is maintained with SPAR sport consultant 	<ul style="list-style-type: none"> • Completed • Completed Applied for 2 conferences but didn't get in as presenter • Completed

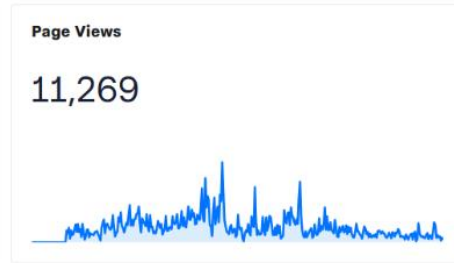
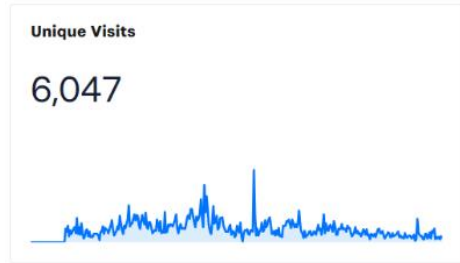
AOA managed programs participants Including Outreach Members (64 youth 50 adults)		Participation#	Outreach Revenue	Cost
AOA residency high school programs		2643	\$ 12,236	\$ 1,361
EKCP grant: RD coaches + Bogi schools		1453	\$ 1,360	EKCP
AOA Airdrie youth program: 6 weeks		204	\$ 1,570	\$ 1,638
Red Deer Community programs: 9 sessions		320	\$ -	EKCP
Participation Grant Try it programs in June		323	\$ 1,200	\$ 1,200
Calgary TRY IT programs		101		
Total AOA managed program		5044	\$ 16,366	\$ 4,199
Total AOA school and outreach income			\$ 12,167	



Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
FWOC membership	219	842	978	1264	1022	1089	464	869	766	651	625
EOOC membership	78	359	481	495	433	443	418	386	339	311	238
AOA Outreach member				45	192	266	160	118	125	114	112
<i>AOA Day member</i>								270	259	381	312
<i>EOOC Day member</i>	515	476	326	204	352	269			183	135	744
<i>FWOC Day member</i>				29	36	75			192	395	374
<i>School FWOC</i>				332	4020	2900	610	1065	0	3000	4504
<i>School EOOC</i>				2056	3083	4947	990	3338	11881	8496	12085
<i>School AOA</i>				131	1271	1970	540	520	1421	1739	2640
Total Participants	816	1684	1793	4556	10409	11959	3182	6566	15178	15234	21646
Regular members	297	1201	1459	1804	1647	1798	1042	1373	1230	1088	987
year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Honorary members	6	6	6	10	10	10	10	12	12	12	12



AOA Website:



AOA Social Media:

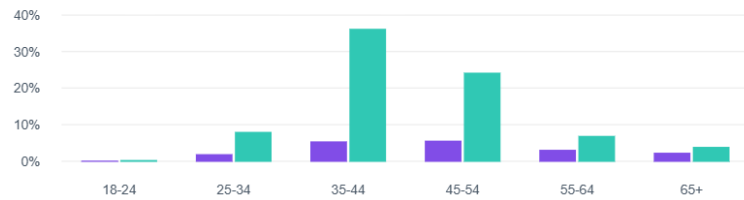
Facebook

Audience

803 Facebook followers

Age and gender

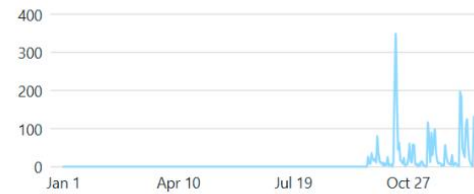
Men 19.20%
Women 80.80%



Facebook Jan 1, 2024 - Dec 31, 2024

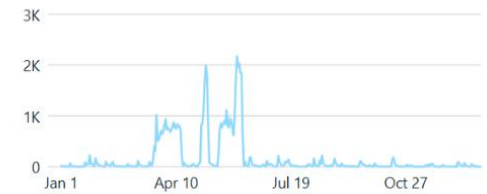
Views

3.4K



Reach

23.9K ↓ 38.9%



Instagram

Audience

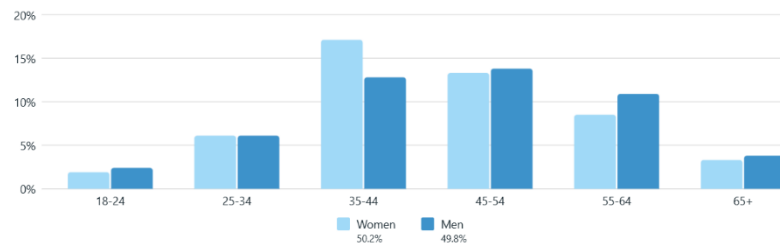
Demographics Trends Potential audience

Followers

Lifetime

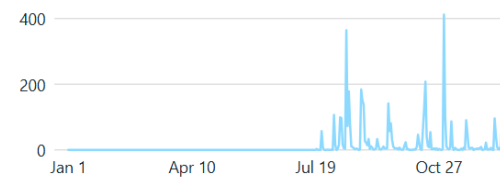
306

Age & gender



Views

4.1K



Reach

1.3K ↑ 181.4%

