

Submitted by Bogi Gyorfí

10/31/2018

Overview:

The AOA has now moved into year one of the new 2018-2020 Strategic Plan. AOA started the planning process with the members feedback session at the Nov 2017 Retreat and continued with a visit to each club. Feedback collected from these meetings was built into the Plan. Provincial association accountability requirements and Orienteering Canada guidelines were also incorporated in the Plan.

The 2018-20 Strategic Plan will continue to be an area of focus for both the Board and the ED moving into the next couple of years. 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 role was to focus on the 2018 priorities and achieve the 2018 goals, which included the following:

- Outreach in new Zones with program development component
- Collaboration with other organizations to promote orienteering for a multi-sport program 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

- In February, the AOA Board created **2018 Strategic Priorities** plan as well as a **2018 Roadmap** which monitors AOA's strategic goals for 1 year at a time.
- The summary of the achieved goals and the details can be found in the **2018 Roadmap** (attached in the PDF document) and available on our website <https://www.orienteeringalberta.ca/agm-meetings.html>

Funding

1. Alberta Sports Connection Grant

We signed the annual funding contract with Alberta Sport Connection (ASC) for 2018/19, and we are thankful for their continued financial support.

ASC implemented the “New Funding and Accountability Framework for the Provincial Association Development Program”. AOA welcomes the new framework, as it provides clear objectives and measurements for the PSO's which are listed below.

Objective to develop a new funding tool for the Sport Association Development Program that will:

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- *help achieve the goals and objectives of the new Alberta Sport Plan;*
- *provide clarity for eligibility criteria, allocation standards and expectations for funding of Provincial Sport Associations;*
- *ensure appropriate and meaningful accountability for the use of funds; and*
support an assessment system that guides measurement of impact of investment and identifies the ability of funded organizations to achieve the objectives and goals for which the allocations has been made.

ASC's reporting requirements have changed with a newly developed online reporting process. For AOA, this was a challenging situation to meet due to our current membership tracking system. AOA had to developed new Age Group Categories for ASC reporting. It took many days to compile membership data to suit the report. We have also created a Reporting Requirement document to help with communicating these changes to the clubs.

The Provincial Budget and our grant stayed almost the same for the upcoming three-year term. We continued working with our very supportive sport consultant, Aaron Lavorato to meet the criteria and advance on the identified gaps.

ASC's first assessment of AOA outlined some areas in which we need to show improvements in the next three years (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: Risk management / Concussion/ Volunteer screening*

2. Casino

The AOA casino was held in Calgary on February 24/25, 2018. Thank you for everyone who supported this very important event to provide additional funding for our operation. The next casino will be in Edmonton, no dates set yet.

3. Other grants

AOA applied for four grants this year mainly targeting program development for outreach. 3 of them were unsuccessful; one more is under review.

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.

2018 Highlights

Member Services

Events for members 2018	Number of participants
Spring Training Camp- Advanced training	45
World Orienteering Day - public awareness	Public awareness
AOC Provincial Championships	70
AOC Camp	23
New Coaches and officials	
Officials training O200 + O300	7
Community Coaching Course	12
AOA Retreat (Nov 2017)	31
AOA Grants recipients	26
Total participants	243

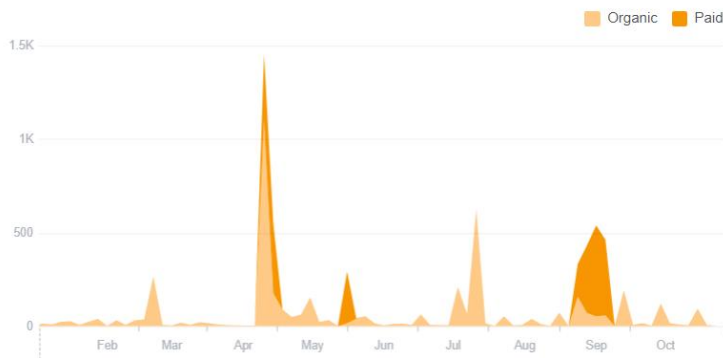
- **Spring Skill Development Training camp:** Collaborating with FWOC, AOA organized the Advance Group training in the spring Kamp Kiwanis training camp. It was a great opportunity to work together with the club to serve all members from beginners, kids, families and the advanced group. AOA would like to express a big thank you for the FWOC leaders for offering this opportunity. We hope to continue with this format and work with both clubs, in alternate years, to deliver similar events.
- **World Orienteering Day:** AOA supported a public awareness campaign through social media and ads.
- **Alberta Orienteering Championships and Camp:** Awards, Kids Prize Draw, and BBQ
AOA provided medals, volunteer appreciation (AOA bag) and organized the kid's prize raffle at the 2018 AOC. Also, delivered a free BBQ to participants and volunteers. The AOC Camp provided coaching carpool and accommodation subsidy for 23 participants. Thank you for EOC leaders and volunteers for putting so much effort to overcome the weather challenges and providing a great orienteering experience with excellent courses and welcoming hosting.
- **Annual Retreat (Deer Valley Meadows);** last year 31 members attended
- **AOA Grant funding** for Pursuit of Athletic Excellence, Leadership, High-Performance grants, this year AOA introduced a new grant opportunity for programs which supports underrepresented groups. Sogo Access received the grant for providing excelling programming for children with challenged abilities - behavioral, mental and/or physical to access the outdoors
- **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 – a new project at Barrier Lake is still ongoing. Two new maps were created for outreach areas: one in Cochrane and one in Airdrie.
- **Liaison** between clubs and OC: new member engagement committee, mapping, officials, LTAD athlete development, Coaching course delivery, COC support (key officials & many volunteers)
- **Event promotion** for WOD and major Club event social media promotion and two paid advertisement
- **Coaching courses:** two officials courses, and one coaching course
- **Officials list:** liaising with OC to create Officials tracking system

Communication with Members

- **Website:** average weekly unique visitors 356 and 1170 pageviews per week.
- **Social Media:** Facebook (most engagement posts reached 1500 people, most likes in October 130) and Twitter (most successful month earned 3,017 impressions (#of times users saw tweets))
- **Program and events promotion:** major events promotion and four paid ads
- **AOA Newsletters:** Circulated seven newsletters including Officials and Coaching network information letters.
- **AGM and Retreat:** invitation letter %59 opened



Mar 2018 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 727 impressions
 Amazing to see 750 excited kids trying #orienteering with our pilot project Orange Marks the Spot.
 @bfflnetwork pic.twitter.com/NPLvb6YHR0



3 6

View Tweet activity

View all Tweet activity

Top mention earned 38 engagements

Orienteering Canada
 @OrienteeringCAN Mar 15
 Great new resources to introduce orienteering from a partnership between the @OrienteeringAB and @bfflnetwork. Nice work!
 befitforlife.ca/resources/oran...
 pic.twitter.com/fJYlyv4C3



MAR 2018 SUMMARY

Tweets	9	Tweet impressions	3,027
Profile visits	26	Mentions	5
New followers	1		

Sport awareness and outreach

Outreach activities 2018	
<u>AOA Programs 2018</u>	Participants
Cochrane community program (+Cochrane Female Minor Hockey)	67+39
Airdrie community program	35
<u>Partnerships 2018</u>	
Westmount Charter school pilot program	83
Calgary Sports hub (8 staff trained)	758
BFFL centres leaders training	13
Vivo Rec centre (6 staff trained)	57
Elevation place (6 staff trained)	180
Hela Ventures Rocky Mountain house -(8 staff trained)	8
Elizabeth Barrett School Cochrane residency program	513
Total participants	1753

- **Promotional activities** through social media and establishing partner organizations cross promotions. (Play Outside Guide, COC, Active for Life, Cross Country Ski clubs, etc.)
- **Three newspaper articles about orienteering and its benefits**
Active for Life article, Rocky view and Cochrane Times newspaper article
- **World Orienteering Day:** working with clubs for public engagement and one paid ad.
- **Outdoor Adventure Program Community Program** development in two new locations: Airdrie and Cochrane with over 100 kids participating in the community programs.
- **School Programs:** Westmount Charter school pilot program, Calgary Sport Hub project and Cochrane EB residency school program.

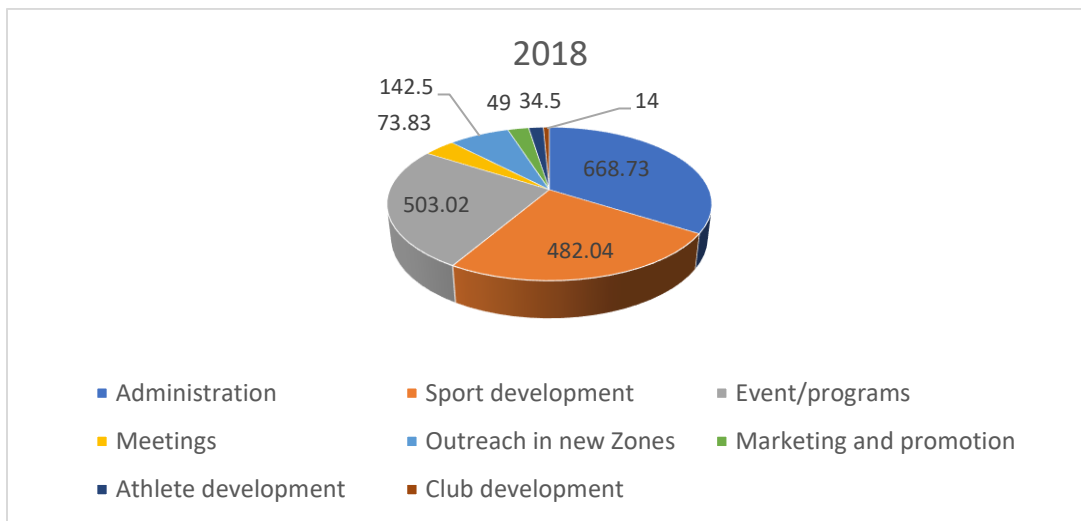
Collaboration with other organizations

- **Orienteering Canada:** LTAD ADM development, Sass Peepre Committee, Communication and New member engagement, Coaching development updating community coach content
- **Be Fit For Life Network:** partnering to create and circulate Orange Marks the Spot (OMS) resource. BFFL centres presentations: 6 centres are presenting on OMS for 2019.
- **Partnerships built through Orange Marks the Spot:** S4LC, Cochrane Female Minor Hockey, Vivo, Elevation place, Calgary Sports Club, Hela Venture for program delivery.
- **SOGO and OMS presentation** at HPEC conference
- **PLAY ALBERTA/ CALGARY:** regularly attending on this cross-sectorial physical literacy promotion network meetings.

Professional development for ED:

- Officials 200 course
- NCCP Evaluator course
- Volunteer engagement workshop -Propellus
- Additional online training: NP trends - Sport for Life webinar, SEL webinar, LGBTQ Information webinar, Cybersecurity for NPF webinar
- Networking opportunities: regularly attending LTAD lunch and Play Calgary webinars/meetings

AOA office activities breakdown



Participation numbers as of October, 2018

	2014	2015	2016	2017	2018
FWOC regular membership	219	842	978	1264	1053
EOOC regular membership	78	359	481	495	432
AOA program member					129
Member for a Day EOOC	515	476	326	204	638
Member for a Day FWOC				29	42
Member for a Day AOA				45	102
School programs FWOC				332	4020
School programs EOOC				2056	3448
School program AOA				1271	1271
Total Participants	816	1684	1793	4556	11135

