

OV Council meeting agenda



Date | time 2/03/2022 7:30 PM| Location Via Zoom

Meeting called by	Carl Dalheim	Attendees: Carl Dalheim, Aislinn Prendergast, Greg Tamblyn, Wendy Taverna, Ron Frederick, Blake Gordon, Warwick Davis, David Jaffe, Richard Goonan, Cormac McCarthy, Margi Freemantle, Neil Barr, Patrick Jaffe, Stephen Collins, Mark Besley
Type of meeting	Quarterly Council Meeting	
Facilitator	Carl Dalheim	
Note taker	Aislinn Prendergast	
Timekeeper	N/A	

Agenda Items

Topic	Presenter	Time allotted
☐ Apologies	All	[Time]
☐ Acceptance of Previous Meeting Minutes	All	[Time]
☐ Finances	Stephen	[Time]
☐ Strategy	Carl	[Time]
- Junior initiatives		
☐ 2023 Calendar	Aislinn	[Time]
☐ Coaching Committee Update	Wendy	[Time]
- Circulation of minutes		
☐ Schools Officer Update	Richard	[Time]
☐ Membership	Aislinn	[Time]
☐ Any Other Business	All	[Time]

Minutes

Topic	Owner	Due Date
☐ Apologies	All	[Time]

☐ Acceptance of Previous Meeting Minutes All [Time]

Greg Tamblyn moved, Ron Frederick seconded

☐ Strategy Carl [Time]

- Carl: what have clubs found to be successful strategies for increasing participation, particularly from children?
 - Wendy Taverna:
 - o In 2022, a "Come and Try It" series was timed to be held directly after the schools championships. This timing allowed school children to bring family, increasing chance of parents participating.
 - o It can be helpful to hold events in a similar location.
 - o Come and try it series designed to build into Glenlyon Vic Series event.
 - o Success from events held on a regular basis in similar geographical area.
 - o In Summer 2022/23, a Summer Series is being held. These took the form of scatter courses before Christmas Used SI timing to introduce newcomers to the technology. After Christmas events were in the form of line (sprint) courses.
 - o Events allowed shadowing and participating ingroups, but also allowed for competitive individuals.
 - o Marketing – school newsletters, local scouting & guide groups, local Facebook groups (community and running groups). eBuilt a database of "non-official" members to promote and send newsletter, Encourage joining OV.
 - o Identified gap: how to link community events with schools officer running activities.
 - o Question: what were the numbers?
 - o Response: Officially 20 (on timing) but allowing for shadowing closer to 30.
 - o Timeslot (6-7pm) challenging for younger children. Ideally hold straight after school. Weekends tricky with other organized sport. New people every week.
 - Neil Barr: Bendigo to run come & try it events in lead up to local events in 2023. Events to be held within a
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10min drive from town centre. Marketing which has been particularly successful has been paid advertisements on Facebook, with a particular focus on mothers of school age children.

- Patrick Jaffe:
 - o In 2021, MFR Ran an event in Princes Park & had many people ask "are you back here next week".
 - o In 2022 & 2023, MFR ran 2 events in a row in the same location.
 - o Newcomers may be reluctant to travel to traditional events.
 - o Success in linking with ParkRun (held directly afterwards) – large exposure for event / sport, a number of sign-ups from Parkrunners.
 - o Other marketing: use flyers to passersby. Advertised using posters in the park. A number of people came due to the posters.
 - o Small numbers but allows volunteers to give newcomers a good experience / coaching.
 - o Map presentation can be leveraged as marketing (it IS the flyer, include QR code)
 - o Make event attractive by e.g. providing icypoles. keeping the same assembly and varying use of the area, or increase difficulty of courses over time.
 - o Think about control placement as a form of promotion.
 - o Local library good place for promotion (control out the front)
 - David:
 - o Obtained 2 grants for CATIs running into Carnival. Held in Daylesford & Castlemaine.
 - o Same location multiple times
 - o Advertised in school newsletters, posters, social media groups.
 - o 20-25 newcomers at first event.
 - o Only needed 2-3 volunteers to get event set up and provide coaching.
 - o Several newcomers returned multiple times.
 - o Parking was held near to ParkRun finish.
 - o Used map as flyer (advertised CATIs, carnival), listed helpful contacts, QR code to more info.
 - Richard Goonan:
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- o Key thing: don't wear out volunteers to run CATIs. Extra effort needed to provide coaching / explanations to newcomers.
 - o Worthwhile to get funding and get someone good at engaging with people. Volunteers can do "normal" orienteering things.
 - o CATI events should always be planned from POV of newcomer / beginner, not regular orienteers. E.g. accessible, convenient times etc. Highly visible locations, obvious control features.
 - o Sign people up (get contact details) on the day, give reminders / promotion
 - o Simple aims: meeting new people, making them feel welcome. Introducing them to orienteering and getting their contact information.
 - Wendy Taverna: as an alternative to a paid position, could be an opportunity to develop coaching skills within the club.
 - Patrick Jaffe: important not to discount additional work required after event to follow up with people
 - Question to council generally: what is the next step? Should there be something between CATI and a full event? Or just coaching?
 - Response: possibly MelBushO. Still resources targeted at helping newcomers. Key is that whatever they come to next, they are still welcomed and supported.
 - Would be good to analyse eventor newcomer data after holding these events to determine the success of initiatives.
 - Question to council generally: are clubs making CATIs free?
 - Response from clubs running CATIs: most are.
 - Should there be a levy?
 - Consensus from council: no, there should not be a levy
 - o Levies charged on Eventor data
 - o Important to have in Eventor but note that it is a "Free event" upfront
 - o Treasurer evaluates and provides excel file to OA
 - o Useful to enter names of newcomers into Eventor – can see if they returned to other events later
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- Question to council generally: initiatives seem short-term. Any thoughts on trying to hold at the same time / same place more regularly (once a month)?
 - Responses: Try to get engagement in other events. Need to be careful not to burn out volunteers and not remove focus from existing members. Potential partnership / sharing of load between clubs.
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☐ Finances Stephen [Time]

- Reports on website
 - Increase in OV funds from the end of 2021 to 2022 as a result of the Carnival.
 - o Profit distribution still to be determined.
 - o Still some expenses to be finalized before this discussion can be had.
 - o Question: wasn't this discussed prior to the carnival?
 - o Response: yes, but there have been some changes since then.
 - o Note: club took on work based on allocation of funding previously agreed at Council.
 - Action to board to finalise this before next council
 - o Question from Wendy Taverna: can use profits to deliver "Learn and Play" coaching course?
 - Response from other clubs: would prefer to use for club initiatives.
 - o Question from Neil Barr: possible to allocate some profit to pay for 2025 Easter coordinator?
 - Response from David: ideally position should cover its own costs.
 - Audit will take place shortly.
 - Question: what was the outcome about Carnival maps?
 - Response: Formal call for EOIs (including conditions) being finalised
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☐ Calendar 2023 Aislinn [Time]

- Report on the website.
 - Thanks to Laurie for all her work. Noting that Laurie also provided some expertise to OSA who are having difficulties with access
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☐ Coaching Committee Wendy Taverna [Time]

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- Still chasing minutes from June 2022 (last meeting)
 - Meeting hasn't been held since June due to other interruptions (Carnival)
 - Need to reaffirm committee membership, communication with board, communication with squads
 - A number of different forums now in place, need to build communication
 - Learn to Play coaching course – important to run in 2023. Would be valuable to pay a resource for this. Should be run annually.
 - Wendy to outline size/scope of role and email to Aislinn
 - 7.5 hours commitment required + prep work, follow up to ensure participants meet criteria
 - Need to determine coaches, managers and fundraising support for Schools 2023
 - Child safety standards to be reviewed
 - Plan to advertise for EOIs for membership of coaching committee
 - Note: VicSport have a range of new grants for clubs, coaching. Clubs encouraged to apply.
 - o Athlete pathway grant from 2021 funded the schools team for 2022, so 2022 funds un-used. Proposed to apply for a new grant and use new grant + 2022 grant for 2023 schools due to likely higher costs.
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□	Schools Officer Report	Richard Goonan	[Time]
	- Report on the website. - Sporting schools enquiries on par with recent past, T4 2022 more successful. - 1474 participations in total for T1 2022 - Planning underway for schools championships events - Schools activities reviewed to direct schools students to schools team / squads. - Trying to look at engaging with teachers and get them involved in orienteering - Recruitment of new coaches still ongoing – advertising outside of current orienteering community. - Best thing clubs can do to support the schools program: hold clubs / activities which students can be directed to / promoted. - Richard to provide a list of schools involved (where possible) to clubs		

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- o Note some schools aren't interested in further promotion
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☐	Membership	Aislinn	[Time]
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- 410 adult members, 64 junior members, 474 total. 13 new member so far for 2023.
 - 77% of members have renewed.
 - Reminder to club secretaries to send reminders to members to renew.
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☐	Other Business
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- Congratulations to Ron Fredrick on his Medal of the Order of Australia (OAM) for services to orienteering and rogaining.
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Other information

Observers N/A

Resources N/A

Special notes: Meeting held remotely via Zoom