

# **SAOF Development Portfolio Report 2009/2010**

## **SAOF AGM 2010**

25 September 2010

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### **Review of 2010**

#### ***Young Orienteers Challenge (YOC)***

YOC is a initiative that is aimed at encouraging participation mainly at primary school children. Tania Wimberley has done a superb job of running YOC and her detailed report is contained in Appendix A.

YOC has been very successful this year with the following achievements:

- Numbers at Short Course series were stable but more badges were obtained
- In the Colour Coded Series, the numbers of cards handed out and badge winners were up on 2009 (+26%).
- There was a good transfer of kids from the Short Course series to the Colour Coded.
- The yellow course was successful. We had some regular participants on it, and it was especially useful for new families who did it for their first event or two before moving up onto orange.

#### ***Expansion into provinces.***

A primary goal is to have Orienteering clubs in at least 5 provinces. This important for the following reasons:

- A countrywide base is needed in order to be taken seriously by Sport and Recreation SA, SASCOC and NLTFD.
- Growth in the number of Orienteer's which in turn provides for.
- Greater revenue stream for continued growth

- Identification of talented athletes for high performance
- Added variety in areas to Orienteer.
- Additional resources to stage Orienteering events.

## **Progress**

Some progress has been had in reaching these goals. We have established several contacts with people in the specific areas and are moving towards establishing clubs. Equipment has been purchased as a starter kit for the clubs. This equipment will be owned by the SAOF and loaned to the new clubs until they have proved to be viable. The basic kit includes Orienteering Kites, Punches and some general registration equipment.

The areas are as follows:

### **Phalaborwa**

Saki van Wyk is spearheading the promotion of orienteering in the Phalaborwa and Tzaneen areas. I visited him during August and gave him the basic equipment. He is mapping an area outside Phalaborwa with the help of Ben van Wyk and will also look at the schools in the area.

### **Port Elizabeth**

We were contacted by Sonja Smith who is a teacher involved in home education and is also a part time radio announcer. We have received permission to map 2 schools, Woodridge College and Victoria Park High. In particular Woodridge College is of interest as they have an orienteering event every year using a 1:50,000 topographical map. The map of Victoria Park is 80% complete and a basic map will be done for Woodridge College for their Event in October.

### **Durban**

Several Orienteers are now/will shortly be resident in Durban (Lonnie Tiegs, Kim Raban and Dylan Hemer). They have been targeted to form the nucleus of a new club next year. We have also obtained permission to map the Durban Point area.

### **Sabie**

Albert Epprecht is attempting to establish a club in Sabie area. Several maps are sited in Mpumalanga (Lakenvlei, Kaapsehoop, Dullstroom and Klipkraal).

### **Rustenburg**

Our initial approach was to approach The Royal Bafokeng Sports Trust for assistance in getting Orienteering started in Rustenburg. We had two meetings with their development officers and although no formal co-operation was achieved, valuable insights into what we need to do was obtained.

Recently we have made contacts with some Rustenburg residents who are keen to get a club started. The advantage of the Rustenburg area is that there are several maps which fall into the Northwest Province. (Bushtrails, Mogales Gate, Grootkloof and Oberon).

## ***Permanent Courses***

We aimed to set up several permanent courses this year and had 100 poles cut treated and painted. This is enough for four permanent courses. We have struggled in getting permission to install the poles and will have to redouble our efforts in the new year.

The SAOF committee would welcome any assistance from our members in obtaining permission at suitable venues.

## ***National Curriculum.***

Orienteering now forms a solid part of the National Schools curriculum. We made contact with Keitumetse Molete, who based at the Department of Basic Education and is in charge of the Subject Assessment Guidelines for the Life Orientation Syllabus for grades 10, 11 and 12. She gave us contact details for the Provincial co-ordinators and we were contacted by Master Mothabe who is the co-ordinator for the Free State. Lisa de Speville has been tasked to develop the basic material for the Free State Education department and then workshop it with them.

## ***Marketing***

It is the author's belief that more focus needs to be placed on marketing Orienteering. A twitter account has been created and is updated regularly with upcoming events, results of events and general items of interest. The following has grown to over 100 followers and it remains to be seen if this form of marketing will bring any dividends.

## **Aims for 2011**

The aims for 2011 are:

to complete the installation of the permanent courses

Take the Life Orientation Orienteering Syllabus to the other 8 provinces.

Consolidate the clubs in the new provinces.

## Appendix A Detailed report on YOC

### Short Course Series - Gauteng

Although we didn't really hand out any more cards, it was great to have an increased hit rate in terms of badges earned and kids getting to events (up about 23%). Pleasing change was the increased number and percentage of kids getting gold i.e. doing more than the minimum. We again managed to attract several new families to O with 74% of badges going to kids new to orienteering.

Had more success getting scout kids back to a second event, thanks largely to one scout troop being encouraged to try get a YOC badge for their camp fire blanket. In 2009 YOC numbers for Colour coded series were down from short course to 19 badges and 54 cards. Given the type of events and location I would expect this trend to continue in 2010, but would hope we get some families to continue with their orienteering.

**Table 1 Short Course Statistics**

	2010	2009	% change
Cards given	133	132	-
Total badges earned	42	34	+24%
Hit rate (badges/cards)	32%	26%	+23%
YOC kids times events they attended	331	275	+20%
Comprising			
White (3 or 4 events)	11	19	
Coloured (5 events)	7	4	
Gold (6-8 events)	23	11	
Gold as % total badges	59%	39%	+47%
String course			
Kids on string for some or all their events	8	6	
String as % total badges	19%	18%	
Badge kids of existing O	11	10	

families		
Badges to new o kids	73%	71%

#### Age and sex of kids of badge winners

In 2010 Badges 54% of badge winners were boys

Age split (based on ages in January) :

37% under 5

24% 6 to 8 years

24% 9 to 10year

15% 11 to 13years

50% of under 5s benefited from string courses (19% of badge winners)

A bigger target market is age groups 6 to 10 years (48% of badge winners) and up would benefit from a white or yellow course

#### Format changes in Gauteng

- one less event to get gold
- sweets/chips given with certificates at 3<sup>rd</sup> event
- assistance for running YOC desk by a team of juniors
- decided to sell caps (at cost) to broader audience, as opposed to limiting their wearing to club members and those doing YOC skills quest
- in line with original planning this year the badge is emit buddy (there will be a new character for 5 years and then we will rotate back) & we also introduced a new colour , purple , which was a hit

#### Cape

As in 2009 the week night format of the cape short course series was a deterrent to several kids. In line with 2010 I would expect the colour coded season to be more successful from a YOC perspective where I think about 8 badges were earned (need cape to confirm numbers?)

**Table 2 Cape Short Course Statistics**

	2010	2009	% change
Cards given	11	15	-26%
Total events YOC kids			
Total badges earned	3	4	-25%
Comprising			
Gold (6-8 events)	3	4	
Gold as % total badges	100%	100%	
Badge kids of existing O families	2	0	
Badges to new o kids	33%	100%	

**GOC SC Event statistics**

Big growth driver in 2008 was Zoo event coupled with change of format to compact season & introduction novice courses. 2009, big drives for attendance at Zoo ,St Davids and Delta (scouts day) coupled with YOC initiate fuelled growth 2010, Despite weather at first 3 event seem to have a winning formula with Zoo at first event coupled with YOC.

Difficult to assess real impact of flyers given that there was dual marketing mediums, but it definitely did bring some people. Also seemed to have lasting impact beyond just under car windows where it was posted somewhere e.g. at our swimming school or on a website. In terms of dual marketing it was through Zoo website, Brescia school newsletter and Zoo Lake scouts. Zoo advertising also booster via www.joburg.org website picking up on it from the Zoo website and doing an additional marketing effort. Please note these website references (Zoo & Joburg ones) are still there and continue to draw people to events (people were drawn to Zoo Lake event from seeing Zoo one after the fact).

Numbers also bolstered via scout attendance at Zoo Lake and stirrup glen. Interesting that we had a big return of people to Zoo Lake event after the Zoo event (must live in the area).

YOC continued to be successful draw-card , & more of first time attendees from Zoo continued for a badge than in 2009. **29% of feet on 2010 SC events are**

**from YOC.** In 2009 many new SC YOC people did not continue onto the CC season. Could be because they just did the 3 to get a badge (bare minimum) & then called it quits, or that didn't want to travel far, or had small kids and a lack of string courses on all cc season in 2009 (unlike sc season) deterred them. In 2009 we did have 4 families carry through from SC to CC season (mainly older kids). 5 families skipped the 2009 CC season but did return at least once in the 2010 SC season. In 2010 without strong advertising to attract more new people we will likely see a drop in numbers of CC. SC YOC novices may also not return, but a change in format and possible introduction of a course before orange and /or continuation of string courses may do the trick . Given that families got hooked early one, and did lots of events for their gold (different to 2009) I get the sense that we may have a couple of families returning. Only time will tell.

So far 3 new YOC families continued from 2009 to 2010 to get a badge. (one of these skipped the CC but did return for a SC series again).

2007		Long	Short			extra feet	total feet
Jan	Saints	69	31		100	12	112
Feb	Heronbridge	60	15		75	11	86
March	Wilds	67	29		96	20	116
April	Morninghill	45	25		70	15	85
May	Nasrec	51	22		73	7	80
July	Stirup Glen				58	0	58
August	Botshebelo	29	7		36	3	39
	Alberton	52	16		68	4	72
Oct	Deerdepoort	45	14		59	0	59
9	average				71	8	79
	Total				699		707
2008		Men	Ladies	Novice	Total	extra feet	total feet
Feb	Wits	49	29	21	99	13	112
Feb	Brescia	44	24	17	85	9	94
Feb	Wilds	42	19	17	78	8	86
March	Nasrec	33	16	11	60	5	65
March	St John	38	13	6	57	0	57
March	Zoo	61	34	34	129	16	145
6	average				85	9	93
	change				25%	113%	29%
	Total				500		508
2009		Men	Ladies	Novice	Total	extra feet	total feet
jan	Zoo	53	32	71	156	64	220
Feb	Wits	52	22	23	97	19	116
Feb	St davids	40	20	50	110	21	131
Mar	delta	36	16	28	80	40	120
March	St John	42	25	11	78	15	93
March	pta Bot gardens	43	26	17	86	23	109
march	heronbridge	43	21	33	97	17	114
April	pta-tswana	45	21	18	84	16	100
8	average				99	27	125
	change				16%	216%	35%
	Total				788		1003
2010		Men	Ladies	Novice	Total	extra feet	total feet
jan	Zoo	60	33	56	149	53	202
Jan	Wits	44	30	15	89	22	111
Feb	Brescia	49	30	29	108	37	145
Feb	Zoo lake	51	31	51	133	64	197
March	pta-tswana	40	25	15	80	19	99
March	pta-deerdepoort	38	17	15	70	12	82
march	boksborg	43	23	31	97	27	124
April	Stirup glen	39	23	40	102	55	157
8	average				104	36	140
	change				5%	34%	11%
	Total				828		1117

## Thanks go to

### The main YOC team

- Cally de Klerk-for design of badges & new banners and layouts of badges and SC & CC participation cards for printing
- Leila Venter for collecting badges, doing emails correspondence to Gauteng guys, buying sweets, arranging for new YOC caps & manning YOC desk
- Tania general co ordination, printing co ordination & collation of badges, cards, banners and collection of cards & YOC table manning

### Others

- Gauteng- The junior team of Zoe B, Jess H, Ant S, Brad L & Christie C for assisting to man YOC desks in SC season
- Paul for collection of new banner bags
- Lisa for looking after YOC part of SAOF website
- The Gauteng clubs for arranging string courses at the SC events
- Cape- Bernelle & Zig for co ordination & promotion of Cape YOC
- The GOC clubs for agreeing to have string courses at SC events
- To all orienteer's for promoting YOC and brining a friend

## ***Colour Course Series feedback***

### **Gauteng**

We had a pleasing 2010 CC season. Both number of cards handed out and badge winners were up on 2009 (+26%). Not only did we have a better hit rate in terms of badges earned and kids getting to events (up about 23% on 2009) but we were more successful in attracting new families to the CC season(34 kids in 2010 vs. 25 in 2009), and more importantly getting them hooked. 21% of these new kids went on to get badges (compared to 4% in 2009). These families loved the bush and are keen for the next CC season-not sure they will come along for

the SC season 14 Kids returned from the SC series (vs. 11 in 2009). The yellow course was successful. We had some regular participants on it, and it was especially useful for new families who did it for their first event or two before moving up onto orange.

**Table 3 Statistics**

	2010	2009	% change
Cards given	57	47	+21%
Total badges earned	26	19	+26%
Hit rate (badges/cards)	46%	40%	+23%
YOC kids times events they attended	162	123	+31%
Comprising			
White (3 or 4 events)	16	6	
Coloured (5 events)	1	5	
Gold (6-8 events)	8	9	
Gold as % total badges	30%	47%	-17%
Yellow course			
Kids on yellow for at least 2 events	14		
Yellow as % total badges	53%		
Badges kids of existing O families	9	11	-20%
Badges to new o kids	60%	53%	

**Cape**

No figures are available. I have had no official feedback on which families, if any, did YOC in the cape

**Thanks go to:**

**The main YOC team**

- Cally de Klerk-for design of badges and layouts of badges for printing
- Leila Venter for collecting badges, doing emails correspondence to Gauteng guys, & manning YOC desk
- Tania general co ordination, & YOC table manning

**Others**

- Gauteng- Zoe B, for assisting to man YOC desks in CC season in those very busy early days
- The Gauteng clubs for arranging yellow and /or string courses at the CC events
- To all orienteer's for promoting YOC and bringing a friend