



NSW

ROGAINING

Strategic Plan 2017 - 2022

INTERNAL FACTORS

STRENGTHS (+)

- Australia wide and international reach.
- Good repeat business.
- Participation rates are slowly climbing
- Good product
- 50% of people who compete come back for another event
- Financially sound and able to do better
- Good event experience (Good maps, hash house and natural resources).
- Sport with broad appeal (Gender and ages).

WEAKNESSES (-)

- Little or no marketing
- Poor brand awareness
- A little known niche sport
- Only ¼ of participants do more than 1 event a year
- Longer events only cater to few elite and die hard rogainers.
- Too few events.
- Reliance on volunteers
- Passive national body

EXTERNAL FACTORS

OPPORTUNITIES (+)

- Market to adventure sports crowd e.g. Tough Mudder and generally improve marketing
- Run an event every month
- Better manage expectations around volunteering, like they do in Orienteering.
- Collaborate more closely with ACT to increase events south of Sydney
- Run more Paddy Pallin like events. Run cyclegaines
- Run more 3 hour events
- Lobby NPWS to lift restriction from rogaining in Wilderness areas.
- Pay workers to set and manage events.
- National body to drive financials, standards and event schedules
- Govt. subsidy.
- Advanced technologies such as GPS tracking for major events
- Setup NSW North Coast organisation.
- Joint competition with ONSW
- Promote to Uni students, venturers and scouts to engage with next generation rogainers

THREATS (-)

- NPWS creating more wilderness areas / rules limiting areas
- Over reliance on a few volunteers to do a vast amount of work
- People prefer short adventure sport activities
- Competition from Orienteering and other adventure sports
- Land parcels around Sydney are reducing in size making it difficult to find courses.

Objectives

1. Increase participation rates by 15% p.a.
2. Increase the number of NSW events each year to 12.
3. Maintain financial reserves equivalent to the cost of two events.
4. Improve our understanding of participant wants and respond to information gathered.
5. Increase community awareness of rogaining.
6. Develop volunteer culture to ensure all events are properly staffed.
7. Lobby NPWS, State Govt. and related stakeholders to ensure reasonable access to parks and reserves for events.
8. Ensure reasonable access to private property for rogaining.

Objective	Strategy
1. Increase participation rates by 15% p.a.	<ul style="list-style-type: none"> • Create marketing program targeting adventure market and orienteers. • Market to Unis, Venturers and Scouts (short events). • Develop promotional ideas for novice rogainers. • Give medals or ribbons to all participants who compete. • Celebrate rogainers who do multiple of 10 events. • Joint competition series with ONSW • Series point score > 4 events.
2. Increase the number of NSW events each year to 12	<ul style="list-style-type: none"> • Schedule 8 events in 2018, 10 in 2019, 12 events from 2020 onwards. • Run regular cyclegaines or other formats • Schedule more <6 hr events • Run biennial events around Coffs Harbour region
3. Maintain financial reserves equivalent to the cost of two events	<ul style="list-style-type: none"> • Committee to determine target amount and review each year. • Set fees to increase or decrease reserves to appropriate levels to reach target amount • Be at appropriate reserve level at end of 2017 calendar year

Objective	Strategy
<p>4. Improve our understanding of participant wants and respond to information gathered.</p>	<ul style="list-style-type: none"> • Survey participants to understand preferences, including those who have not recently participated in an event. • Review survey results and take action to align future events with preferences. • Use relatime GPS at next AUS Champs hosted by NSW.
<p>5. Increase community awareness of rogaining.</p>	<ul style="list-style-type: none"> • Develop marketing plan for the promotion of rogaining. • Execute marketing plan. • Look for skilled marketing person to join Committee. • Set and manage to performance metrics
<p>6. Develop volunteer culture to ensure all events are properly staffed.</p>	<ul style="list-style-type: none"> • Set expectation of participating to volunteering ratio. • Copy what Orienteering does managing its volunteers.
<p>7. Lobby NPWS, State Govt. and related stakeholders to ensure reasonable access to parks and reserves for events.</p>	<ul style="list-style-type: none"> • Establish what we define as reasonable access. • Create and execute lobbying plan to gain / maintain reasonable access to National Parks and State Forests for the purpose of rogaining.

Objective	Strategy
8. Ensure reasonable access to private property for rogaining.	<ul style="list-style-type: none">• Establish what we define as reasonable access.• Create marketing package for private land holders permitting access for events.