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COMMS + VICE CHAIR REPORT - 2017

I worked with Cathal O'Flaherty our designer and we agreed a number of things. Firstly we have updated all our assets that incorporate a sport Ireland logo as it has changed. This includes print, web and a few other things.

Cathal and I have discussed a potential sponsor for the IOA. We will formally be approaching them in the next two months. We are looking for a considerable amount of money. We are in the process of making a sponsorship bid which is a simple enough document, but has to cover their needs and ours,

I have made a video about elite orienteering, I will then move onto the Junior Squad and make something similar.

All the IOA assets, video, print and web are now up to date and ready for dissemination.

It seems to me that there has been an increase in social media activity by all the clubs, so hopefully the seminar on increasing participation and promotion is starting to pay off.

As regards the education part of the site it would be great to have the information that Eoin Browne has suggested soon as the site will be going through an update/overhaul in the next month or two and I need to get that work started.

The on-line registration system work will commence in June 2017 when Martin Flynn (our webmaster) is free from duties of the IOC and can give the time to its completion.

John Shiels of Action Photography will attend the IOC 2017 and photograph the event.

I am attending WOC 2017 in Estonia to do PRO for the athletes and organisation.

The IOA Facebook and twitter continues to perform. The Facebook page has over 3000 followers and the twitter 661 followers. Both platforms continue to be vital modes of communication for the IOA.

“Join Us”, our signature video has been updated to a 2017 version and has been viewed nearly 3000 times so far. (1095 on vimeo and 2500 on Facebook) My reason for this is that a part of updating the media assets for the IOA it needed a refresh and be more representative of the sport as a whole.

I have spent time promoting the sport at various events including World Orienteering Day (to come) and PE Expo's and the like. World Orienteering Day will take place on the 24th of May this year and the IOA hope to run an event on the National Sports Campus on a new map as commissioned by the IOA.

As ever my door is open to all clubs looking for assistance in design, promotion and any other activities that will help with the promotion of the sport.

VICE CHAIR ROLE

I have continued to assist Paul O'Sullivan Hourihan in the duties of vice-chair. Activities have included lobbying government departments, Sport Ireland, Coillte and the IOF. In addition to this we have made some inroads into regularising schools orienteering in Ireland so that all organisations will hopefully fall under the umbrella of the “Irish Schools Orienteering Group”, the body that is recognised by and affiliated to the IOA.

THE FUTURE

I will step down at the next AGM, May 2018. After 10 years I feel the organisation could do with a fresh point of view. I will produce a report of my activities and assist the new communications officer in the transition to the role. FYI all the IOA assets are now in a position to be re-used for many years to come and the organisation is in a very healthy position.

Links:

Join Us 2017: <https://vimeo.com/211178560>