



This year we have seen the introduction of two new members of staff for the Irish Orienteering Association. They have been helping with the promotion of orienteering amongst many other things. This has been particularly helpful in the communications area as unfortunately I have been unable to give full commitment this year due to work commitments. Thanks to Aine Joyce who has also picked up the pieces.

Events have continued to be promoted on the social media channels regularly, with some clubs sharing their events with the IOA page allowing for their events to show on the IOA events list on Facebook. For come and try it events it can be a way of introducing new members and spreading the word, especially when events are followed by photos of participants.

Orienteering has continued to grow with [Maprun](#) courses across the country bringing orienteering to the wider community. Andrew Cox of SEVO has been running urban events across the south east using the app, this saves considerable time and energy for the organiser, with new developments in the app, a phone need not be carried which can often put off the more experienced orienteer. Sports partnerships have picked up on Maprun and have been working with many clubs in this area, clubs have had additional support in mapping and promotion of events with a new audience.

A number of people have kindly written articles for the website at various points throughout the year. I would like to take this opportunity to thank them. Anyone who would like to post, please let me know. I'm sure there are a lot of people out there asking why there isn't more content! Well we need your help!

Gavin Doherty and others have continued to work behind the scenes on the website to make it more interactive and useful to both existing and new orienteers. This includes the online registration system that saves event organisers work on the event day.

Irish orienteering on social media platforms has been steadily growing, with the Facebook following now over 4000.

During the week of the World Orienteering Championships we hired some help with social media to provide regular content. Some of our international orienteers have also posted during events on instagram promoting the sport further.

The rebranding of Irish orienteering Association to its new name Orienteering Ireland will be launched during IOC when we will officially use our updated logo. Many thanks to Deirdre and Aine who have been working on new promotional materials for IOC and the clubs around the country.

It is essential that our clubs continue to spend some time taking photos and using social media to promote their events and gain new members. All posts featuring event participants show a large reach and participants share the photos, promoting to their friends and family. Younger members should be encouraged to use their digital skills and help on social media.

Thank you to all those who have worked with me through the past few years. I wish my successor the best of luck. In the meantime please contact comms@orienteering.ie if you wish for any assistance with your club promotion.

Keep up the hard work, planning, organising, participating and making O happen all over Ireland every week.

Don't forget to use the hashtags!

#LoveO #O4All #maprunIreland and as the summer comes, #IrlOonTour

Debbie Whelan

May 2022

[IOC Memories](#)

