

**Current huge popularity of
Adventure, Mountain and
General Running Events**

**What can we learn to benefit
Orienteering as a sport?**

1) Image and Perception

700+ Trail Running in Marlay Park
4,300+ at Runamuck Event (5/10k)
=>Appetite for off-road running,
once navigation not too challenging



Popular AR event names sound tough
("ROAR", "Galeforce", "BEAST" etc)
2,000+ in Gaelforce (Names get attention)



AR races feature in press (eg Sunday Times, Outsider) – Great Photos



AR & Runamuck type event photos look fun, sociable & accessible !

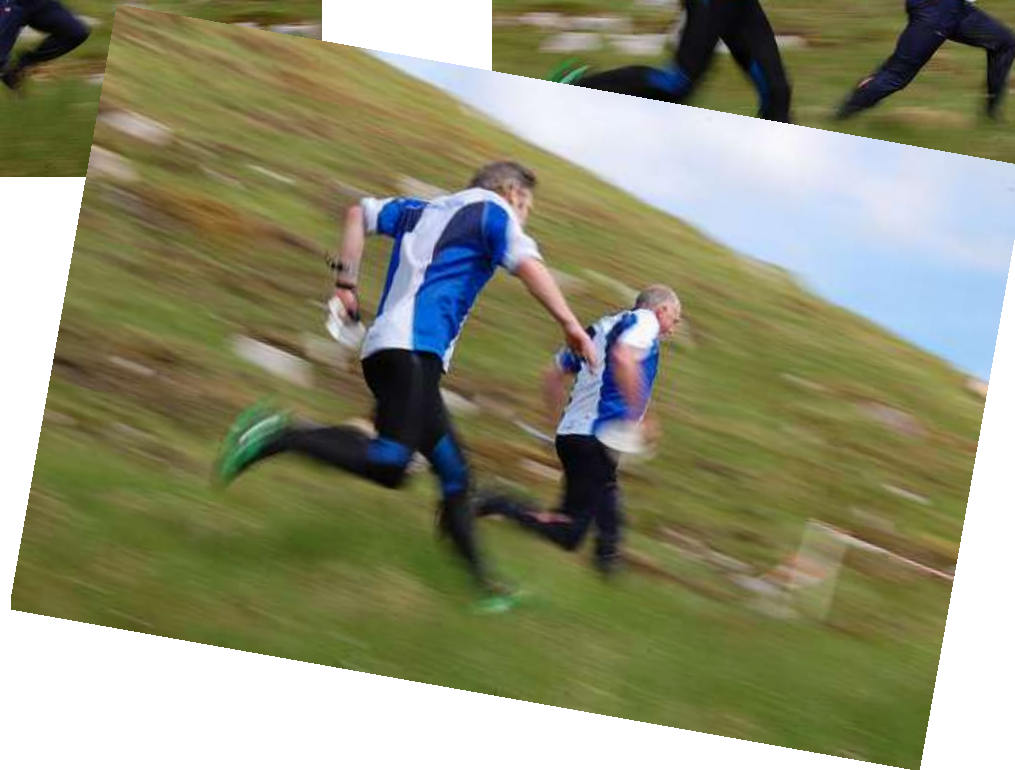


Good o-photos are hard to get



Controls points & prizegiving probably don't convey the fun/action/spirit

But, there are good action shots
We could use these more prominently



Currently events selling out (350)

Formula- Race for 3 – 5' per stage

Opportunity to Compare and
contrast using SI Timing Printout

Challenge your friends and
clubmates per stage

Sociable format- Encourages chat
between Stages and at end of events

2) Orienteering: Inconsistent Experience

Navigation => Difficult for beginners

Short course + “lost” + long time
=> Negative Experience

Irish Mountain Running Association

250+ at midweek marked races

Typically 15 - 30 at navigation races

Difficult for novices to tell how
“hard” map/event/area will be

Regular Leinster Orienteers know
that Fair Mountain is “hard” while
Three Rock is “easy”

Same in Munster/NI/Connacht?

Orienteering.ie event classification
may be confusing to novices?

“Local Event”, “Summer League”,
“Spring Cup” doesn’t tell a
novice/junior if it’s suitable for them

Not so easy as a novice orienteer

Date, 6 November 2011. Map, Castletown House.

Competition, Leinster Autumn Series

Yellow winning time: 16 minutes, 0 DNFs

Date, 23 October 2011. Map, Fair Mountain.

Competition, Leinster Autumn Series

Yellow winning time: 36 minutes, 30% DNFs

IMRA employs a rating system

EVENT DIFFICULTY

The TAD system measures race difficulty over three categories. Each category This gives every race a rating from 3 (Easy) to 9 (Very Difficult). In addition a f longer than 30km are automatically rated 10 (Extreme).

When choosing your races, you can use the TAD rating to gauge whether or no experience in the hills:

TAD Recommended Experience

- 3-5: Basic Running (you have a good base fitness/train regularly)
- 6-7: Some Hill Running Experience (you have run some hill races already)
- 8-9: Experienced Competitors (you have completed many races/difficult hill r
- 10: Special (specialised training needed to cope with length/height requirem

THE THREE CATEGORIES

	VENUE/EVENT	LEAGUES	TYPE	CLIMB	DIST.	DIFF.
M	Carrauntoohil	IC	IMRA Race	1137m	13km	10
1	Scarr	LL	IMRA Race	367m	8km	6
M	International Great Trail Chal...		Non-IMRA Race	255m	10km	6
1	Knockmealdowns	MC	IMRA Race	635m	9km	8
1	Seefingan	LL	IMRA Race	550m	12km	8
1	Ballyhoura's	MWL	IMRA Race	330m	8km	6
M	European & Youths Trial		IMRA Race	691m	7km	7

AR competitors can gauge their approximate finishing time

or Beginner in the entry form.

How long will my HellFire Adventure take?

Here are the approximate finishing times for different types of competitors

- Advanced under 80min minutes if male or under 90minutes if female.
- Intermediate 90min – 105mins
- Beginner 105mins plus

What are the distance breakdowns for HellFire?

The breakdown of discipline distances within the event is as follows:

Each IMRA fixture has up to date
organiser's instructions and an
associated Forum thread
Forum is open to anyone so novices
regularly post questions

AUTHOR	DATE	MESSAGE
Sarah Harley	May 10, 9:24pm	Hi, just wondering what constitutes a 'proven' navigator? I've done the mountain skills course and had some practice when out on the hill with friends, but this would be my first time navigating on my own in a race environment Sarah

Adv Races have info on FAQ section

- **Q) What Are Race Categories for the ROAR?**
- A) The categories for the Achill ROAR are:
- Mini
- Sports
- Expert
- Link to Route Map [HERE](#)
- **Q) What are the disciplines and distances in the ROAR Race?**
- A) Running – Mainly off road (5km Mini, 8km Sports or 16km Expert)
- Cycling – On Tarmac (12km Mini, 22km Sports or 45 km Expert)
- Swimming Or Paddling a Double Sit on Top Kayak (Kayak Equipment Provided) Or Paddling your own Single kayak (Bringing your own PFD and paddle) or SUP(Stand Up Paddleboard (Provided by Pure Magic)
- Swim - ~200m Mini, ~400m Sports or ~1000m Expert
- Paddling - ~800m Mini, ~1300m Sports or ~3000m Expert
- NOTE:- Exact distances for the swim and paddle will be finalised dependent on weather and prevailing lake conditions to give a fair match between a good swimmer and a pair of good paddlers in the double sit on top kayaks being provided with an allowance for swimmers to remove wetsuits after the swim - if you are a poor swimmer you should probably opt for the kayaking
- **Q) What is the cost of entry?**
- A) **Cost of entry for 2013 event is as follows:**
- **€ 50 - Up to 31/03/13**
- **€ 55 - 01/04/13 to 30/04/13**

O Information:

- Can be difficult to find
- O club organisers - Include info on who the event is (or more importantly isn't) suitable for?

O club organisers could have 'submit a question' box with event notes?

3) Organisation Challenges

Reality:

AR - pro organisers for profit,
looking to hold maybe 6 big events
per annum

Orienteering – amateur organisers
organising for fellow orienteers,
looking to fill a calendar

Orienteering finish times are spread out, making for a long day for all

Suggestions:

Condense start times at smaller events, eg from 11 – 12 only?

Why not hold mass start events?

Reality:

Orienteering Events are complex
Organise maps, controls, start/ finish

SUGGESTIONS

- Reduce the number of courses?
- Allow for/encourage semi-professional organiser
– Students doing Park O events in summer?
- Use pre-existing maps – eg Openstreet/ Coillte
- Use pre-existing controls that don't have to be put out/collected/ no risk of theft (eg numbered lamposts, post boxes, house nos, etc in street-o)

4) Trends

Popularity of GPS devices:

Allow/encourage the use of GPS?

Controls on map and GPS
coordinates?

Might encourage people to share
their experience online?

Permanent Orienteering Courses:

Upload results to Strava/Garmin
Connect/mapmyrun/Endomondo?

Maintain up to date league tables on
o.ie or club websites?

Smartphones: Experiment with Smartphone Orienteering?

The image shows a screenshot of the website www.vorientering.com/home. The page features a green and white color scheme with a cartoon squirrel mascot holding a sign that says "Login". The main heading is "orientering Beta" with the tagline "Find your way!". Below the heading is a navigation menu with buttons for "Home", "Overview", "Community", "Downloads", "About", and "Blog". A social media bar includes icons for Facebook, Twitter, and a "Like" button with a count of 59. The main content area is divided into two sections: a left sidebar with buttons for "Tracks", "Done Tracks", "Resume", and "Badges"; and a large central image showing a person's hands holding a smartphone displaying the app's interface over a landscape. The text "It's NATURE It's FUN It's for EVERYONE" is overlaid on the image. At the bottom right, there are vertical social media links for "Feedback", "facebook", and "twitter".

Growth is probably in versions of orienteering that are simplified

Simpler orienteering should attract people to mainstream orienteering

Park O & Street O most attractive

Popularity of Team/Sociable events:

Allow/encourage teams to enter orienteering events?

Allow/encourage mass starts?



Increase Accessibility & Sociability

- Have “Welcome & Info” Person at Registration
- Provide novice courses with distance options
- Provide info with legends and map symbols
- Post map of area with start marked showing scale and sample (~50m) distance to compare
- All experienced O folk to make effort - Say “Hi”
- Encouragement is what we all like 😊

Post Run

- “Welcome Home” Tent – Drinks/ Cake/ Fruit
- Debrief of course / run provided for beginners
- Maps on wall of winners with splits
- Planners optimum route choices for courses
- Encourage regular Orienteers to offer advice
- Clubs could have “mentor” for new members
- Post Race Pub venue nominated w lunch avail

Post Event

- Use captured E Mail address
- Thank you e-mail within 2 days
- Provide welcome pack in e-mail with O Info
- Ask to complete feedback survey (O.ie?)
- Provide contact details of all clubs
- Provide details of all fixtures
- Encourage them to return – Make feel valued!
- Encourage everyone to “bring a friend” 😊

Positive Outlook

- Strength is belief in “Cunning Running” as sport
- Weakness is poor age profile currently
- Work on increasing participation from roots up
- Schools & Beginner Friendly Street, Park O
- Use Social Media, posters & flyers to advertise
- Spring & evening summer events more appealing
- INCREASED Numbers = Increased Volunteers
=> Less Individual Work & More Happy People 😊