



IOF MTBO Open Forum
Brian Porteous, President
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AGENDA

1. Introduction
2. Strategic Directions
3. Strategic Initiatives / Activity Plan
4. The IOF Office
5. Questions for MTBO

Introduction - Vision

- That orienteering shall be a truly global sport and included in the Olympic and Paralympic Games

Introduction - Values

- At one with nature
- Mentally and physically challenging
- Spirit of adventure developing self-confidence, independence and life skills
- Inclusive
- Drug free
- Friendship and fair play
- High standards of governance and transparency

Strategic Directions 2012-18 – Key Goals

- Truly global sport
- Visible and attractive
- Positioned for inclusion in the Olympic and Paralympic Games

Strategic Directions – Global Sport

- Development of new countries and in existing countries
- Regional development
- Multi-sport games
- Major IOF events outside Europe
- Raising elite standard of all regions

Strategic Directions - Visible and Attractive

- WOC as the premium platform for the promotion of the sport
- Attractive to external partners
- Increasing attractiveness to young people
- Environmentally friendly

Strategic Directions - Positioned for the Olympics and Paralympics

- Heightened acknowledgement in the world sporting community
- Systematically implementing the IOC evaluation criteria for sports and disciplines
- Gaining active support from sport governing organisations, federations and the public sector

Strategic Initiatives / Activity Plan

- Key outcomes
- Attractiveness to young people
- IOF position on the world sporting stage
- Visibility
- Strong management and funding



IOF Office

Some reflections from the new Secretary General

Positives

- Good products which have developed
- Very strong global volunteer organisation
- Leadership/Good government
- Initiative/Ambition!
- Strong sense of a common mission

Challenges

- Money! To develop resources
- Consequences of decisions
- Inconsistencies
- Communication "from what to why"
- Efficiency in ways of working

Some key targets

- Add value to member federations
- Release the power of the full organisation
 - Communication
 - Empowerment
 - Support

IOF Strategic goals

Olympic Vision

1. Global development
2. Attractiveness to youths
3. Development of our disciplines and events on the world sporting stage
4. Increased visibility
5. Strong management and funding

Focus areas

- Professional organisation
 - Organisational review done
 - How do we get the most out of the available resources?
 - Strengthen marketing/sales
 - Efficiencies – look at our way of working and cost structure
 - Strengthen cooperation with volunteer organisation

New IOF Office Organisation

Key changes

- Based in Karstad in Sweden
- Office consisting of GS (100%), Sports Administrator (100%) and Office Administrator (100 %).
- 2 x 50 % positions for Marketing Manager, 1 towards FootO, 1 towards SkiO/MTBO. Positions focus on marketing/promotion, sponsorship sales and communications.
- 1 x 50 % position for **Global Development Officer**. Works closely with the new Regional and Youth Development Commission.
- Anti-doping management work, **IT support** and Professional WOC SEA to be out-sourced.

Marketing troika

- Secretary General/CEO and Marketing Managers to work in a skills-based team for implementation of:
 - Marketing strategy
 - Sales strategy
 - Communications strategy

Marketing/sales focus areas

- Clarify our trademark(s), products and delivery
- Tied to major events project
- World Cups
- IT and content delivery systems
- Strengthen Regional/Youth development
- Orienteering as a lifestyle

Goals

- Increase external income sources
- Deliver higher level of service to organizers and member federations
 - Value for money
- Hopefully over time help decrease member federations financial contributions to the IOF.

Questions for MTBO

- What are your ambitions for the discipline?
- How can the new Marketing Manager best assist?