



INTERNATIONAL ORIENTEERING FEDERATION

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## **STRATEGIC DIRECTIONS**

**INTERNATIONAL ORIENTEERING FEDERATION**

**2018-2024**

(Consultation draft 30 October 2016)

## PREFACE

The vision of the International Orienteering Federation (IOF) is that orienteering is included in the Olympic and Paralympic Games.

The key goals will promote the realisation of this vision. The actions required to implement the strategy are contained in the Activity Plan and in Council and Commission Remits.

The IOF is, by its Statutes, obliged to respect and abide by the Olympic Charter and the provisions of the World Anti-Doping Code and to respect and implement the Olympic Movement's Agenda 21 on protection of the environment and sustainable development.

## VISION

Orienteering shall be a truly global sport and included in the Olympic and Paralympic Games.

## VALUES

Orienteering is **at one with nature**.

Orienteering is respectful of the natural environment.  
It promotes environmental good practice

Orienteering is **mentally and physically challenging**.

It advocates and supports a healthy lifestyle; an active mind and body.

Orienteering is characterised by the **spirit of adventure**.

Through the challenges of navigation, orienteering develops

**self-confidence, independence and life skills**. I

t is a lifelong sport, enhancing the quality of life

Orienteering is **inclusive**.

Orienteering promotes the inclusion of women and men equally from all race, religious, political and sexual orientation backgrounds.

Success by women and men is equally recognised.

Orienteering is committed to being a **drug free** sport and to protect clean athletes.

We support the World Anti Doping Agency (WADA) motto *play true*.

Orienteering is characterised by the spirit of **friendship**

and is committed to the notion of **fair play**.

It is expected that all persons taking part in an orienteering event shall behave with fairness and honesty.

Orienteering is committed to the highest **ethical** standards of **governance** and **transparency** in the conduct of its business

and to seek full engagement of all its members on an equal basis in its decision-making.

## KEY GOALS

Our key goals to be achieved by the end of the strategy period 2018-2024 are

- ❑ Orienteering shall be a truly global sport
- ❑ Orienteering shall be attractive and visible
- ❑ Orienteering shall be positioned for inclusion in the Olympic and Paralympic Games

In achieving these key goals, the IOF will spread the sport of orienteering, promote its development and create and maintain an attractive world event programme.

To achieve the key goals set for the strategy period 2018-2024 IOF will work in **close co-operation** with member federations, regions and sub-regions, and its partner organisations, such as International Olympic Committee (IOC), FISU and CISM.

## STRATEGIC ACTIVITIES

The following Strategic Activities are necessary to achieve the IOF key goals

- ❑ Develop orienteering in IOF member and non-member countries
- ❑ Increase the attractiveness of orienteering to young people
- ❑ Communicate our position and values in the world sporting community
- ❑ Increase the visibility of orienteering
- ❑ Maintain strong management and increase external funding

### DEVELOP OF ORIENTEERING IN IOF MEMBER AND NON-MEMBER COUNTRIES

To develop orienteering in IOF members and non-member countries, the IOF must focus on achieving the following:

- The IOF shall have 90 viable members
- The IOF shall encourage growth in activity in all its member federations
- 65 members take part in World Orienteering Championships (FootO)
- All members organise national championship in at least one recognised IOF discipline
- IOF shall have XX regional coordinators
- The IOF shall have a regional and sub regional structure with development plans appropriate to the needs and potential of each region and sub region
- Major IOF events are regular staged outside Europe

## **INCREASE THE ATTRACTIVENESS OF ORIENTEERING TO YOUNG PEOPLE**

Orienteering must be made more attractive to young people. This action is an investment in the future. The IOF shall therefore:

- Develop World Orienteering Day (WOD) as a world-wide event organised in all continents with special focus on schools
- Engage young people in the IOF commissions, especially RYDC
- Promote improved accessibility of orienteering activities and events
- Seek inclusion in Youth Olympic Games
- Start with orienteering is easy and a fun

## **COMMUNICATE OUR POSITION AND VALUES IN THE WORLD SPORTING COMMUNITY**

To promote orienteering in the world sporting community, the IOF must foster an international awareness that orienteering is a sport that adds value to the community. The IOF shall therefore:

- Promote and further enhance the environmental sustainability of orienteering
- Strengthen the relationship with the IOC, CISM and FISU
- Seek election to boards of international sporting organisations and encourage women and men equally to take international positions
- Establish an ambassador-program/society of former active elite orienteers
- Promote orienteering as a healthy lifestyle for all ages

## **INCREASE THE VISIBILITY OF ORIENTEERING**

To increase the visibility of our sport, the IOF needs to work in various dimensions such as TV companies, sport events, sport governing organisations, marketing businesses, as well as the public sector. The IOF shall explore and work with various means to achieve increased visibility and shall therefore:

- Ensure distribution of TV coverage of high quality of major events to all continents
- Establish and develop Live Orienteering Channel
- Continue developing World Orienteering Championships to be attractive to additional commercial partners
- Find ways to present orienteering to non-orienteers in an attractive way (create sport entertainment)
- Provide support for professional presentation of events
- Be an active partner with organisers in event planning and execution, to ensure maximum benefit at the international level
- Be active on social media

## **MAINTAIN STRONG MANAGEMENT AND INCREASE EXTERNAL FUNDING**

To secure implementation of the strategic initiatives, the IOF must strengthen its management and financial capabilities. The IOF shall therefore:

- Strengthen the capacity and capability of both its professional and voluntary resources
- Increase its professional human resources in the marketing, TV and other media and public relations domains
- Increase external income by establishing new commercial partnerships