



ACTIVITY PLAN FOR THE CONGRESS PERIOD 2010 - 2012

1	Regional Development and Co-operation	In order to spread the sport, and increase activity levels, in particular in developing countries, the regions need to assume a proactive role. Regional co-operation and a developed regional event programme are essential tools to achieve the goal. Exchange of experience and cross-border co-operation are key activities.	
Actions		Targets / Measures	Key Outcomes by 2012
Support regional working groups and provide guidance in all regions		Close contact maintained and guidance for development provided	<ul style="list-style-type: none"> • 75 members • National championships for seniors and juniors held annually in all member countries • IOF Regional Championships in 6 Regions
Support development programmes in Africa/Asia/South America to build local capacity		Programmes supported and evaluated	
Continue supporting O-Ringen Academies		Academies held each year	
Drive, promote and coordinate member federations' support of developing federations		Bilateral support programmes in progress	
Take initiatives to increase number of members		Number of members increased	



2	Attractive World Events	In order to increase the attraction value of our main events and reach a wider audience, close co-operation between the IOF and appointed organisers is required. The IOF has an important role in securing event quality, international TV coverage and using its TV rights to increase visibility and maximise sponsor income.
Action	Targets / Measures	Key Outcomes by 2012
Implement and consolidate an Event Quality Management System to realise the event quality concept for major events	Quality standards met	<ul style="list-style-type: none"> • Consistent high quality at major IOF events
Ensure successful implementation of the new event advising model for IOF events	New structure established and operational	<ul style="list-style-type: none"> • International TV coverage of World Championships
Continue to develop contacts with broadcasting networks	International TV coverage obtained and extended	
Promote and support professional arena production at World Championships and World Cup events	Professional arena production always implemented	<ul style="list-style-type: none"> • Professional arena production at World Championships
Take initiatives to make major IOF events more exciting and readily understood by the viewing public	Programme, discipline and format changes initiated, in particular at World Championships	<ul style="list-style-type: none"> • Major IOF events programmed outside Europe
Continue to promote major IOF events outside Europe	Events programmed	



3	Promotion and Marketing Towards Olympic Inclusion	Increased credibility on the world sporting stage is very much linked to global spread and wide publicity of our events. Equally important is that orienteering is seen on the international sporting stage being part of multi-sport games and represented on international sport bodies.	
Action		Targets / Measures	Key Outcomes by 2012
Address the IOC evaluation criteria systematically		Meet all possible criteria	<ul style="list-style-type: none"> • Strongest possible case for Olympic inclusion developed • High profile at multi-sport games secured • Candidates well positioned for election to multi-sport bodies • Continued status as doping free sport • Credibility increased
Devise measures to achieve inclusion in the 2018 Olympic Winter Games		Measures identified and addressed	
Ensure a high profile at the 2013 World Games		Support provided to organisers	
Ensure a high profile at the 2013 World Masters Games		Support provided to organisers	
Continue to secure election to multi-sport bodies		New candidates introduced on the multi-sport stage	
Continue to ensure orienteering as a sport free from doping		Continued anti-doping work	
Raise the profile of orienteering amongst international sports organisations through WOC 2012 in Lausanne		IOC representatives present at the WOC finals	



4	Strong Management and Funding	In order to successfully implement the strategic initiatives the IOF must have a strong professional organisation and a productive voluntary organisation. The capacity of the internal organisation must be increased.	
Action		Targets / Measures	Key Outcomes by 2012
Implement measures to strengthen the professional organisation of the IOF		Organisation strengthened	<ul style="list-style-type: none"> • Increased capacity of the professional organisation • Increased external income • Increased capacity and productivity of the voluntary organisation
Increase external funding		Income increased and invested in development	
Sustain internal income from IOF activities		Income sustained and invested in development	
Review methods to ensure required competencies in Council and Commissions		Review carried out and recommendations implemented	
Increase financial support from individual member federations for development projects		Development projects realised	