

Participant & Media Profile



Participant Profile

Orienteering is a growing sport with over 85,000 participations in 2007. Events are held all over Australia and the world. There are around 8500 registered orienteers in Australia but that number is expected to rise considerably in coming years with a restructure of memberships and communications with casual participants.

Orienteers have an ideal profile for consumer markets. Participants in the sport typically have higher than average disposable incomes and are extremely well travelled both nationally and internationally. Orienteers are also environmentally conscious and technology savvy.

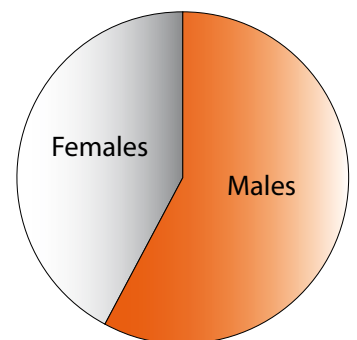
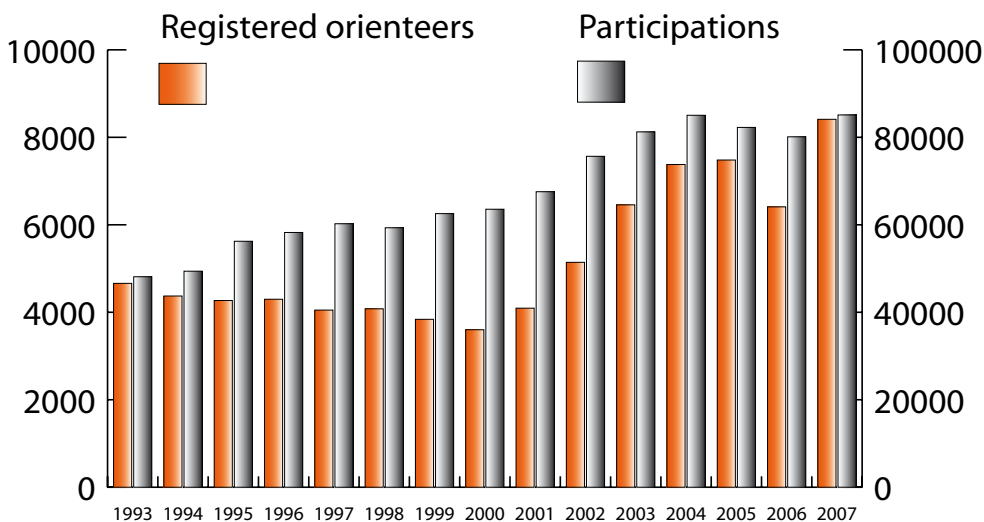


It is an ideal avenue to reach markets covering 5 broad areas:

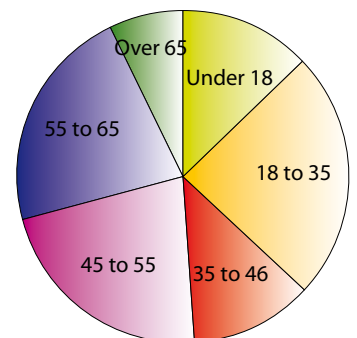
- Individuals seeking to keep healthy – both mind and body
- Individuals who are prepared to travel to pursue their sporting interests
- Individuals who are environmentally conscious and spend time outdoors
- Individuals who are involved in competitive sport
- Individuals who are social covering the full range of age-classes, the old and the young (typically from 8 to 80 years old)

Orienteering is growing

Orienteering Australia figures



Data from 2006 Easter Carnival and Survey



Orienteers are healthy, wealthy and wise

26% exercise five or more times/wk, a further 36% three or four times/wk.

97% are non-smokers.

13% of men and 21% of women aged 19 or over are non-drinkers, a further 66% and 70% are occasional drinkers only.

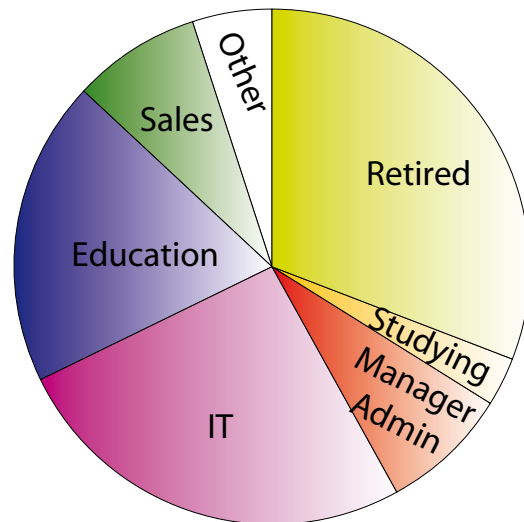
14% claim a very high commitment to eating healthy foods and a further 41%, a high commitment.

20.7% of respondents claimed to have purchase nutritional products related to exercise/sport

29.1% of respondents claim to use vitamins/minerals

73% of male orienteers and 66% of female orienteers over the age of 18 have a body mass index within the acceptable weight range adopted by the National Heart Foundation., much better than the National average.

Orienteers are generally interested In active, outdoor lifestyles. Other pursuits often reported include: running, gym, bush walking, cycling (road and MTB), golf, swimming, adventure racing, rogaining



for over 24's
92% tertiary educated
27% post-graduate

for working respondents over 24.
\$70k mean
33% over \$100k

National Carnivals

Australia holds two major carnivals (Australian 3-Days and Australian Championships) every year with significant benefits to local communities.

The 2007 Dubbo Orienteering Carnival contributed an estimated **\$1.48 million** to the local community.

Orienteers are technology savvy & love travel

84% have a mobile phone
91% have a computer at home
Over 90% have internet access at home

57% travel interstate for orienteering
3.7 flights per year for orienteering
2.5 car hires per year
25% travel overseas periodically for orienteering



Media Profile

Publications

www.orienteering.asn.au

Orienteering Australia's national website including news, events, results and information.

Website Statistics

- ~2500 hits (over 1200 unique visitors) per week
- Over 40% visits 5min or longer
- Regular hits from overseas visitors

The Australian Orienter magazine

Australia's National Orienteering magazine delivered direct to all registered members' homes.

Orienteering Australia e-bulletins

A free registration email keeping readers informed of current Orienteering Australia activities and news.



State websites, newsletter and e-bulletins

The Australian media (print, radio and television) runs regular stories on orienteering, covering both local and national publications. A dedicated column features in the national running magazine "Run For Your Life".

A google search of "orienteering" or popular athletes such as "Hanny Allston" are testament to increasing coverage of the sport.

The information presented in this guide is from:

Lifestyle and social characteristics of Australian Orienteers Survey report, David Hogg, 1993.

Event Sponsorship - 1997 Research (from The Australian Orienter, Spring 1997)

Short survey - 2006 Easter 3 Days

National Championships Survey, 2007

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