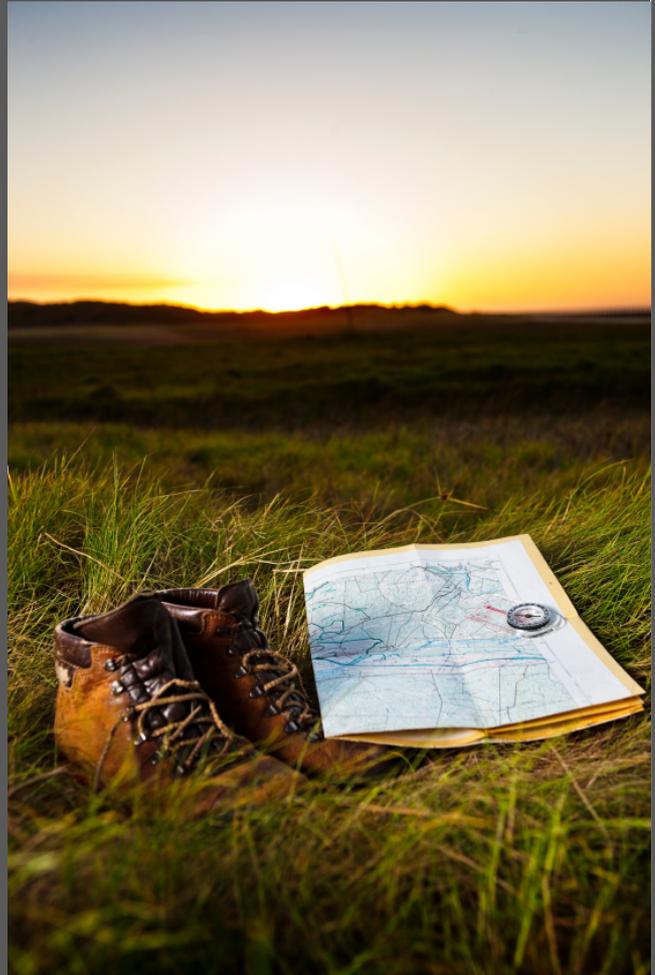




## Victorian Rogaining Association

PO Box 30  
Collins Street West,  
Melbourne, VIC, 3000  
E-Mail: [president@vra.rogaine.asn.au](mailto:president@vra.rogaine.asn.au)  
Web: [vra.rogaine.asn.au](http://vra.rogaine.asn.au)  
ABN 66 307 914 547



2010

# VRA ANNUAL REPORT

## Presidents Report

It is with pleasure that I present the 2010 Annual Report for the 34<sup>th</sup> year of operation of the Victorian Rogaining Association. This is my first year as President of the VRA, and I wish to convey my gratitude to all those who have worked with me during 2010.

The highlights of the 2010 year included:

- All Committee positions filled with the Secretary position being undertaken in a temporary manner
- Ten Rogaines scheduled and undertaken
- Volunteer numbers remain sufficient to conduct all Rogaines
- Participation numbers, membership numbers increased
- Financial position of the VRA improved over 2009, with a profitable 2010 year
- Applications for additional 2011-2013 grants from Sport and Recreation Victoria submitted
- Further improvement of the online membership and event registration system
- Training Sessions conducted for day and night navigation
- Use of Electronic scoring (Navlight) systems at most events
- VRA member participation (and success) at the Australian Rogaining Championships in Kiandra, NSW
- VRA member participation (and success) at the World Rogaining Championships in Cheviot, New Zealand

## 2010 Committee and Office Bearers

**President** – Greg Robinson

**Vice President** – Ron Fredrick

**Treasurer** – Don Baker

**Secretary** – Vacant (Greg Robinson acting)

**Competition Manager** – Grant Jeffrey

**Committee members** – Brett Sparkes, Roy Jackson, Andy Hardy, Andrew Baker, Jon Sutcliffe

## Co-opted Committee and other

Immediate Past President – Robyn Gardner	Membership Secretary – Phil Giddings
Newsletter Editor – Jacinta Walters	Newsletter Distributor – Kath Weir
Volunteer Recruitment – Karen Pate	Equipment Officer – Kevin Humphrey
Non Event Treasurer – Andy Hardy	Partner Finding Service – Claire Martin
First Aid Officer – Kath Copeland	Development Officer – Kate Gavens
Publicity Officer – Tom Lothian	Computer Liaison Officer – Ron Westcott
Auditor – John Gavens	Training Officer – Roy Jackson
Schools Coordinator – Paula Horton	

## Committee Summary

It is without doubt that the VRA's strengths lie in it's membership base and their willingness to volunteer, and the Committee members to coordinate Rogaines. All positions within the VRA in 2010 were undertaken by volunteers and we foresee this as our normal operational mode in the years to come.

The AGM held in 2010 (for the 2009 Calendar year) saw Rob Gardner stand down as President after 3 years. Our thanks must be conveyed to Rob for his tireless efforts in leading the VRA, representing the VRA in larger forums such as the ARA, and coordinating Rogaines. Greg Robinson (President) and Ron Fredrick (Vice President) joined the Committee. Don Baker stepped into the role as Treasurer, with Andy Hardy assisting him as Event Treasurer. After many years, Ainslie Cummins stood down as Volunteer Recruitment and was replaced by Karen Pate. Our special thanks must be conveyed to Ainslie (and her partner Peter Chen) for her/their tireless efforts and continuing support of the VRA. Grant Jeffrey replaced Peter Grover as the Competition Manager, and we thank Peter for his efforts in years past. Phil Giddings continued in his role as Membership Secretary handling the membership database and online event entries. Thank you Phil for your contributions. Martina Honey continued to assist with the Navlight operation for events and maintenance of checkpoints, Kate Gavens helped with Publicity, Andy Hardy became the Event Treasurer and Jacinta Walters edited the Newsletters while Cath Weir (and family) distributed the newsletters in a timely manner. Roy Jackson coordinated our training days in the field, and finally John Gavens once again audited our books at financial year end.

It is without doubt that the VRA has numerous volunteers that all contribute to a smooth operation of the organization's events. It was notable that I had little idea at the significant amount of people, and the roles that they undertook before taking on this role as President.. For your efforts in volunteering I thank you all for your assistance over the year and for allowing us to maintain events run to such high standards.

## 2010 Initiatives

The 2010 Committee undertook a strategic planning initiative to determine key objectives. Those initiatives were:

### Event Consistency

The Committee has spent significant efforts in improving Event consistency. This task involved a more active review of Event Maps, Final Instructions, Checkpoint Description and associated checklists. There was also an emphasis placed on producing results in a timely manner at both the event (within one hour) and online (within 2 days after the event). This is an ongoing effort that will continue into 2011, and was instigated to minimise ongoing complaints from members.

### Website revamp

The VRA website was deemed outdated, difficult to manage by the Committee and volunteers, and required specialist help to update. Rogaine results were posted more than a week late in some cases. The VRA website was outsourced and re-implemented between Rogaining seasons using a Content Management System (CMS) called Joomla allowing all Committee members with access and ease of use. Additionally the website was rehosted onto another cost effective ISP reducing our monthly hosting bills. The website went live prior to the first Rogaine of 2011. There is ongoing effort to further optimize its appearance and populate with data.

### Facebook and Email

The VRA established a facebook identity to interact with members, and moved our email to a hosted service ([www.mailchimp.com](http://www.mailchimp.com)) to provide further quality HTML based email and minimise the volunteer efforts in maintaining the existing mail lists. These two tasks were implemented in September 2010. MailChimp is being used to remind members of upcoming events and notify them of results, and currently achieves 32% open rates compared to and industry average of 19%. We have seen an increase in Online registration at times when Mail is delivered.

### Online Entry System enhancements

VRA made significant changes to the online entry system, including porting to later platforms (to enable rehosting on a different ISP when the website was moved), and additional functionality for households and name searches for Admin Managers. This task is completed. Online entries for events is currently at about 80% which is providing significant saving in Admin efforts and costs (such as mailing out Final Instructions).

### Risk Assessment review

The VRA conducted a Risk Assessment activity in April 2010 led by John Gavens, and reviewed the current Risk Plan by modifying and adding any known risks to the organisation.

### Grants Applications

The VRA applied for two additional grants for the 2011-2013 timeframe within the 2010 calendar year. These were for the Future Directions fund which was for the provision of a trailer to assist the Equipment Managers, and the Organisation Support Grant which is for the ongoing operation of the VRA.

### Professional First Aid at Schools Event

The VRA utilized a professional First Aid company to provide first aid services at the annual School's event in June at Fryerstown as a Risk mitigation strategy.

## Strategy

Strategic goals identified within the Strategic Plan include:

- To continue to maintain a healthy financial position
- To continue to support the sport in Victoria, within Australia and worldwide
- To increase the marketing of Rogaines at key locations (other endurance events, related businesses)
- To continue to recruit and minimise volunteer numbers required at each Rogaine, considering additional equipment, lower service levels, streamlined tasks, or shorter events to achieve this burden.
- To continue high levels of governance and training within the organisation
- To continue to improve the Online Entry and Navlight systems
- To continue to improve the Risk Assessment and Safety procedures
- Reestablish Permanent Rogaining Course at Mt Disappointment after bushfire

## Finances

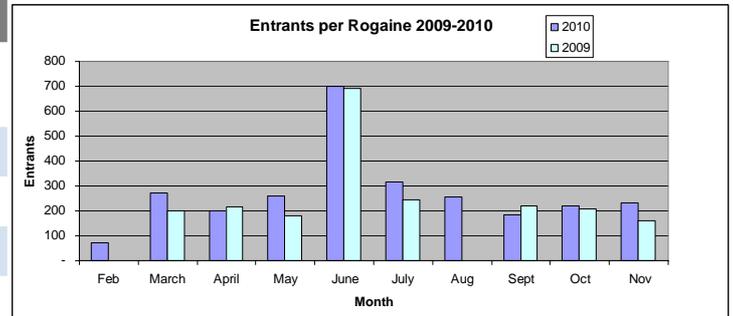
The financial highlights for 2010 are:

- An operating surplus of \$4768 (compared to \$412 in 2009)
- Event revenue up more than \$15,000. This is due to more events and, on average, more competitors per event.
- Seven events made a surplus. Three made a loss. In 2009 five events made a surplus and four made a loss.
- Event expenses were up less than \$5000.
- In 2009 we received \$15,000 income from Government grants but in 2010 there was none. We did receive a payment just at Christmas and this was put in the Balance sheet for 2011.
- We continued to provide a bus subsidy for competitors to 24 hour events. \$2133 (net) in 2010 compared to \$1800 in 2009.
- At the end of the year there was \$108,511 cash in the bank compared to \$102,803 the previous December. Although these balances seem to be large, the VRA does not insure its assets so in case of a serious loss, these funds would be needed for replacement.
- Financial success has meant we have been able to keep membership and entry fees unchanged for 2011.

## Events

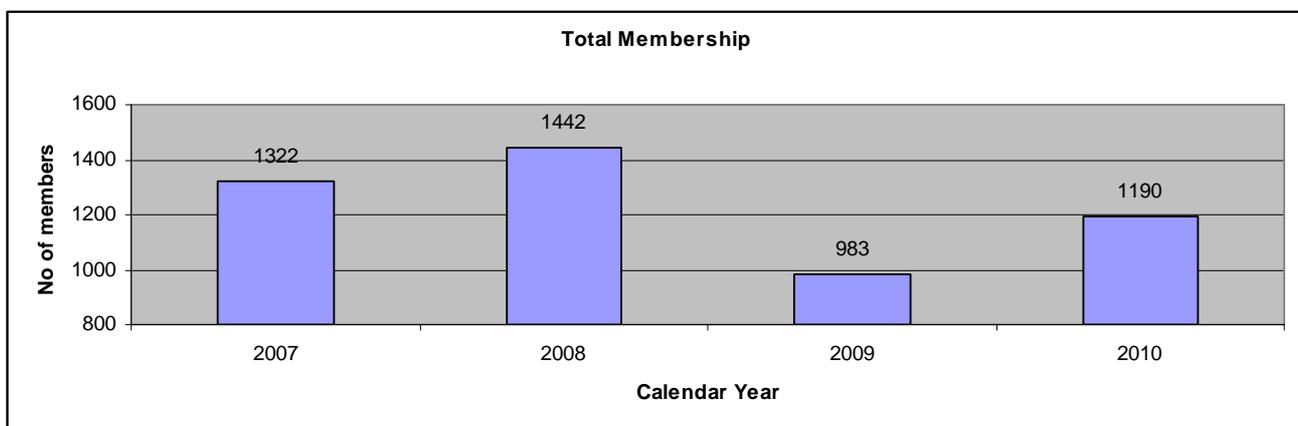
The VRA successfully scheduled and conducted 10 Rogaines within the 2010 calendar year which had 2720 participants. These were held each month between February and November. Included within these Rogaines were 19 separate events (either separate disciplines such as a metrogaine and cyclogaine held concurrently, or a Rogaine of two events held on two separate days of a weekend, or a Rogaine including two separate mutually exclusive event durations). This compares to 8 events in 2009 that included a Lal Lal Masters Games Rogaine scheduled for February 28th, and a cancelled Snowgaine event scheduled for August 2<sup>nd</sup> 2008.

2010 Event Name	Date
MAC10 Hume and Hovell (Albury) 6 hour Cyclogaine and Metrogaine	27 Feb 2010
Quilled Rodent (Daylesford) 2 x 6 hour	20-21 Mar 2010
Mt Hickey Hiccup (Tallarook) 6/12 hour	24 Apr 2010
Dashing of the Waters (Lal Lal) 8 hour	22 May 2010
The Seek Well (Fryerstown) 2 x 6 hour	19-20 Jun 2010
Meandering Moggs (Airey's Inlet) 6/12 hour	24 Jul 2010
Vines and Ashes (Sunbury) 6 hour metro and Cyclogaine	22 Aug 2010
Double Puddle (Stuart Mill) 24/15 hour	18 Sep 2010
Les Miserables (Enfield) 6 hour and Upsidedown 12 hour	23 Oct 2010
Waypoints and Wine (Heathcote) 6 Hour Rogaine and Cyclogaine	14 Nov 2010
<b>Total Rogaines</b>	<b>10</b>
<b>Total Events</b>	<b>19</b>

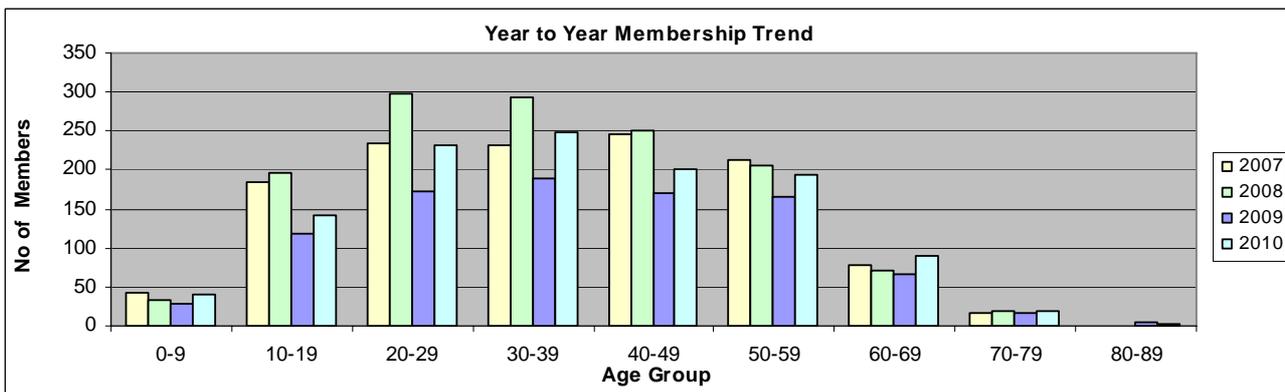
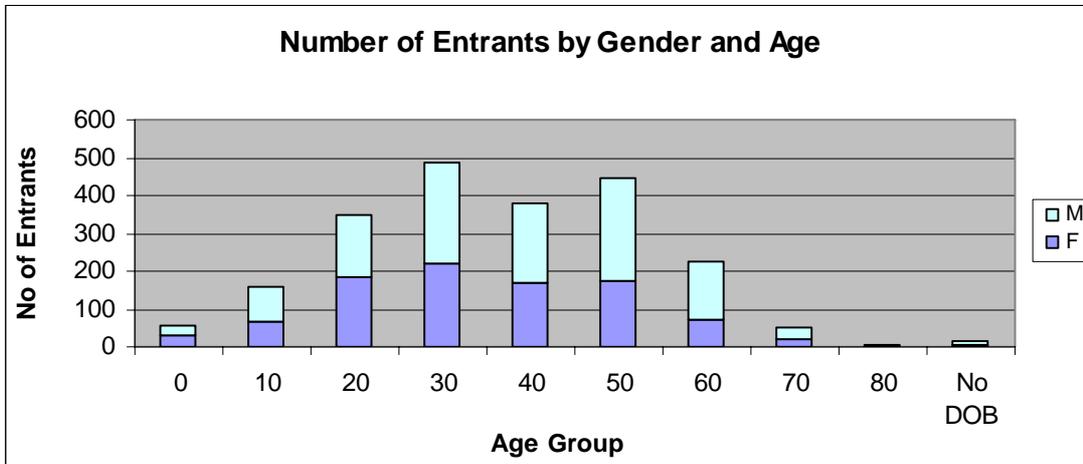


## Membership

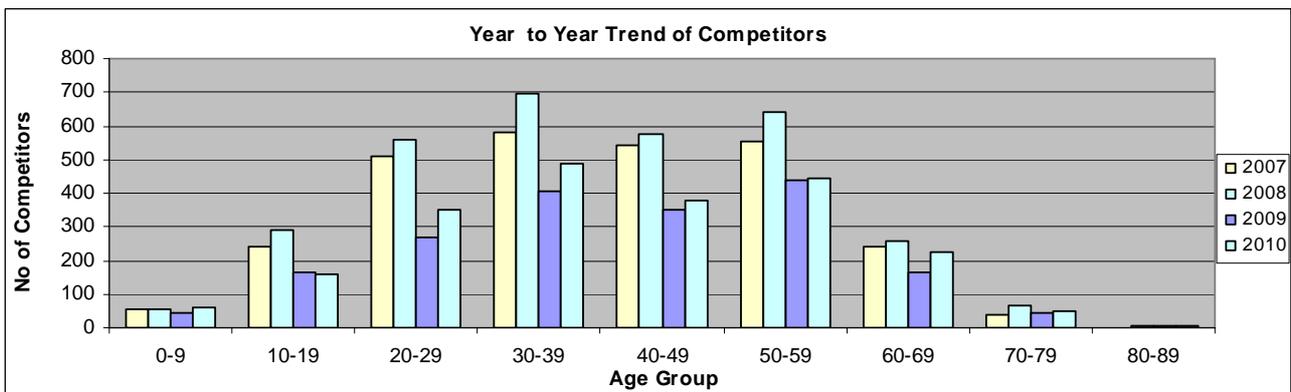
The VRA membership grew on the previous year by 207 members to 1190. The number of members who did one or more events within 2010 was 1329 (plus 13 interstate members) . This growth on 2009 CY may be attributed to an additional Rogaine held within 2010 compared to 2009, as well as the additional promotional activities undertaken by the Committee to promote Rogaining and the VRA. 2011 membership numbers will provide further trend analysis.



Our distribution of membership across the Age Groups remains similar to previous years, and reinforces our various entrant categories at each Rogaine. Growth in our membership numbers are evenly distributed across Age Groups.



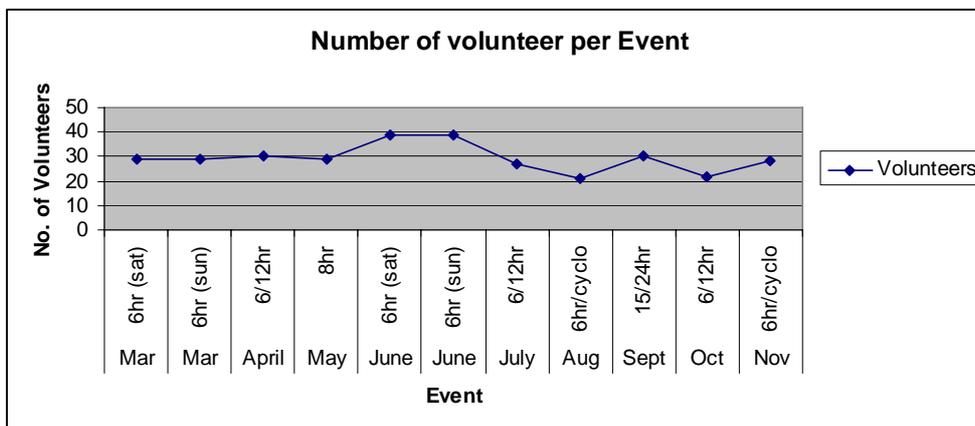
The Age Groups of our entrants at events remains similar to previous years. A decline in numbers of 10-19 age group entrants may indicate a decline in the number of families attending Rogaines.



## Volunteers

VRA continues to recruit volunteers by offering t-shirts and expenses to all volunteers, and offering a free entry to key volunteers (such as Admin, Equipment, Catering Manager and others). A majority of volunteers are drawn from our own membership base, with other volunteers originating from local organisations, associated outdoor recreation students requiring volunteer experience, and friends and family of members.

We required an average of 29 volunteers per event .in 2010. A total of 323 volunteers donated their time to the VRA to conduct events, with an average of 1 volunteer to each 8.4 Rogainers over the entire year. This data does not include the February event which had volunteering separate to the VRA. Recruiting volunteers, especially for key positions such as Event Coordinator, remain a challenge to the VRA. The organisation is undertaking tasks to minimise the volunteer workload, however recruiting for key positions remains a significant challenge.



## Thanks

Thanks to those bodies outside the VRA that have provided their support over this year.

- Sport and Recreation Victoria, for their continued support and grants to the VRA
- Government agencies such as the Department of Sustainability and Environment (DSE), and Parks Victoria which continue to grant access into areas under their control for the conduct of Rogaines
- Land owners, both private companies (such as HPV) and private citizens which provide access to their land for the conduct of events
- Shire Councils, Victoria Police, the Country Fire Authority, Bush Search and Rescue and SES for their cooperation
- Other organisations which provide access to their facilities

I additionally thank all the Committee members for their patience with their new President, and their dedication and commitment to the operation of the VRA.

Greg Robinson  
VRA President