



BIATHLON ONTARIO

Membership Recruitment Plan 2009 TO 2012

Preamble:

Biathlon in North America is a very small sport. Because of the small numbers involved, it is difficult for all levels of biathlon organizations to function efficiently, without facing volunteer burn-out. In this respect, it is crucial that we increase our membership, to provide a wider base from which to draw our volunteers, which would then enable us to spread the work-load around so that there are more people, each doing less, but accomplishing more overall.

Process:

To raise awareness of the sport of Biathlon, we distribute Biathlon Canada promotional brochures at events and to ski clubs around the province.

We are introducing a summer race series for Biathlon to attract new members from the competitive skiers, and from non-skiers. Biathlon is not just a winter sport.

Biathlon Ontario (BiOn) continues to encourage the parents of our athletes to become involved in BiOn as volunteers, to train as officials, and to help out with their local club.

We are challenging each of our Member Clubs to increase the number of their registered Biathlon Ontario members by 25% in each of the next three years.

We are working with a number of Nordic Ski clubs to introduce their members, especially the younger skiers, to try out Biathlon, by hosting local camps and races, and by helping them to develop their local Biathlon programs through offering introductory level coaching and officials' clinics.

We are targeting the "Learn to Train" age skiers to learn on Air Rifles, and the "Training to Train" and higher age athletes through the local clubs and the Cadet program. Since the Cadet program ends after age 18, we are working with their program leaders to encourage their athletes, coaches and officials to join Biathlon Ontario to ensure a smooth transition for the athletes from the Cadet format to the civilian (International Biathlon Union) format of racing.

Biathlon Canada last year introduced a "Recreational Athlete" category for those who want to only participate in club activities, without having to take out a "competitor" membership. This enables us to promote biathlon as a "participation" sport at the club level, not just a competitive one.

Goals:

Our goal is to increase the number of athletes by 10% this year, the number of "supporting" members by 25%, and to increase the number of female athletes to 30% from 23% of total athletes.

Approved by Resolution of the Board May 31, 2009