



# INTERNATIONAL ROGAINING FEDERATION Inc.

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www.rogaining.org  
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## IRF Team

President: Neil Phillips  
Promotions and Development: Alan Mansfield  
Secretary/Treasurer: Rod Phillips  
Technical Manager: Lauri Leppik  
World Rogaining Championships Manager: vacant

## Members of IRF

Czech Republic: Miroslav Seidl, Jan Tojnar  
New Zealand: Alan Holdaway, Nick Collins  
Canada: Murray Foubister  
United States of America: Bob Reddick,  
Eric Smith  
Estonia: Eduard Pukkonen, Lauri Leppik  
Latvia: Guntars Mankus  
Russia: Sergey Yashchenko, Evgeny Dombrovskiy  
Ukraine: Efim Shtempler  
Members from Australia: Alan Mansfield, Rod Phillips,  
Neil Phillips.

## Observer status

Brazil: José Nilton Silva Vargas  
Canada: Francis Falardeau, Allan Stradeski  
Finland: Iiro Kakko  
Germany: Marko Rößler  
Great Britain: Jeff Powell Davies  
Hong Kong: Patrick Ng  
Ireland: Denis Deasy  
Israel: Dan Chissick  
Japan: Kazuhiro Takashima  
Norway: Ross Wakelin  
Poland: Magda Czapluk  
Russia: Syropyatov Valeriy  
South Africa: Lisa De Speville, Pieter Mulder  
Spain: Filip Gili  
Sweden: Bengt Nilsson  
Switzerland: Dieter Wolf  
USA: Barb Bryant  
4<sup>th</sup> WRC: Pete Squires  
6<sup>th</sup> WRC: Peg Davis, 9<sup>th</sup> WRC: Grant Hunter

## Promotion and Awareness of Rogaining

When the current Strategic Plan for Rogaining was developed in the mid 2000s, it was recognised that the awareness of the sport was

not high in many communities. It was believed that if the awareness could be raised through promotion campaigns it could have benefit for recruiting new rogainers to local events, increase the prestige attached to international rogaining championships, and provide better recognition of elite performances. The IRF has allocated significant resources to awareness and promotion through the annual budget process with the actual amounts increasing over time.

In collaboration with the Victorian Rogaining Association, the IRF took part in a series of sport branding exercises to better understanding what we were offering and how to portray ourselves effectively. At that time, some of our promotion material was perceived to be far too busy and complex, other material was obscure with no clear message except to long-term rogainers. The quality of some clothing items was only suitable for wearing on rogaines and not appropriate for meetings where leaders were representing our sport.

One outcome of this branding exercise was a clearer message on our clothing: this led to the arrangement of the rogaining logo, the word *rogaining*, and a brief explanation through the words *cross country navigation*. This layout conveys a brief message to the public, and the layout can be modified slightly to be relevant to special events (i.e. 9<sup>th</sup> World Rogaining Championships).

The IRF has invested in several promotional initiatives to raise awareness of rogaining including:

- Business cards summarising the sport
- Car bumper stickers
- IRF Anniversary Newsletter #150

- Semi-formal branded rogaining shirts
- Semi-formal branded rogaining jackets

The shirts and jackets are designed for rogaining leaders representing the sport; they are also useful for any rogainers in public where an opportunity might exist to increase awareness of the sport. Each item has a basic design and message, and for any specific event or association a few words can be added whilst still retaining the sport's message. The design is also useful for publicity for international rogaining championships.

It is up to national rogaining associations and event organising groups as to how they use these new resources in their own countries. There are different options that include purchasing additional copies of the business cards, stickers, Newsletters, shirts or jackets for their members (and on-selling these if so decided), or producing similar products locally using the rogaining designs.

It is hoped that with a simpler, uniform logo design we can convey a more systematic message in public.

### **IRF Executive positions**

The roles and responsibilities of the IRF Executive members are described formally in the Constitution. In reality, there is considerable sharing within and beyond the Executive as available time and skills permit.

A monthly one-page summary of IRF Executive Roles & Responsibilities provides a listing of what has been completed in the previous month, what is still under consideration, and what items are about to be addressed. As such, it provides a longer-term view of activities within the Executive.

At 9WRC in New Zealand, various people provided their own views of what the IRF Executive meant to them and this is an encapsulation of some opinions:

Some characteristics needed for the WRC positions, but not found in any job description, would include:

- the ability to work constructively in a small executive group,

- strong decision-making skills including listening to a wide range of opinions, brainstorming various options, and reaching consensus [all done in various languages],
- the tricky balance of putting the interests of the international rogaining community, and sometimes other countries and people, above that of local and national interests [despite selection of IRF members and observers being governed by national groups],
- flexibility to cover various tasks when colleagues are especially busy, and willingness to seek help with one's own IRF responsibilities rather than delay important business.

### **Code of conduct**

In 2007, the IRF prepared a code of conduct under the leadership and initiation of Pieter Mulder. This brief statement involved broad consultation, some trial drafts and then an agreed Code.

### ***CODE OF CONDUCT FOR ROGAINING***

*We have a responsibility to comply with the philosophy and objectives of our sport, and that the rules, regulations and safety aspects are strictly adhered to.*

*Our conduct should thus meet a number of requirements, the most important of which are:*

- *Respect the rights, dignity and worth of others, regardless of gender, national origin, race, colour, sexual orientation, religion, political belief, and economic or other status*
- *Consistently display high personal standards and project a favourable image of our sport and administration.*
- *Always attempt to be objective and judge issues on evidence.*
- *Recognise the contribution of each individual and be fair, considerate and honest in dealing with others and accept responsibility for your actions.*
- *Lead by example.*

*Adopted 13<sup>th</sup> October 2007*

*Neil Phillips*

*President, International Rogaining Federation Inc.*