



NOLRS Newsletter Submissions and Advertising Opportunities

About NOLRS

The National Outdoor Leader Registration Scheme (NOLRS) was established in 2003 by the Outdoor Council of Australia (OCA) to provide a transparent, national benchmark of individual currency in outdoor activity leadership skills. NOLRS is a voluntary, national registration scheme for individuals who lead groups in outdoor adventure activities. The registration of outdoor leaders into the NOLRS provides a nationally portable endorsement of their current skills, knowledge and experience. Registration is available in the following activities:

- Abseiling (Natural and Artificial)
- Bushwalking
- Canoeing
- Canyoning
- Caving
- Challenge Ropes Courses (High and Low)

- Climbing (Natural and Artificial)
- Cycle Touring On-Road
- Kayaking
- Mountain Biking
- Sea Kayaking
- Snorkelling

There are currently more than 280 registrants nationally. More than half of those registrants are from Western Australia and more than 40 per cent are from Queensland. The registered outdoor leaders include guides, instructors, teachers, managers, trainers and outdoor program coordinators. These registrants facilitate activities for thousands of people throughout the year and are often responsible for purchasing clothing and equipment for the programs they facilitate. NOLRS distributes a quarterly newsletter to more than 300 people including registrants, OCA members, and state peak bodies. The newsletter provides updates on NOLRS and a list of training and professional development opportunities on offer throughout Australia.

About the OCA

The Outdoor Council of Australia (OCA) is an incorporated, not-for-profit association of outdoor industry professionals in Australia. The role of the OCA is to represent to the community, industry and all levels of government; the views and needs of the outdoor sector. Further, the OCA advocates for policies, strategies and actions that support and encourage the outdoor recreation sector; promotes a philosophy and practice of sustainable interaction with the natural environment; encourages organisational development within the outdoor community that enhances the delivery of services; promotes best practices in standards and quality of leadership and training; and promotes the advancement of research on outdoor related issues and participation.





Newsletter Content Submissions in return for Advertising

The OCA invites organisations to propose relevant content contributions for the NOLRS Newsletter. Content contributions need to add value to the newsletter for NOLRS registrants. Contributions to the newsletter will be provided in return for advertising (as per below) at a reduced cost or no cost, depending on the nature of the content provided. Examples of content contributions may include outdoor gear information and updates, incident reviews, and facilitation activities/games.

Advertising Opportunities

A variety of advertising opportunities exist in both the NOLRS newsletter and on the OCA website. All advertising proposals will require approval by the OCA Board based on alignment with the vision and guiding principles of the OCA.

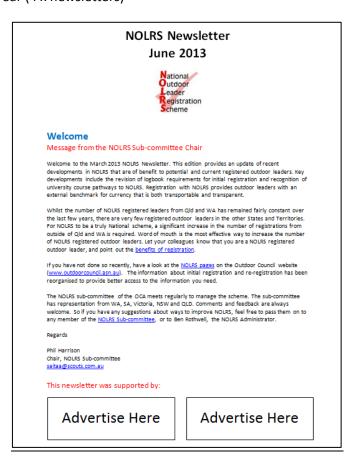
- NOLRS Newsletter Advertising
- OCA Website Advertising

NOLRS Newsletter Advertising

- Advertising includes a logo with a link to your website and a brief supporting sentence or slogan.

\$55 (incl. GST) per newsletter

\$165 (incl. GST) per year (4 x newsletters)





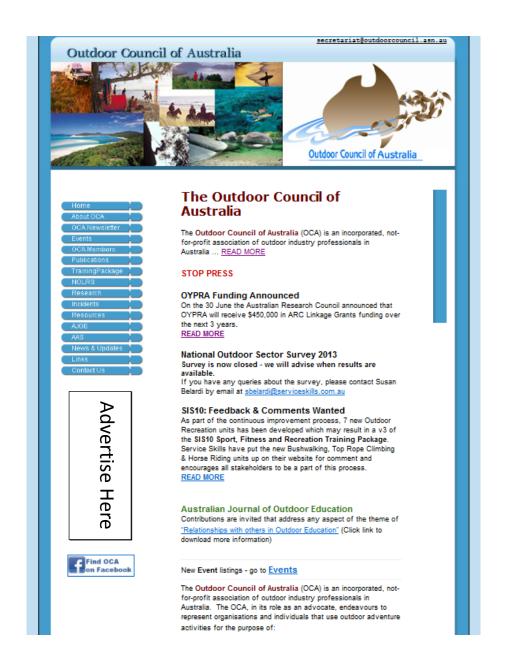


OCA Website Advertising

- Advertising includes a logo with a link to your website and a brief paragraph about your organisation, product or service.
 - OCA Home Page
 - Other OCA Web Pages

OCA Home Page

\$110 (incl. GST) for 6 months

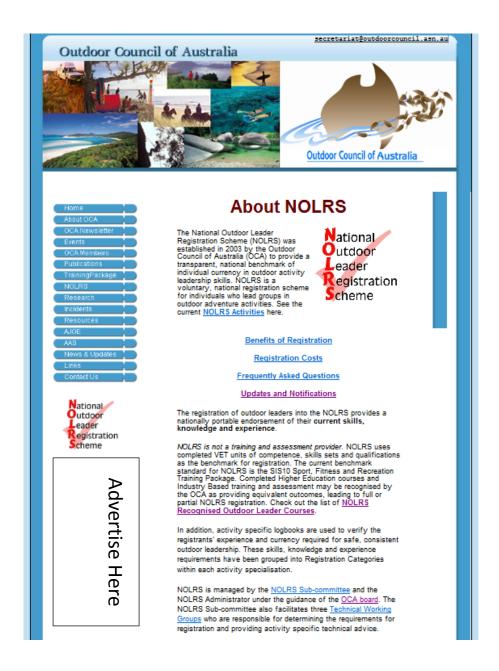






Other OCA Web Pages

\$88 (incl. GST) for 6 months



Further Information

If you have any questions or would like to find out more please contact the NOLRS administrator via email at nolrs@outdoorcouncil.asn.au or by phone on (07) 3369 9455.