



OIA Member Update Quarter 3, 2016

It's been a great few months for the Outdoor Industries Association (OIA) and we'd like to take this opportunity to say thank you for your support and share some of our highlights in case you didn't see the updates in our monthly e-newsletter.

If you're not already subscribed to our newsletter, you can sign up at any time by visiting www.theoia.co.uk and entering your email address in the top right hand corner - or if you'd prefer, just contact us directly and we'll make sure you're added to the list. We're also fairly active on Twitter, [@OIAUK1](https://twitter.com/OIAUK1), so make sure you follow us to keep up to date with what we're up to!

If there's anything you'd like to talk to us about please feel free to get in touch on 0161 498 6159 or info@theoia.co.uk.

UK Outdoor Industry Awards - finalists announced



The finalists for the 2017 UK Outdoor Industry Awards were announced in September 2016 in an award ceremony at the Outdoor Trade Show (OTS 2016) Party (sponsored by Vango, celebrating 50 years outdoors), which was brand new for this year's show. All 100 products entered were on display at OTS, the UK's largest outdoor trade exhibition, giving the trade an opportunity to see the wide variety of products which are brand new to the outdoor market. All of the finalist products will now be displayed to over 50,000 consumers at The Telegraph Outdoor Adventure & Travel Show in February (16th -

19th) 2017. The winners of each category will be officially announced and congratulated at the AGM gala dinner during the OIA Conference in March (15th - 16th) 2017, taking place at the Majestic Hotel in Harrogate. Visit www.outdoorindustriesassociation.co.uk/awards to view the list of finalists and find out more.

OTS 2016 follow up

In addition to presenting the new awards, OIA CEO Andrew Denton was busy updating members on OIA activities and prospecting with new ones at this month's Outdoor Trade Show (OTS 2016). The OIA board meeting was hosted on the Wednesday afternoon, which provided board members with an opportunity to walk around the show and meet with members.

Andrew Denton said: "Around 40 OIA members exhibited at this year's show, which is a great turnout, but it also means there were many exhibitors who were not members and I would urge them to get involved. The OIA welcomes the support of EVERYONE who makes their living in the outdoor industries to help make a difference, and even offers OTS exhibitors a member discount on stand space, so some of them could have potentially saved their entire annual membership simply by joining and taking advantage of this benefit."



Save the date for next year's show, taking place from Tuesday 11th to Thursday 13th July 2017 at Stoneleigh Park, Warwickshire - exhibitor booking information and the OIA Member discount will be announced shortly. See www.outdoortradeshow.com for further information.

OIA Conference & AGM 2017 - online booking to open soon!

Online booking will soon be open for the next OIA Conference & AGM, which is to once again take place at The Majestic Hotel in Harrogate on Wednesday 15th and Thursday 16th March 2017 - keep an eye out for updates via our social media accounts, and at www.theoia.co.uk.

OIA Director's Forum @ OTS 2016



The OIA's bi-annual Director's Forum took place in September during the Outdoor Trade Show (OTS 2016) at Stoneleigh Park, Warwickshire, where around 40 delegates (including non-members) listened to an insightful presentation delivered by former-MP Tom Levitt, influential consultant on business engagement with communities, trainer, writer on responsible business, author of 'Welcome to GoodCo: Using the Tool of Business to Create Public Good', and more! For further information about Tom Levitt and view the presentation, members can visit the Association News section at www.theoia.co.uk.

OIA Chairman, Robert Loudon MBE, completes Four Peaks Challenge



The Camping and Caravanning Club's Director General (and OIA Chairman), Robert Loudon MBE, has successfully completed the UK's demanding Four Peaks Challenge, raising more than £2,500 for the Duke of Edinburgh's Award in its Diamond Anniversary year. Robert was joined for the final peak, Scafell Pike, by Chief Executive of the DofE Award, Peter Westgarth, who also reached the summit in difficult weather conditions. Peter presented Robert with his DofE Diamond Challenge pin and certificate on completion.

To read more, visit the Member News section at www.theoia.co.uk, and to donate to this fundraising effort, visit Robert Loudon's Just Giving page at www.justgiving.com/fundraising/dg4peakchallenge.

New member recruitment video and brochure



The OIA has recently launched a www.outdoorindustriesassociation.co.uk/video and an www.outdoorindustriesassociation.co.uk/brochure to help increase member recruitment - please share these with your suppliers, customers and other contacts, and encourage them to support the industry by joining the OIA. We really need the entire trade, who benefits from the work, to pay for the work. Together, we can support and grow the industry for the benefit of all.

If you know someone who might be interested in receiving this monthly newsletter, please let them know that they can subscribe by entering their email address at the top of the home page. For further information, please email info@theoia.co.uk.

OIA launches new initiative with Target Publishing

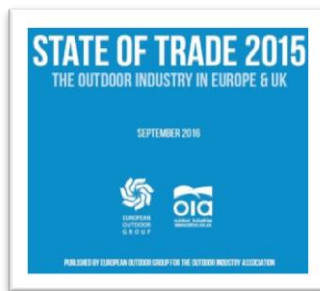
The OIA is working with Target Publishing, the publisher of Outdoor Enthusiast and Totally Active, to launch "Getting Active Outdoors" - a brand new bi-annual digital magazine designed to inspire the nation to get fitter and healthier, whilst embracing all that the outdoors has to offer. Following the government's ground-breaking new ten year cross-governmental sporting strategy, "Sporting Future", and Sport England's response "Active Nation", there is a strong new national momentum to combat inactivity and promote outdoor recreation for exercise and health. The magazine will feature inspiring outdoor activities, easy-to-digest beginner's guides and destination suggestions. For further information, please visit the Association News section at www.theoia.co.uk.

Greg Nieuwenhuys joins the OIA Board



Greg Nieuwenhuys has become the latest member to join the OIA Board - he recently became the CEO of Outdoor and Cycle Concepts (OC&C), which comprises Snow+Rock, Runners Need, Cycle Surgery, and Cotswold Outdoor. On joining the OIA Board, Greg commented, "I'm really looking forward to contributing to the OIA's work and helping with its future growth and development for the benefit of the whole industry. Inspiring and supporting people to get outside to make them happier is not only the mission of our company, it is a strong personal belief I have."

EOG State of Trade 2015 report published



The European Outdoor Group's (EOG) annual State of Trade report has been published, which delivers hard facts about the European outdoor industry. Based on wholesale sell-in figures for outdoor products, the report provides users with the size, scope and direction of these markets by season, country, category and sub-category. Members can request a digital copy of the report by getting in touch with the OIA on 0161 498 6159 or info@theoia.co.uk.



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