



OIA Member Update Quarter 4, 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.

Happy New Year from the OIA!

We'd like to take this opportunity to wish all of our members a very Happy New Year, and to say a huge thank you for all of your support in making 2016 such a success, helping to bring us closer to achieving our shared goals. It's been a busy year, with our fully booked annual conference in March and some thought provoking Director's Forums throughout the year. The first UK Outdoor Industry Award winners were announced, the OIA was gifted an ownership share of the Outdoor Trade Show (OTS 2017), and we're even about to support the launch of a consumer magazine, Getting Active Outdoors, following last year's successful project with Sport England! Thanks very much for your continued support, and all the best for 2017 on behalf of Andrew, the Board and the MCS team.



Britain on Foot campaign pledges to #GetOutside

The OIA and Ordnance Survey (OS) have partnered up to see all elements of the Britain on Foot (BoF) campaign transferred to the OS #GetOutside platform. The move is to help the UK outdoor industry reach an even wider audience with positive messages about the benefits of outdoor activities. Please [click here](#) for further details.

OIA Conference & AGM 2017 - line-up announced - online booking now open



The OIA is delighted to announce the line-up for this year's Conference & AGM, which is once again sponsored by **The Camping and Caravanning Club**. Taking place at the Majestic Hotel in Harrogate on 15th and 16th March 2017, the event will see over 200 delegates gather together for two days of inspirational speakers, workshops, outdoor activities, and a series of networking opportunities, including the OIA's annual gala dinner on Wednesday evening, during which the winners of the new [UK Outdoor Industry Awards](#) will be announced. Everyone in the outdoor industry is welcome to attend, regardless of level or function, whether involved in management, sales, marketing, production or retail. Information about speakers will be announced shortly - for further information and to book your place, please visit www.outdoorindustriesassociation.co.uk/Conf2017.

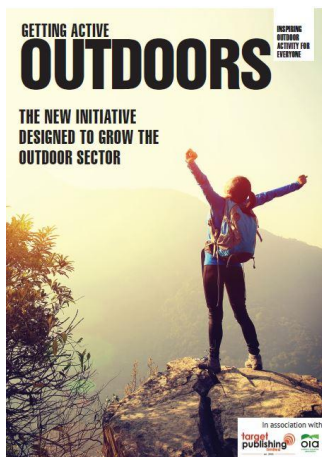
OTS 2017 now open for exhibitor bookings - discount for OIA Members



The UK's largest outdoor trade show, **OTS 2017**, is now open for exhibitor bookings! As announced earlier this year, in a move to further embrace the extraordinary work of the OIA and become more representative of the whole trade, OTS has gifted the trade association a share of the show's ownership. As a result of this new partnership, OTS organisers are offering an early bird discount to OIA members on stands booked before March 2017.

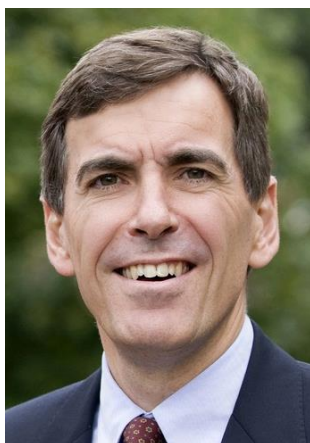
Taking place from **Tuesday 11th to Thursday 13th July 2017** at **Stoneleigh Park** in **Warwickshire**, the annual show provides exhibiting companies with a fantastic opportunity to showcase their product ranges to over 1,000 retail visitors, all under one roof. For further information, please visit the event's official website www.outdoortradeshow.com or call the show organisers, MCS on 0161 437 4634. You can also follow the show on Twitter ([@OTS2017](https://twitter.com/OTS2017)), or like the Outdoor Trade Show page on Facebook (www.facebook.com/OTSshow).

OIA supports the launch of "Getting Active Outdoors" magazine



The OIA is working with Target Publishing, the publisher of *Outdoor Enthusiast* and *Totally Active* magazine, 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 about the new magazine and find out how you can support it, [please click here](#) or email Michael.Wolstenholme@targetpublishing.com.

OIA's Brexit Forum a huge success



Following up on Outdoor i's initiative, the OIA recently held a successful industry Forum for OIA members earlier this month at the Leicestershire HQ of OIA service provider, Croner, on the topic of '**Currency Issues and the Impact of Brexit**'. The Forum attracted members from a wide range of outdoor businesses including brands, distributors, and sales agencies, with delegates being treated to an insight into potential economic issues of Brexit and future currency variations from HSBC banking group expert, Jonathan Hacking from HSBC's Corporate Treasury Solutions Division. David Rutley MP joined the forum and shared Westminster's view on the wider impact of Brexit to the economy, and then Croner's Head of Operations, Paul Holcroft provided delegates with an insight into Employment Law and offered advice to business leaders on the latest legislation affecting employment law in the light of Brexit.

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.

Croner's Business Support Advice Helpline



As an OIA member, you have complimentary access to the Business Support Advice Helpline from Croner - a one-step reference source for free HR and legal advice and compliance information for UK business managers and owners - please sign into the Member's Area on the website to receive the relevant phone number and

code. A new online facility ([Croner-i](#)) is also now available for members to access, free of charge, which allows users to download a variety of forms and fact sheets. Please email info@theoia.co.uk to register your interest and gain access.

Advertise job vacancies with the OIA's FREE recruitment service

The OIA offers a free recruitment service for members to advertise job vacancies. If you are a member, you can post, manage and edit your own vacancies by logging in and clicking on 'Manage My Jobs'. Once submitted, vacancies are displayed on the website and promoted via the OIA's social media channels for the whole industry to see and share. Visit the OIA's online [Careers Section](#) to keep an eye on new vacancies.



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