

Outward Bound

by Ian Wade

reached its 70th anniversary this year. The first Outward Bound School was launched during World War II and served 500 young men from the UK in its first year. Now Outward Bound operates in 33 countries serving men and women, still primarily youth (85%), but also adults and corporate groups. Eleven new Outward Bound centers have been added to the network in the past decade alone. Outward Bound International (OBI) is the organization formed to oversee licensing of new centers, risk management and quality standards and to promote communications and networking amongst members.

The Mission of OBI is:

To promote and protect the good name of Outward Bound throughout the world, and to assist in the establishment, development and support of Outward Bound Centers able to provide safe, high quality programs that fulfill the Mission of Outward Bound.

Some highlights of 2011:

- One quarter of a million participants
- An international symposium held in Singapore in October 2011
- The full licensing of the first OB center in the Middle East in Oman
- High level of attention to risk management and quality reviews

Network Communications

The OBI Board is made up of volunteers from different parts of the globe. We have maintained a balanced representation of Board members from Asia, Europe, Africa, Australasia and the Americas. This year, we were very pleased to welcome new Board members from Bulgaria, Hong Kong, India and New Zealand. OBI has made increasing use of websites and of a "wiki" to share resources and to communicate with other practitioners on

all kinds of topics that improve the best practices of Outward Bound. Over 3,200 staff have added nearly 17,000 resource articles to the wiki. These articles were viewed over 75,000 times during the past year. Use of the wiki is now a fairly routine part of training and program operations for the larger centers. This tremendous resource has been funded by the foresight of several Outward Bound centers and Board members to whom OBI is most grateful. Newsletters were produced in 2011 by volunteer, John Hasell, on new features of the wiki.

OBI continued in 2011 to publish the annual Outward Bound Journal. Appearing in both online and print formats and distributed worldwide, this magazine-style journal focuses on the extraordinary people, ideas and programs within the Outward Bound network around the world.

Mission and Scope of Outward Bound
Outward Bound International is on a global mission to help improve the effectiveness and fitness of its network of centers through a variety of ongoing and special initiatives. The following five priorities guide the organization's efforts in supporting Outward Bound worldwide.

1. Protecting and promoting the Out-

ward Bound brand. Outward Bound International ensures registration of the trademark in any country with current or potential Outward Bound activity, and manages the organization's reputation by monitoring infringements on names, marks, logos, and designs related to Outward Bound.

2. Maintaining a focus on quality and innovation. In the last decade, Outward Bound International has developed Risk Management and Quality Review systems. Every two years a detailed risk management assessment is made in each country in which Outward Bound operates, by teams of experienced Outward Bound staff trained by Outward Bound International.
3. Strengthening risk management standards. Outward Bound International produces an annual Global Risk Management Report on operations
4. Strengthening financial health. Outward Bound International is continually trying to expand the number of sources from which charitable contributions are made to the organization.
5. Fostering free and open communication and collaboration. In partnership with the centers, Outward Bound

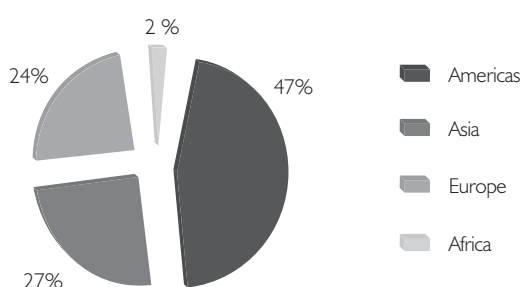
International hosts events such as world conferences and staff symposia. Additionally, an annual journal is offered electronically and in print, and an expanding internal website, which offers many resources and ways for sharing them, is available to Board members and the network of centers.

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Regional Attendance 2011



Countries with Outward Bound Schools

