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# Outdoors WA

# Strategic Plan

2019 - 2023

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## Our Vision

An empowered community actively engaged in the outdoors



## Our Mission

To promote participation in the outdoors

# Values

Outdoors WA embraces the following values as we work to support the outdoors community





## Promoting participation in the outdoors

### Key Pillars



Participation



Promotion



Advocacy



Capacity Building

# Pillars

Outdoors WA is targeting four key areas in our mission to increase the active participation of people outdoors

## Participation

- **More people outdoors, more often.**

## Promotion

- **The educational, social, health and economic value of the outdoors is recognised.**

## Advocacy

- **Providing a clear voice for the outdoors community.**

## Capacity building

- **For Outdoors WA to be a sustainable independent association.**