

Outdoors WA Strategic Plan 2015/16



Vision: Outdoors WA is a respected association which assists the outdoor sector to provide sustainable quality outdoor programs* in Western Australia.

Mission: To provide **advocacy, leadership** and **support** to the outdoor sector.

Values: Outdoors WA has the following guiding values:

- Integrity
- Respect
- Diversity
- Sustainability
- Continuous Improvement

Objectives	Strategies - critical success factors	2015 - 2016
Recognition and Promotion	<ul style="list-style-type: none"> • Identify appropriate forums to influence and engage key stakeholders. • Proactive advocating for greater recognition of the value of outdoor recreation. 	<ol style="list-style-type: none"> 1. Engage with community stakeholders to advance the profile of outdoor recreation including: <ol style="list-style-type: none"> a. National b. State c. Government d. Commercial e. Community 2. Support and promote events that lift the profile of the outdoor sector, Such as the Trails and Outdoors Conference.
Training, professional development & research opportunities	<ul style="list-style-type: none"> • Promote training to elevate practitioner skill level and proficiency. • Promote professional development opportunities. • Identify and support outdoor sector research. 	<ol style="list-style-type: none"> 1. Annual professional development and training calendar that is widely promoted across the sector against identified needs. 2. Identify a process to measure training gaps and lobby to ensure gaps are filled. 3. Ongoing research projects supported through available resources. 4. Facilitate processes for training and RPL in the adventure activities that have standards developed. 5. Promote career opportunities and workforce development within the outdoor sector, demonstrating the pathways of training including University, Vocational and Educational Training.

Sector self-regulation	<ul style="list-style-type: none"> • Monitor and promote engagement with the Adventure Activity Standards (AAS). • Review and update outdoor sector standards. • Promote a framework of regulation including training, registration, standards and accreditation. 	<ol style="list-style-type: none"> 1. Rolling review process for AAS for 4 standards. 2. Implement AAS education program for the sector on the value of standards. 3. Survey membership to identify levels of support for the AAS. 4. Contribute to the development of national standards. 5. Convene the Industry Standards Panel as a mechanism for standards review process. 6. Awareness of changing legislation and respond appropriately to communicate changes with the sector
Building an Outdoors Community	<ul style="list-style-type: none"> • Develop outdoor sector networks. • Facilitate communication amongst the sector. • Seek opportunities to recognise sector members. • Develop project partnerships with stakeholders (number of partnered projects) 	<ol style="list-style-type: none"> 1. Continue networks and meetings with all stakeholders. 2. Maintain regular communication with sector via website and newsletter. 3. Meet with Outdoors WA members and outdoor sector regularly 4. Develop products, programs, and professional development opportunities to meet sector needs.
Organisational Sustainability	<ul style="list-style-type: none"> • Improved professional management and governance • Deepening and broadening our partnership with government. • Secure sustainable income for operations. • Identify options to reduce reliance on direct government funding • Increase relevance and influence to members 	<ol style="list-style-type: none"> 1. Diversify income and resource sources. 2. Secure Organisation Sustainability Program funding to support future Outdoors WA operations 2016 to 2019. 3. Continuous improvement in management, reviewed governance policies and processes. 4. Internal organisational workforce development process. 5. Strategic sector consultation and planning.

*An outdoor program involves people in active outdoor experiences in which a duty of care exists between those acting in a leadership capacity and other participants.