

IT'S TIME FOR A BETTER LIFE OUTDOORS



THE GREAT OUTDOORS

Western Australia has great outdoor landscapes from desert sunsets, raging oceans to mountain ranges and all the awesome tracks and trails in between.

We have great activities like camping, walking, climbing, riding, paddling, fishing and just relaxing.

Our great outdoors deserves a great Outdoors Sector that can celebrate, champion and support more people adventuring into the outdoors. The benefits to our families and community are undeniable and too good an opportunity to pass up.

BENEFITS TO THE WESTERN AUSTRALIAN COMMUNITY

At Outdoors WA we believe that life is better outdoors and that bringing together the various providers and stakeholders will provide ongoing value to every participant, to the community, to the economy and the environment of WA through:

PERSONAL HEALTH AND WELL BEING

– being active in the outdoors provides demonstrated benefits to physical health, improves fitness and is a preventative of cardiovascular and other diseases. Being in nature is an outlet for stress as it relaxes and challenges the mind in new and restorative ways. For young people the outdoors provides a perfect environment to take on challenges and build resilience.

CONNECTING OUR COMMUNITY

Families, clubs, and organisations can benefit from sharing the outdoors together. Outdoor activities provide for participation across generations, strengthening community bonds and building upon shared peak experiences.

PROSPERITY, DRIVING THE WA ECONOMY

– outdoor recreation is a major driver in domestic and international tourism spending. Every campsite is an economic hub of activity from the food, to equipment, to fuel to accommodation the dollars spent on site directly benefit local and regional communities. Outdoor recreation is also a whole of lifetime economic multiplier. People go camping, paddling, walking and riding across their whole lives. Investment in outdoor recreation is multiplied over not just years, but decades of return. Tracks and trails also provide significant destination drawcards for tourists and spread the economic return across the state.

PROTECTING THE ENVIRONMENT

This is via a focus on sustainable recreation and practices like Leave No Trace. It is through a passionate involvement in nature that one develops the connection to care for country and to conserve it for generations to come.

These benefits are available to us today, and, as we share the outdoors, will be a legacy that we leave to those that travel the paths behind us.

A COHESIVE OUTDOORS SECTOR TO MAXIMISE THE BENEFITS.

In order to realise the many benefits that getting outdoors and connecting to nature provides we need a proactive and well-resourced Outdoors Sector.

The outdoors sector is made up of organisations, businesses, campsites, schools, leaders and individuals that work together to provide the quality outdoor experiences that the outdoors community enjoys. It broadly includes:



OUTDOOR EDUCATION:

engages students via outdoor activities to develop an understanding of relationships with the environment, the community and themselves. Includes students, teachers, schools, and parents.



OUTDOOR RECREATION:

providing active recreation and leisure pursuits in the outdoors. Including, clubs, campsites, and trails organisations.



OUTDOOR THERAPY:

provides an active approach to nature based therapy, to assist in personal development and increase personal health and wellbeing benefits. Including bush adventure therapy, and wilderness intervention programs.



ADVENTURE TOURISM:

provides visitors with challenging experiences directly related to natural attractions and places. Including guided outdoor tours.

A key challenge is bringing all of these different groups together, to support each other, to share their passion and to encourage more people outdoors.

Outdoors WA, over its sixteen years, has worked tirelessly to service these areas and create a vision of a united growing outdoors sector.



WHO IS OUTDOORS WA?

Outdoors WA is the leading representative body for the outdoors sector in Western Australia, including **outdoor recreation, outdoor therapy, outdoor education and adventure tourism.**

Since its formation in 2000 Outdoors WA had a history of aligning and bringing together outdoors people and organisations to encourage and increase participation, to develop capacity and to promote access to quality outdoor adventure experiences. This work has involved hundreds of volunteers in the delivery of a range of programs and services including conferences, training, forums, policy submissions, jobs and employment support and adventure activity standards.



OUTDOORS WA'S MISSION IS:

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

Outdoors WA is committed to supporting the outdoors sector in fostering the provision of safe, high quality outdoor programs and promoting wider participation in the outdoors in Western Australia involving a range of stakeholders across the community.



THE VISION IS:

A Better Life Outdoors

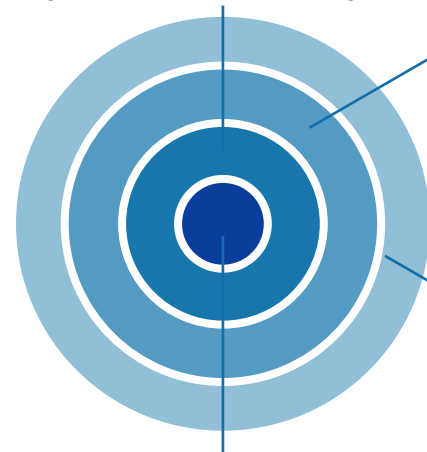
For Western Australia to have a thriving and active outdoors sector that connects people to nature and provides challenging life changing benefits to ensure a happier, healthier and stronger community.



A DIVERSE COMMUNITY AND DIVERSE STAKEHOLDERS

Investing in the outdoors sector makes sense. It involves many different stakeholders which can multiply the benefits across the community. It is helpful to understand it is not just about activity providers. Participants through to government departments all have a key role to play.

Community: schools, groups, friends, foundations, e.g. Scouts, Guides, bushwalking clubs.



Commercial: retails shops, campsites, manufacturers, outdoor leaders.

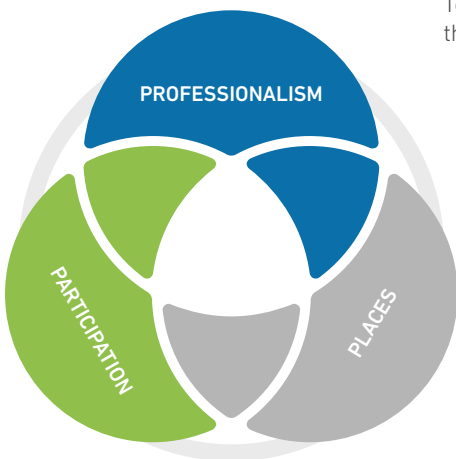
Government: Sport and Recreation, Education, Health, Parks & Wildlife, Tourism

Participants: Individuals & families: running, walking, cycling, paddling, riding

- 1. PARTICIPANTS** People in WA want to be out and active. The more fun, well managed, inviting, and accessible experiences there are the greater the participation.
- 2. COMMUNITY** Schools, clubs, foundations, and organisations like Scouts, Guides, and Bushwalking WA all provide opportunities for people to grow and develop their skills.
- 3. COMMERCIAL PROVIDERS** Including gear stores, manufacturers, tourism trips, outdoor leaders all enhancing the experience for people to go outdoors.
- 4. GOVERNMENT** Supporting funding, compliance, regulations, management of places at every level of government that impacts upon the level of outdoor participation.

A UNIFIED APPROACH TO GETTING MORE PEOPLE OUTDOORS

To ensure that we maximise the benefits, we have identified three integrated areas that need to be considered. These are: Participation, Place and Professionalism.



PARTICIPATION:

There is a need to advocate for an increase in participation in the various areas of the sector, whether they be therapeutic, educational, recreational or commercial. Each of these areas contributes to build the overall active participation in the outdoors. Projects like Outdoors October encourage the sector to come together, demonstrate the reach of participation and promote getting outdoors.

PROFESSIONALISM:

To ensure a high quality outdoor experience, it is critical to develop and maintain systems that support and encourage best practice, that provide consumer confidence and enable adequate resourcing, guidelines and workforce development. Education, training, safety standards, and accreditation are all systems used to support the outdoor sector in delivering a quality experience.

PLACES:

These are the natural places we go into, the tracks and trails that take us there. These are the outdoor spaces people recreate within. It is critical to ensure that there is strategic planning for recreation use and that they are adequately managed for sustainable growth in increasing outdoor activity. This will require further research and consultation and input into natural resource development plans.

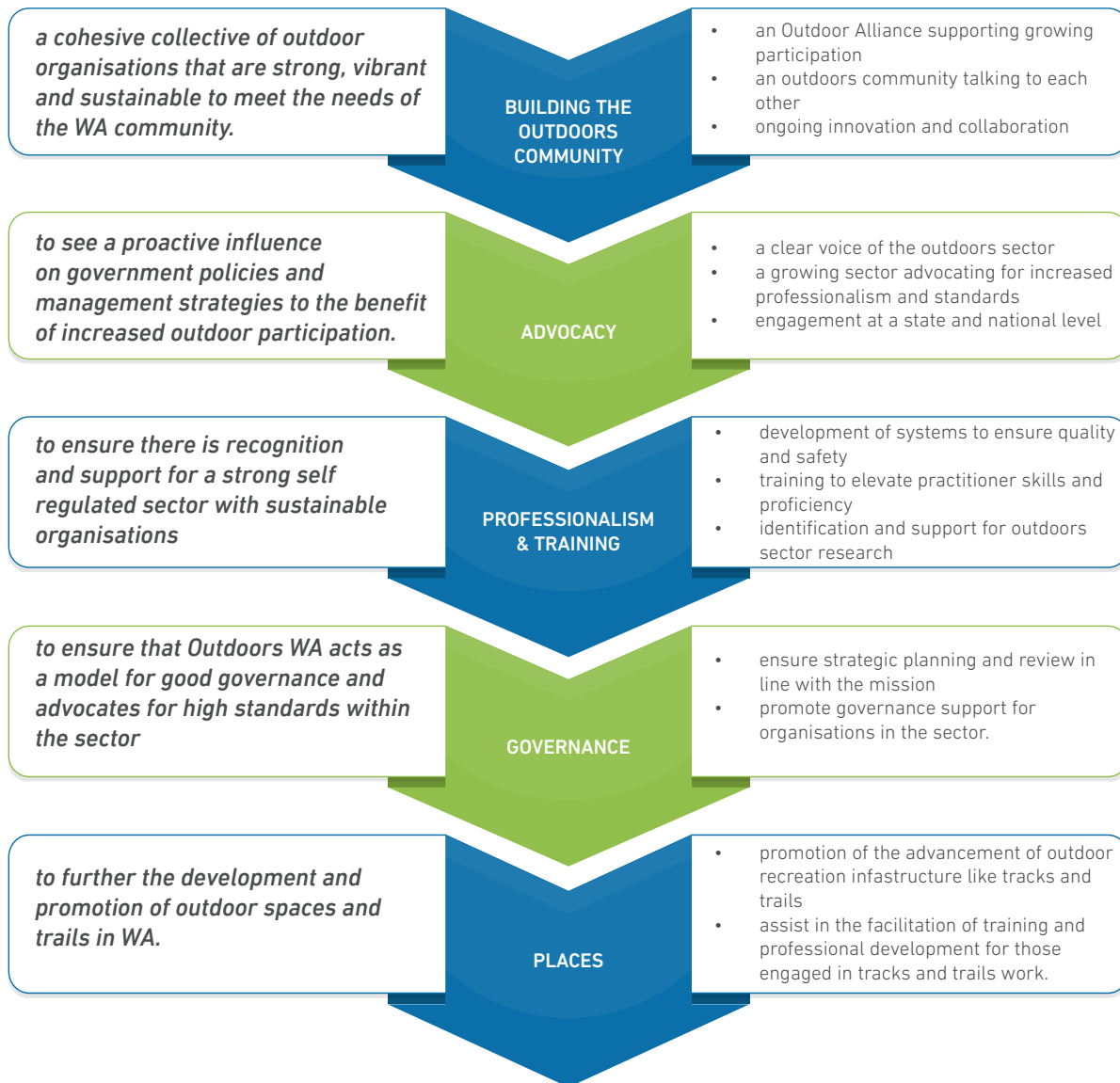
OUTDOORS WA STRATEGIC PILLARS



These areas of participation, professionalism and places have shaped the five pillars that form Outdoors WA's strategic direction.

Stakeholders are invited to collaborate in working together to build a better life outdoors.

Outdoors WA



LOOKING ALONG THE TRAIL

Outdoors WA sees a future ahead for a thriving outdoors sector in WA. It can only be achieved if we have a united voice, a collective vision and common priorities.

Join with Outdoors WA in shaping a bright future for the WA community. We invite you to share your own dreams and ideas on how to get more people outdoors and would like to hear about the positive work you are already doing in getting more people outdoors and active.

Contact our Executive Officer at office@outdoorswa.org to share how you would like to get involved in supporting and growing a better life outdoors.



For more details on the work of Outdoors WA go to www.outdoorswa.org.au