

Outdoors WA Strategy



Purpose
Our reason for being

To support creating a healthier, happier WA by getting people active outdoors

Vision
What success looks like

Every Western Australian spending 2 hours a week active outdoors.

Mission
What we do as a peak body

To advocate for a credentialed and sustainable outdoor industry that can deliver safe outdoor recreational activities for all Western Australians

Strategic Priorities
What we need to focus on

#1. Safety & Risk

#2. Education & Training

#3. Growing Participation

#4. Economic Sustainability

Goals
What does success look like

WA sets the outdoors safety benchmark in Australia

Every child in WA has the opportunity to study outdoor education

Every Western Australian spending 2 hours a week active outdoors

WA becomes a mecca for adventure tourism