



Outdoors NSW & ACT

Enriching communities by connecting
them with nature to lead healthier
and more fulfilled lives.



Outdoors NSW & ACT
Strategic Plan 2021–2024

Outdoors NSW & ACT is the peak body for Outdoor Recreation, Outdoor Education, Adventure Tourism and Outdoor Therapy in both New South Wales and the Australian Capital Territory.

It is supported by the Office of Sport in NSW and its members across the 2 jurisdictions.

They include activity providers, retailers, schools, universities, training institutions, government agencies and councils.

2020 assisted in a reset being applied to many industries and likewise the Outdoor Industry also had a reset and out of COVID-19, the Outdoor industry has an opportunity to really springboard what it provides to a larger audience for the health and wellbeing of our communities into the future.

The organisation started its strategic review with setting a strategic intent after engagement with the industry. Approved by the Board in May 2020 this document was tested with the industry and gained much feedback to create and deliver the strategic plan.

We look forward to implementing this in partnership with the industry from 2021.

OUR VISION

a community with healthy, balanced and fulfilled lives

OUR MISSION

to facilitate partnerships between outdoor activities and the community whilst navigating the industry through best business practice

OUR GOALS

ADVOCATE

for favourable policy change

BUILD

awareness of industry and benefits

DEVELOP

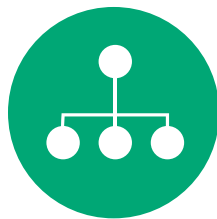
industry to prosper and grow



METHOD



Diversify income to increased impact and conduct more projects for the industry



Build on the AAAS and work with industry to provide tools to improve industry's accountability and risk management processes to be sustainable



Advocate for the industry in all policy areas to increase participation and employment



Market the industry and its offerings to consumers to build awareness, consideration, participation and employment



Facilitate education for the industry on business opportunities, accessibility and inclusion

PRODUCTIVITY	ACCOUNTABILITY	ADVOCACY	MARKETING	EDUCATION
<ol style="list-style-type: none"> Actively seek more members and partners to grow the voice of the industry Provide co-operative opportunities for the industry Actively seek grants to achieve outcomes Seek opportunities to grow the organisation's resources 	<ol style="list-style-type: none"> Facilitate mentorship opportunities for the industry Promote the AAAS as the 'necessary' guide for the industry Provide and facilitate tools and programs that help build more accountability in the industry 	<ol style="list-style-type: none"> Instigate the collection of quantitative data on the industry to provide the ability to measure Provide an industry tool kit for members Work with Dept Education/s on increasing Outdoor Education opportunities Work with other government entities to increase the ability for participation 	<ol style="list-style-type: none"> Actively promote the Outdoor industry to the wider public to increase participation Provide a marketing tool kit for members Build career pathway content and work with the youth on discovering the Outdoor industry 	<ol style="list-style-type: none"> Provide events and training opportunities for the industry Facilitate mentorship opportunities for the industry members

OBJECTIVES

GROW

the organisation's turnover by 25% each year until 2024, seeing a **100% growth** from 2020-2024

REDUCE

incidents in the industry

GAIN

5 policy changes that **increase Outdoor participation** by 2024

DELIVER

over **20,000 leads** to our industry annually

FACILITATE

over 25 hours of **professional development** for the industry each year

Outdoor Sector is worth

\$7.6

billion in NSW

\$83

million in ACT

Marsden Jacob Assoc report in 2018
quantified a **saving of**

\$508

million of lifetime healthcare costs by people
in participation in outdoor activities in NSW & ACT

78,600

full time equivalent jobs were employed
in the sector in NSW & ACT in 2018

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experience
Outdoors
NSW & ACT