



Outdoors NSW & ACT

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



Outdoors NSW & ACT
Strategic Intent 2020–2025

This Strategic Intent document was created to align the sector in NSW & ACT, review the opportunities and to review the areas best spent for maximum outcomes in the sector. It was also designed to assist the Board and Management of Outdoors NSW & ACT to realign its programs and offerings for members. It is also a tool which will guide a subsequent 5 year Strategic Plan, reviewed on an annually basis. Now approved by the board, this document will now be used to consult with stakeholders and members to refine the organisation's Strategic Plan.

Lorick Management Pty Ltd have led this review as the current contracted Executive Office of Outdoors NSW & ACT, under the leadership of Lori Modde. "Since commencing on the 23rd March 2020, I have been privileged to discuss sector issues, opportunities, needs and position with many members, sector leaders, influencers and stakeholders which have all helped to inform this document. I look forward to now delivering on this intention through our actions and support for the sector."

LORI MODDE, MAICD FIDCA MBA
Chief Executive Officer



OUR CUSTOMERS

Freelance Instructors • Recreation Centres & Camps
Education Activity Providers • Event Organisers
Primary & High Schools • Industry & Retail Suppliers
Registered Training Organisations in the Sector
Local Government • Adventure Tourism Operators
State Government Agencies
Academics & Students in the Sector

INDUSTRY

STRENGTHS

- Broad Network
- AAAS Guidelines
- Curriculum base
- Government position
- Supports regional economies
- Environmental appreciation

WEAKNESSES

- Awareness
- Research, Statistics & Evidence generation
- Silo mentality
- Accreditation confusing
- Lack of capacity in the sector
- Bundling with Sport sector

OPPORTUNITIES

- Setting a clear sector value proposition
- Government priorities and climate change
- Increase Profile and career pathways
- Tourism opportunities
- Recovery of societal issues
- Increase public awareness
- Government sectors

THREATS

- Natural environment dependent
- Reduction in education funding
- Accreditation and AAAS guidelines not used
- Lack of awareness
- Reduction in government funding

ORGANISATION

- Peak body in NSW/ACT
- Funding from Office of Sport
- Low Capital Expenditure
- Membership Loyalty
- Broad Network of engaged and potential partners
- Access to training and capacity building opportunities for sector
- Members are key industry players

- Recognition & awareness
- Reliance on membership & Office of Sport funding
- Nation industry confusion
- Seen as non-essential activity
- National body not well resourced
- Membership value not defined
- Not enough member contact
- Legal Structure & Risk

- LG relationships to help support use of Crown Lands
- Grow recognition
- Build awareness
- Member opportunities to strengthen value
- Entrepreneurship attraction & start-up support
- ACT not tapped into as much as NSW
- Collaboration
- Use of ambassadors

- Funding not sustainable
- Change in government policy/sector support
- National body changes in accreditation and tools that states use
- Large players in industry that dominate education sector and hence membership
- Limited funding for industry – peak body organisations

OUR WHY?

Our organisation exists to;



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

We do this by strengthening the outdoor sector to meet population needs now and into the future and promote sustainable growth for the environment and the organisations we work with.

As the peak body for the industry, we service the needs of the sector now and into the future and we intend to do this in 8 ways;

MARKETING

We need to consider 3 customers to address our opportunities in the area of marketing – Consumers of outdoor experiences, industry players and stakeholders.



Consumers of Industry



Industry Players



Stakeholders

ADVOCACY

Policy makers for our sector exist in many areas of government and we need to connect to all areas that impact outdoor activity.



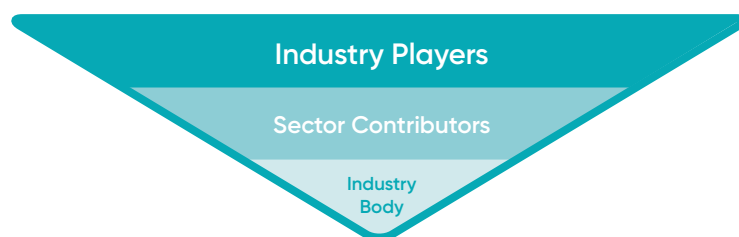
INFORMATION

This relates to the listening, gathering, analysis and distribution of relevant information for the sector and customers.



NETWORKING

Enable opportunities where the industry can connect and learn from one another and build a support network.



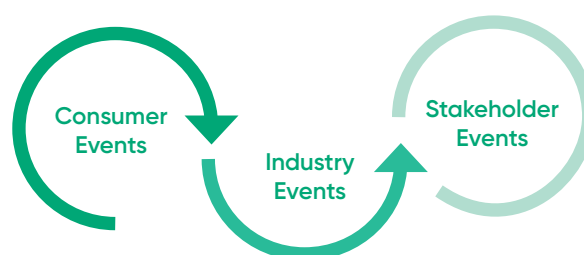
TRAINING

In a world of constant learning the peak body looks for the needs of the future and connects the industry with what they need to know.



EVENTS

Events are opportunities where networking, information and training can come together but also provide a revenue stream for the association to put back into more projects for the sector.



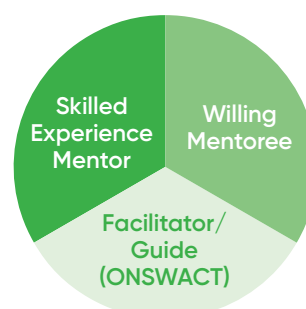
RESOURCES

This is the provision of tools and resources to help the sector run their business/activity more efficiently and sustainably.



MENTORING

A powerful way to build capacity in people and organisations with a structured process of content delivery to inspire action



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

A subsequent Strategic Plan will be developed
together with stakeholders and a yearly action
plan for implementation from this Strategic Intent.

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