



# Outdoors Victoria Business Plan 2015-16

**Our mantra:** Live Life Outdoors!

**Our purpose:** Build a valued and sustainable outdoors sector.

**Our strategy:** (1) Unified Sector; (2) Profile and Credibility; (3) Increased Outdoor Participation; (4) Organisational Viability; (5) Valued by Members

In 2015/16, Outdoors Victoria will help our community...

to offer outstanding outdoor experiences, by:

**1. Coordinating an outdoor workforce development program.**  
Mapping the outdoor workforce, professional pathways and needs.

**2. Ensuring the education & training systems are meeting community needs.**  
- Gathering education, training and workforce data;  
- Assessing applications for letters of support for the VET training subsidy; and  
- Contributing to training package reform and education reform processes.  
- Investigating professional program accreditation for segments of the outdoor workforce

**3. Modernising risk and safety management.**  
- Updating Victoria's adventure activity standards;  
- Providing secretariat support to the Australian AAS project;  
- Supporting development of Education Department Safety Guidelines;  
- Support for UPLOADS risk analysis project; and  
- Professional development in risk management.

**4. Developing shared messages about the outdoors.**  
Scoping ways of developing a deeper understanding of our market segments, and facilitating the use of communications that work for each.

to have an effective voice to government, by:

**5. Advocating investment in outdoor infrastructure and programs.**  
- Development and promotion of an outdoor investment priority list, focusing on the projects and programs with highest return from both a community and a government policy perspective.  
- Representing the outdoor community effectively in government policy processes

**6. Assessing the economics of outdoor activities.**  
Completing the ongoing assessment of the economic contribution of outdoor activities, and effective promotion of the findings to key policy audiences.

to be a strong community of practice, by:

**7. Publishing resources to share knowledge.**  
- OV monthly newsletter; website & facebook  
- "Outdoors Insight" policy briefings  
- Outdoor Leader Online  
- Online education resourcebank  
- Contribution to OYPRA

**8. Hosting key events for our community.**  
- Education Outdoors conference  
- Outdoor Leaders Forum & awards  
- Outdoors community scholarship  
- Professional development events for educators  
- Tailored events for students, freelancers, LTOs

To achieve these goals, as an organisation this year we will:

**9. Develop a capable and sustainable organisation.**  
1. Develop a new strategic plan for 2016-2020.  
2. Grow total revenue (including projects) by at least \$100,000, while maintaining a positive net financial result.  
3. Diversify funding, so that government grants account for no more than 50% of core operations budget.  
4. Identify and scope at least 3 new revenue generation options.  
5. Increase affiliate membership to at least 100, and subscribers to at least 3000.

6. Collaborate with other Victorian peak bodies, education associations, and other outdoor bodies.  
7. Fully support our education working group, and other working groups / subcommittees that may be established.  
8. Ensure all staff are supported through a formal performance and professional development plan & review.  
9. Implement an ongoing internship program.