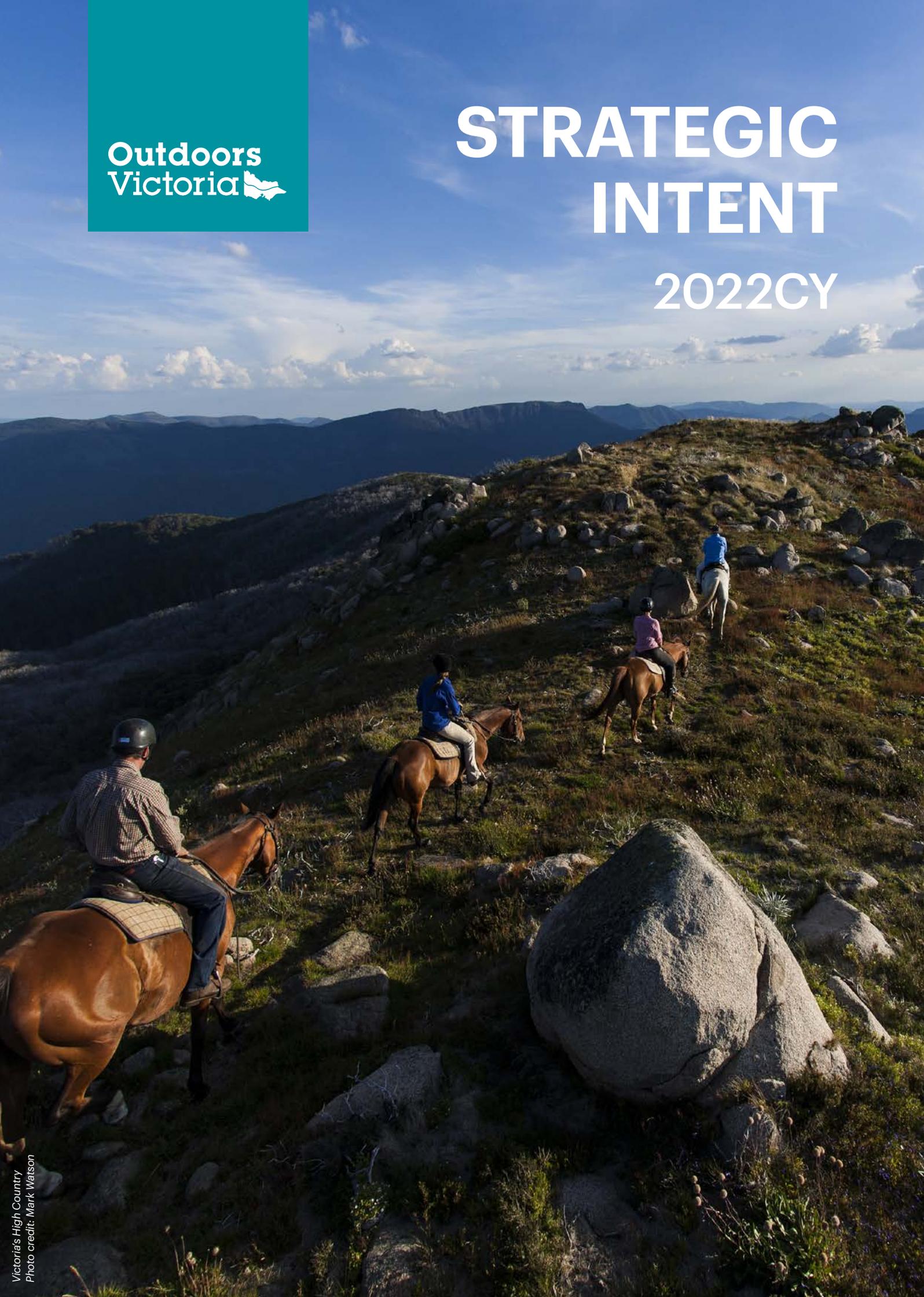


Outdoors  
Victoria 

# STRATEGIC INTENT

2022CY



# STRATEGIC INTENT 2022 CY

## Supporting the outdoor sectors to get more Victorians active and learning in the outdoors

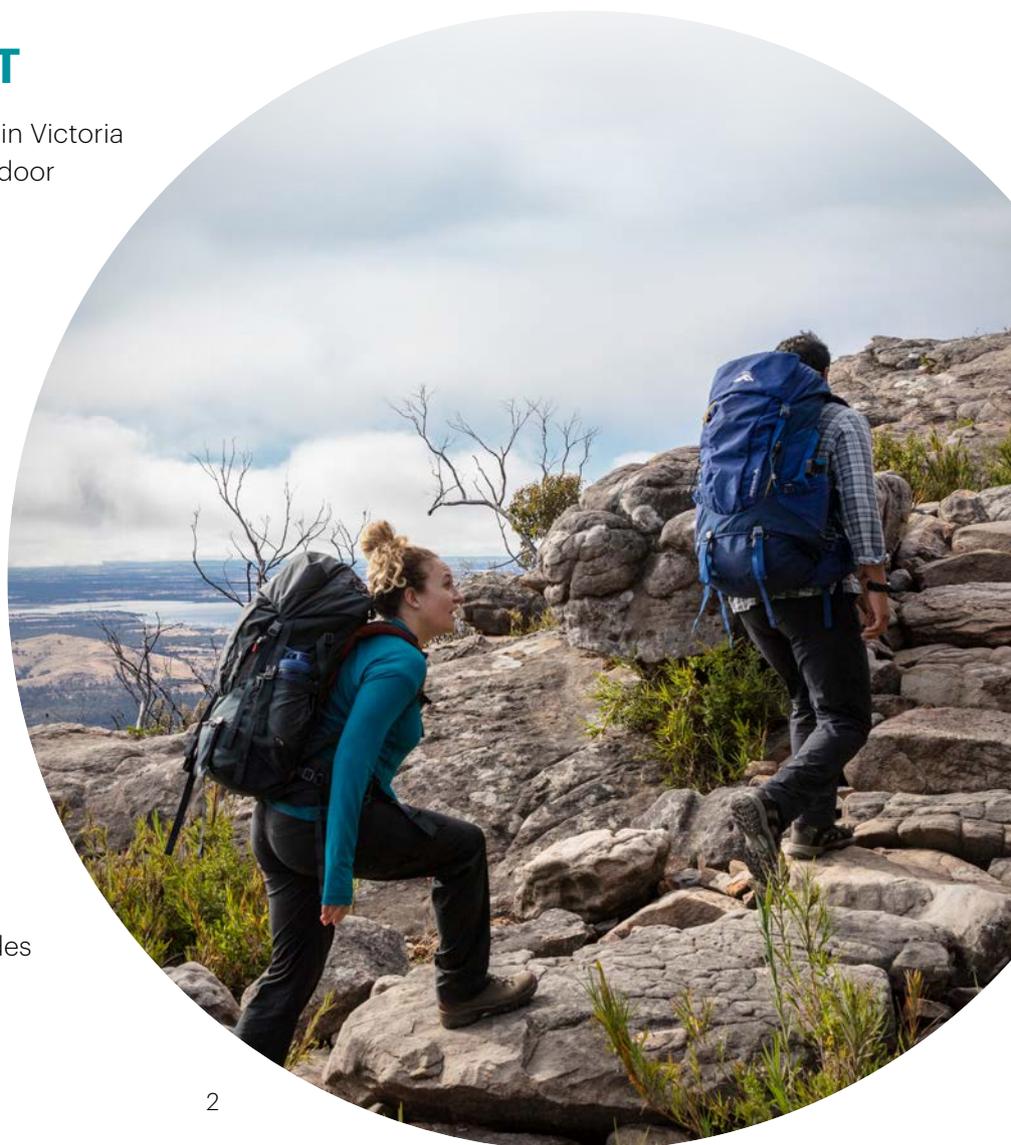
Outdoors Victoria (OV) plays a key role in driving sector development, industry advocacy, research and stakeholder collaboration to ensure recovery, growth and an increasing capacity to serve the \$6.2 billion per annum outdoor sectors of Victoria. Since its inception, OV's role has grown significantly, delivering initiatives for industry and community groups, whilst working across multiple government agencies at a local, state and federal level. This Strategic Intent outlines OV's future pathway to provide support and leadership within the outdoor sectors. Furthermore, it provides a clear and purposeful recovery strategy for the outdoor sectors of Victoria through 2022. Next year presents a critical juncture in which we must position ourselves and our sectors in the best possible way to recover, then maximise opportunities for growth and positive community impact with a focus on community health and wellbeing through connectedness to nature and the outdoors.

## OUR COMMITMENT

OV represents the outdoor sectors in Victoria which comprise of the areas of outdoor education, outdoor recreation, nature-based tourism, and bush adventure therapy.

We will continue to support and advocate for a connected, vibrant and valued profession that delivers improved health, well-being and education outcomes for all Victorians. We will continue to offer low-cost consultancy to government agencies – as a trusted delivery partner, with sound sector connections to expertise.

The knowledge and rights of Traditional Custodians, a respect and appreciation for the environment, and the value to mental health and wellbeing of increased time spent in nature guides our work.





## STRATEGIC FOCUS

With a clear and deliberate purpose for recovery, our 4 key strategic focus areas are:

- **Sector Recovery** — Engage with government projects and funding opportunities that provide a direct positive benefit to the members of our sectors.
- **Advocacy** — Advocate for the outdoor sectors of Victoria to the government and the wider community.
- **Networking** — Connect and collaborate with professionals, businesses, not for profits, educational organisations, and government with the aim to build united and supportive outdoor sectors.
- **Events, Training, Resources** — Identify the recovery needs of the sectors, develop and deliver professional development that promotes staff retention and safe practices across the industry, as well as initiatives that work to attract new entrants to the profession.

## PARTNERS FOR SUCCESS

- **Affiliate members and subscribers**
- **Sport and Recreation Victoria (SRV)**
- **Victoria Tourism Industry Council**
- **Australian Camps Association & Christian Venues Association**
- **Aboriginal Victoria**
- **Parks Victoria**
- **Department of Environment Land Water and Planning**
- **Department of Education and Training**
- **Small Business Victoria**
- **Regional Development Victoria**
- **Outdoor Council of Australia**
- **Independent Schools Victoria**

## FUTURE VISION FOR 2022 AND BEYOND

The four strategic focus areas outline OV's approach to a clear and purposeful recovery strategy. A longer-term strategic plan will emerge at the end of 2022.

Future strategic planning will be aligned with an understanding of the outdoor sectors' post-recovery and the long-term vision of government. eg. Sport and Recreation Victoria's (SRV) refreshed strategic plan in 2022.

# Outdoors Victoria

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*Images courtesy of Visit Victoria*