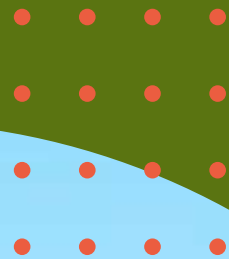


# Strategic Plan 2023 – 2027FY

Prepared May 2022 by  
Andrew Knight.

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Outdoors  
Victoria 

## Outdoors Victoria Purpose

Outdoor Victoria's Principal Purpose is to be the peak body for the outdoor industry in Victoria. OV is a representative organization, providing information services, constituent support, coordination, advocacy and representation, and research and policy development services for members and other interested parties.

(Modified from OV Constitution)

### 01.

## Objective 1: Support a Thriving Outdoor Sector

### 1.1 First choice partner

- ▶ Continue to be a strong partner with Victorian Government to support delivery and development underpinning achievement of getting more Victorians Active in The Outdoors and continue to network and develop relationships with :
  - Government across all departments
  - Traditional Owners
  - Businesses and providers
  - Funders
  - Teachers/schools, Universities, TAFEs, the private RTO and community training providers
- ▶ Ensure PS22 and TMA projects are successful and leverages future support and funding beyond 2022.
- ▶ Ensure our success is noted beyond project teams to senior bureaucrats and Ministers.

### Outcome

OV is first choice for future funding opportunities, as long as fit OV's strategic direction. Additionally, continue being mindful of balancing delivery to government, with investing surplus resource from those into advocating and supporting the sector.

# THROUGH

OV to be an effective Victorian Outdoor Industry Peak

Supporting a thriving Outdoors Sector

Building and Sustaining an Active Outdoors Victoria





## 1.2 Workforce Development

Sustainable Careers – solve qualifications and training pathways pipeline challenges  
•Work already funded through TMA and \$2m WTIF

### Outcome

Increasing ways into the sector, sustainable career pathways, ensuring supply matches demand

## 1.3 Sustainable Businesses and NFPs

Creating a baseline understanding of the challenges in the industry through enquiry via survey, personal visits etc  
Build a plan to overcome challenges, increase engagement and better support industry

### Outcome

Greater engagement with industry and clear pathways to support

## 1.4 Outdoor Education Schools

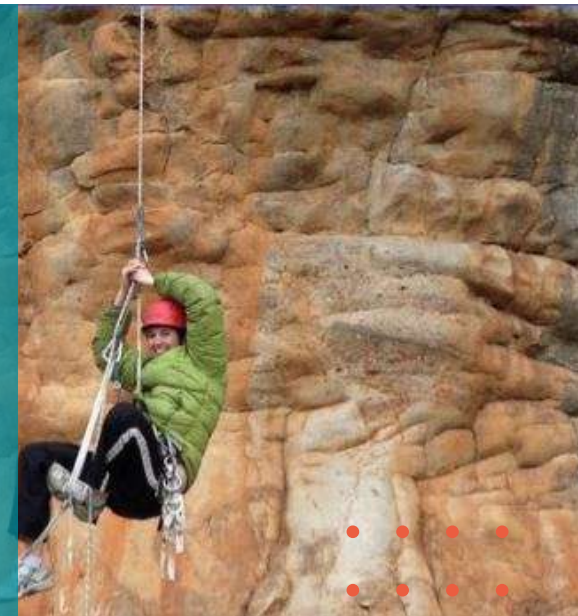
Sustainable Outdoor Education programs and teacher allocation in schools, as well as OV supporting the growth of Outdoor Learning (eg. Outdoor Toolkits) across the Prep-12 curriculum

### Outcome

Increased number of school students exposed to OE and Outdoor Learning and the wider sector

## 1.5 Prepared for severe weather/climate change

Seeking out opportunities and/or funding to support industry to navigate greater environmental impacts in coming years



## 1.6 Access

Continue to work to maintain access and a trusted advocate in the access arena.

•Work closely with TO's , land mangers and other stakeholders to ensure land access for multiple users in a culturally sensitive manner

### Outcome

OV seen as the trusted advocate for the outdoor sector



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**Objective 2:  
Building a Sustainable  
and Active OV**

**2.1 Capacity**

- To be proactive in building in the right skill sets into OV:
- Review the current structure skill sets and future needs
- Embed more structure into daily operations

**Outcome**

Be well resourced and have the skill set to able to support our stakeholders, affiliate members and subscribers

**2.1 Staying informed and Relevant**

- ▶ To get ahead of issues:
  - Dedicate resource to stay close to industry, govt and Traditional Owners to understand upcoming challenges and take appropriate action to support the sector.
  - Regarding the historically mentioned “4 Pillars of the sector”, OV:
    1. LEADS in Outdoor Education (school teachers/Uni’s/TAFE) and related businesses
    2. LEADS in support of State Activity peaks (eg. Paddle Victoria, Climbing orgs etc)
    3. IS A SUPPORTING VOICE for Bush Adventure Therapy
    4. IS A SUPPORTING VOICE for Nature Based Tourism businesses and organisations

**Outcome**

Have the respect, reputation and knowledge to be the “go to” professional reference point for the sector

**2.3 Emulate other successful peak bodies**

Explore how other best practice peak bodies function and capture learning.

**Outcome**

To ensure OV adopts and reflects best practice

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**2.4 Financial Independence**

Reduce reliance on roller coaster of government funding by smoothing out the troughs.

We must continue to be mindful of balancing delivery of government projects to derive some surplus resource to then advocate for and support the sector.

a) Project to develop the value offer for each group of stakeholders to generate greater income from supporters, Affiliate members, govt and corporates

Outcome:

- Clear return on investment for stakeholders
- Greater engagement from the industry

Additional support/resources will likely be needed for this project.

b): Continue to develop the annual Conference as a financially profitable endeavour while still meeting the needs of attendees and government funders (SRV support OV doing conference)





**Outdoors  
Victoria** 

## **CONTACT US**

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Outdoors Victoria would respectfully like to acknowledge the Traditional Owners, their Elders past and present, for the important role Indigenous people continue to play in Victoria and most especially on the land used for outdoor recreation.