



# **Strategic Plan**

**2006-2009**

***Growth  
Awareness  
Participation  
Membership  
Partnership  
Liaison***

**April 2006**

## **Our Vision**

Increasing active participation in recreation.

## **Mission**

Recreation SA will increase active participation in recreation by working in partnership with the fitness, outdoor and community recreation industries in South Australia.

## **Our Values & Operating Principles**

**Recreation SA will increase active recreation in South Australia by:**

- Encouraging and promoting cooperative and collaborative ventures between the various recreation interests and activities;
- Representing the interests of the recreation industry to Government and non-Government agencies in South Australia and act as a reference and liaison body for the South Australian Government on all matters of relevance to the recreation industry;
- Providing an advocacy role on behalf of the recreation industry;
- Promoting an environmentally and economically sustainable recreation industry.

## Key Strategic Objectives

*As an organisation, Recreation SA will:*

### **1. Build and serve a powerful membership representing the recreation industry.**

#### **Strategies & Actions**

#### **1.1 Develop a broader and deeper membership base with a sense of unity.**

**KPI: Consistent increase in membership over a 5 year period**

***Actions:***

- Provide forums for discussion and consideration of issues by industry members which are relevant to the conduct, development and promotion of recreation in South Australia;
- Conduct research to evaluate changes and improvements in recreation activities;
- Develop and promote a broad range of information for the recreation industry;
- Collaborate with stakeholders;
- Actively seek promotional and sponsorship opportunities to promote Recreation SA.

#### **1.2 Establish and maintain a strategic industry partnership that benefits the membership.**

**KPI: Position Recreation SA as an authority on recreation matters and issues in SA.**

***Actions:***

- Provide leadership in key national forums;
- Develop and maintain industry based alliances and networks;
- Develop a sense of unity within the industry;
- Provide a referral service to members;
- Participate and make representation on behalf of the recreation industry in government strategic planning and policy development initiatives.

**1.3 Maximise the use of grant funding to achieve industry growth and development.**

**KPI: Conduct 4 Forums each calendar year to determine industry issues.**

***Actions:***

- Consult with the recreation industry to identify areas for growth and development on a quarterly basis;
- Survey members on effectiveness of current programs.

**1.4 Develop a coordinated and integrated approach across the recreation industry.**

**KPI: Deliver an exciting calendar of events for the industry.**

***Actions:***

- Articulate the role of Recreation SA and the roles of the supporting recreation industry committees;
- Coordinate and support industry forums.

## **2. Foster the growth of a vital and sustainable recreation industry.**

**KPI: Implement the marketing and communications plan.**

### **Strategies & Actions**

#### **2.1 Develop a strong and professional industry through continuous learning and improvement.**

***Actions:***

- Facilitate training and education opportunities for members;
- Facilitate workshops to support professional training and development;
- Develop partnerships with training providers;
- Participate in the review of Training Packages;
- Assist in the implementation of business improvement strategies.

#### **2.2 Develop, implement and review relevant policies and legislation.**

**KPI:**

***Actions:***

- Provide leadership in the development of new recreational policies and review of current policies and legislation in consultation with industry stakeholders;
- Assist the recreation industry to comply with relevant policies and legislation including, Child Protection, Hot Weather Policy, Smoke Free and Mandatory Reporting.

#### **2.3 Informed and timely decision-making.**

***Actions:***

- Develop a profile of the recreation industry in South Australia;
- Develop a comprehensive government liaison plan.

#### **2.4 Develop sound corporate governance.**

***Actions:***

- Consult with membership re representation;

- Rewrite Recreation SA's constitution;
- Restructure Board and sub committees;
- Provide training for board members.

### **3. Increase community awareness and participation in the recreation industry.**

#### **Strategies & Actions**

#### **3.1 Broaden the application of industry standards.**

##### ***Actions:***

- Recognise, support and promote industry standards and awards for excellence in recreation;
- Promote the health and safety of participants in recreation and encourage best practice within the industry;
- Provide registration accreditation under the various industry codes of practice;
- Promote the application of industry standards;
- Monitor industry compliance.

#### **3.2 Increase awareness and profile of Recreation SA.**

##### ***Actions:***

- Facilitate the promotion of the *be active* message;
- Develop a comprehensive marketing communications plan;
- Collaborate with national bodies;
- Convene annual Recreation Week including the SA Fitness Awards;
- Develop a Policy Forum for information exchange.

## **4. Government Liaison**

### **Strategies & Actions:**

#### **4.1 Be the voice of the recreation industry locally and nationally.**

##### ***Actions:***

- Lobby local, state and federal government to raise awareness of recreation industry issues;
- Provide a voice to the industry from government.