

2008 –

An Industry Update

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Outdoors WA

Who Are We? Where Are We?

- **The Industry Peak Body**
- **The Industry**

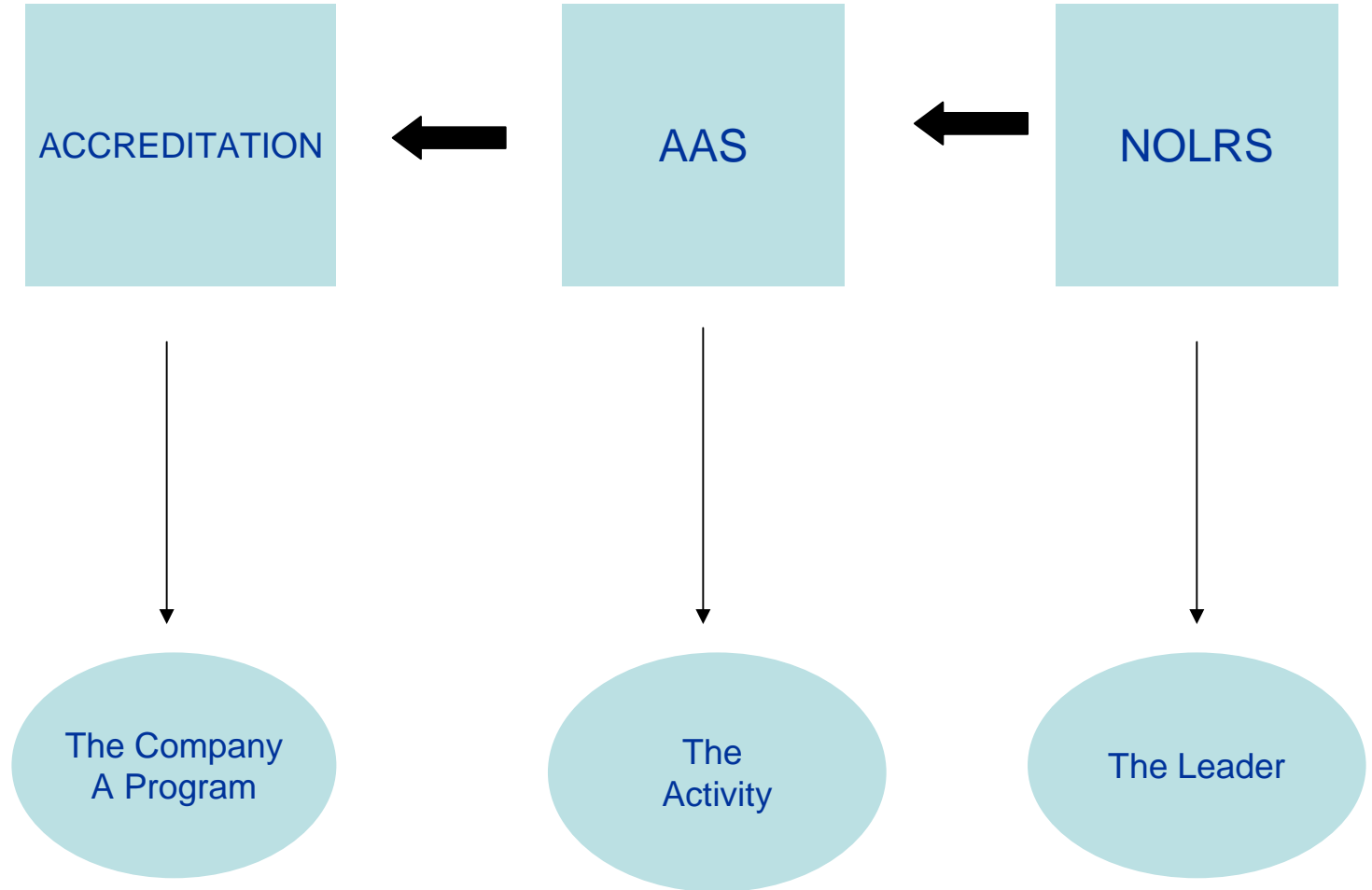
The Industry Peak Body

- **Focus and Function 2000 – 2006**
 - **Position AND Influence**
 - **Maturity**
 - Audience
 - Resources
 - Support
 - **Increased scope of works AND influence**
- **Focus and Function - 2007**
 - **Significant development in communication platforms**
 - Web
 - OZINE, Industry Standards News, *What's Happening in Outdoor Education?*
 - Meetings and representation / networks

The Industry Peak Body

- **Focus and Function - 2008**
 - **Significant development in**
 - **Outdoor Education**
 - **Board representation**
 - **Outdoor Education Alliance (WA)**
 - **Outdoor Education Australia representation**
 - **National Conference**
 - **Industry Quality Framework**
 - **Continued development of components**
 - **Accreditation Systems (TCWA and ACA)**
 - **Adventure Activity Standards**
 - **NOLRS MK II**
 - **Continued development in alignment of the components**
 - **Networks and relationships**

Industry Quality Framework



Why is the Industry Quality Framework Critical?

- The Industry Quality Framework provides
 - an industry wide focus on *“the activity”* and NOT the purpose for engaging the activity
 - *unites vs dilutes us*
 - a platform for cross agency dialogue
 - a platform for industry development
 - a source of credibility for our industry
 - the basis for continuous improvement
 - a platform for training initiatives
 - a source of information and expectation for consumers of our programs and services

The Industry Peak Body

- **Membership**

- **Peaked at 140 in 2007**
- **Now declining (*timing? 76 members as of today*)**
 - **Positive sign – people do not need to join as the communication channels achieving / effective**
 - **Negative sign – people electing not to join Industry Peak Body**
 - **??????????????**

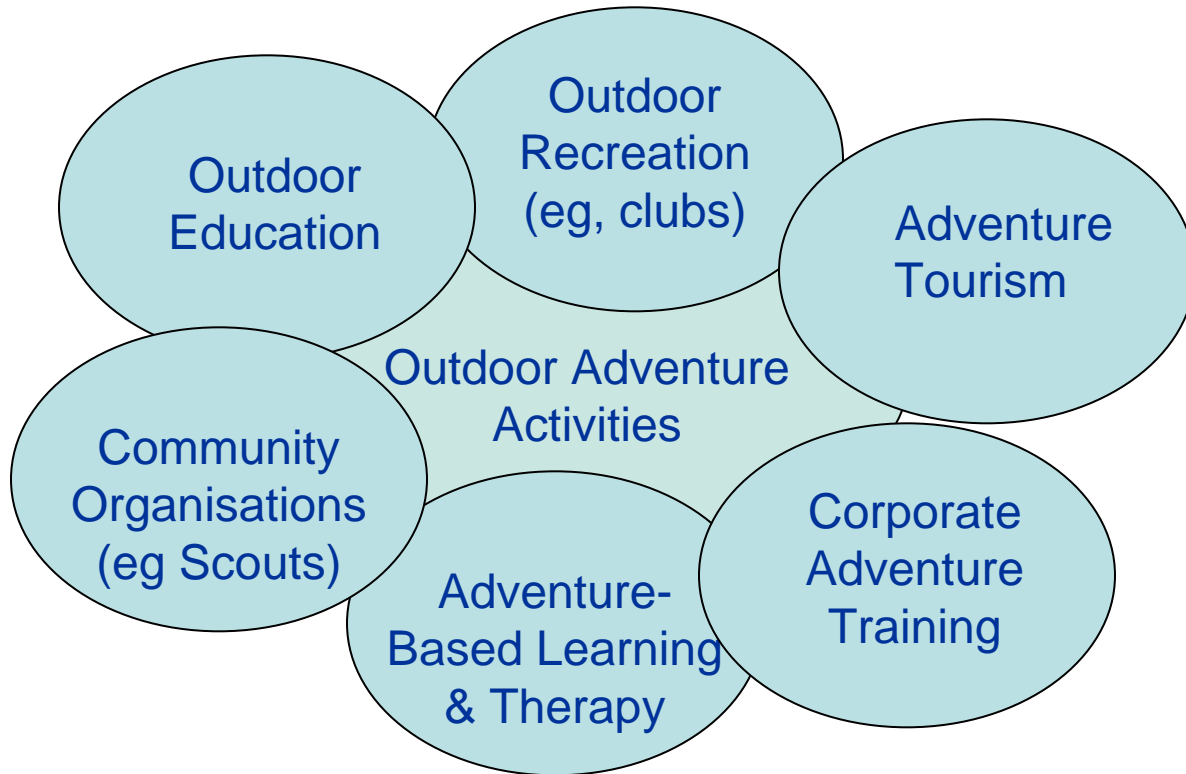
- **Finances**

- **increased consultancy base has increased revenue**
- **increased funding base has been achieved**
- **increased / alternative / additional revenue sources to be developed further**

The Industry

- **Looking Back**
 - **little “non sport” support, resources, audience**
 - **little industry development**
 - **little cross agency integration**
 - **Industry – Government**
 - **Government – Government**
 - **strong “sector” boundaries within industry**
- **Looking at NOW**
 - **strong across agency liaison; limited sector boundaries**
 - **strengthened industry – Government partnerships**
 - **cusp of an Industry Quality Framework in position**
- **Looking Ahead**
 - **Industry – Government Partnership – *the key***
 - **Training and development agenda**
 - **Support the Industry Quality Framework**
 - **Strategic approach to promote “industry” within**

Outdoor Adventure Activity Industry



The Road Ahead

- **National Industry Matters**
 - **Strengthen the Outdoor Council of Australia**
 - **Future of Outdoor Education Australia?**
 - **Future of Trails Australia?**
 - **Funding source for national industry development**
- **State Industry Matters**
 - **Industry – Government Partnership**
 - **continued adjustment to the relationship dynamic - more “partnership” and less “master – servant”**
- **Peak Industry Body Matters – stable Board**
 - **Cusp of sufficient resources for additional staff**
 - **Prioritise training and development**
 - **Develop the “special case” for Outdoor Education**
 - **Diversify programs and services to increase**
 - **participation**
 - **revenue**
 - **awareness of the role of the Peak Body**

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The Peak Body AND the Industry

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