

# **BUSHWALKING WA**

**STRATEGIC PLAN  
2015 – 2017**

## Contents

**Page 3:** Our Vision

**Page 3:** Our Mission

**Page 3:** Our Core Values (Our Way)

**Page 4:** Key Result Areas

**Page 5:** Our Plan

## Our Vision

Better Bushwalking for Western Australia

## Our Mission (What We Will Do)

To Foster and Promote Bushwalking in Western Australia

## Our Core Values (Our Way)

### We will:

- a. Be open, ethical and accountable in all that we do.
- b. Proactively operate as a leader in the Australian bushwalking community.
- c. Be aware of, respect and be responsive to stakeholder needs and aspirations.
- d. Enjoy and have pride in our work.
- e. Actively embrace change.
- f. Value diversity and encourage inclusivity (gender, ability, age and ethnicity).

## Our Plan

### KRA 1: Governance

**Objectives:**

- **Bushwalking WA operates under a contemporary governance model that ensures its ongoing viability and effectiveness.**

Sub Category	Outcomes	Broad Strategies	Timeline	Progress
<b>Organisational Structure,</b>	Bushwalking WA has established the most appropriate governance structure and supporting processes.	- Develop and implement a new governance model to allow the Association to effectively represent the bushwalking community.		
		- Review the constitution to ensure that the direction of Bushwalking WA is articulated through the rules of the association.		
		- Ensure members, government agencies and other key stakeholders are informed of changes within the Bushwalking WA.		
<b>Board recruitment, appraisal and development</b>	The Board of Bushwalking WA is actively, skilfully and appropriately engaged in the in the Associations governance and operations.	- Maintain the required skill sets as part of Board make up.		
		- Review the performance of the Board on an annual basis.		
		- Implement guidelines regarding roles and responsibilities of Board members.		
		- Implement a succession planning strategy for all Board members.		
<b>Planning - Strategic and Operational</b>	Bushwalking WA clearly articulates its future direction through a relevant and contemporary planning model that forms the basis for all aspects of its operation.	- Ensure that Strategic Plan is a 'living document' driving Board decision-making.		
		- Promote plan via communication streams (eg upload summary document on website, distribute copies to major stakeholders and funding agencies).		
		- Communicate progress in relation to the plan quarterly at board meetings.		

		<ul style="list-style-type: none"> <li>- Review Bushwalking WA's performance against the Strategic Plan annually and report through the Annual Report.</li> </ul>		
		<ul style="list-style-type: none"> <li>- Review plan annually to ensure short-term opportunities and direction align with long-term vision and conduct a Strategic Plan review / update via a consultative process with membership and stakeholders every 2 years.</li> </ul>		
<b>Stakeholder Relationship</b>	All member clubs and stakeholders see Bushwalking WA as a professionally managed organisation, which effectively leads bushwalking in the state and adds value to their operations and businesses.	<ul style="list-style-type: none"> <li>- Proactively develop positive working relationships with all clubs.</li> </ul>		
		<ul style="list-style-type: none"> <li>- Develop a relevant and contemporary approach to membership that meets the needs of the bushwalking community.</li> </ul>		
		<ul style="list-style-type: none"> <li>- Develop and conduct annual member satisfaction and needs analysis surveys.</li> </ul>		
		<ul style="list-style-type: none"> <li>- Proactively develop positive working relationships with other state bushwalking associations and Bushwalking Australia.</li> </ul>		
		<ul style="list-style-type: none"> <li>- Identify and work closely with Bushwalking WA's DSR consultant and other appropriate government and industry personnel to assist in the implementation of the Bushwalking WA Strategic Plan.</li> </ul>		

## KRA 2: Advocacy

**Objectives:**

- Proactively influence decisions that impact on bushwalking and bushwalkers in Western Australia.

Sub Category	Outcomes	Broad Strategies	Timeline	Progress
<b>Engage with key decision makers</b>	Bushwalking WA is recognised as the peak representative body for bushwalking in the state and consulted on all aspects relative to the bushwalking sector.	- Engage with key decision makers and land managers to ensure that bushwalking issues and opportunities are understood and considered when policies and decisions are made that impact the WA bushwalking community.		
		- Undertake key roles in the development and/or implementation of key policies, positions, strategies and programs impacting on the bushwalking sector.		
<b>Develop strategic alliances</b>	Bushwalking WA has formal linkages to appropriate and relevant state and national agencies and groups that increases the impact and acceptance of the Association's position on matters relating to the bushwalking sector.	- Develop and increase the range and scope of strategic alliances with relevant state and national non-government bodies with interest in and influence on the sector.		
		- Harness the views, expertise, and enthusiasm of club members and the broader bushwalking public when developing positions on government policy or input into working groups.		

### KRA 3: Promotion

**Objective:**

- **Promote safe and environmentally responsible recreational bushwalking and its benefits to the community.**

Sub Category	Outcomes	Broad Strategies	Timeline	Progress
<b>Promotion</b>	Bushwalking is recognised as an activity suitable for all ages which can be the foundation of a healthy lifestyle.	- Develop stronger and more effective presence through the use of technology and social media.		
		- Identify partners, supporters and 'ambassadors' to assist with the promotion of bushwalking.		
		- Become the prime contact for public enquiries and advice / directions for bushwalking.		

### KRA 4: Information and support

**Objective:**

- **Encourage more people to bushwalk by providing information and support to member clubs, the bushwalking community and those interested in bushwalking.**

Sub Category	Outcomes	Broad Strategies	Timeline	Progress
<b>Information and Communications Technology</b>	The association ensures that effective and frequent communications occurs to, from and between clubs, members, other stakeholders and interested parties.	- Work with interested parties to develop the Bushwalking WA website and associated social media applications into the first point of call for all information relating to bushwalking in WA.		
		- Annually review the redesigned Bushwalking WA website to ensure it is contemporary, relevant, informative and easy to use.		
<b>Club support</b>	Member clubs are viable.	- Identify the needs of member clubs to assist them deliver the required services to their members and potential members.		

