



Federation of Western Australian Bushwalkers Inc.

(DRAFT) STRATEGIC PLAN

2010 – 2014

Federation of Western Australian Bushwalkers Inc.

Representing the interests of all bushwalkers
& recreational walkers

Benefits to Members

- Access to resources and information through a state-wide club network and the Federation website (www.bushwalkingwa.org.au).
- Strong voice representing walkers' needs and interests, direct to land managers, government and peak bodies regarding bushwalkers access to land, outdoor recreation policy, and the maintenance of natural areas
- Monitors the operating environment to assess the impact of changes (e.g. legislation and regulations) to provide advice/guidance to members.
- Organise low cost public liability and personal accident insurance for members.

Community Contributions

- Promotes bushwalking and recreational walking as activities that assist health, social wellbeing and social interaction.
- Helps to keep walking tracks open for all recreational walkers.
- Provides a referral service for members of the public wishing to join a club or get information about walking.

Purpose of this Strategic Plan

- To establish a focus to better meet the objectives of the Federation.
- To help members understand the Federation's aspirations and direction and to provide a framework which will enable the Federation members to work together and achieve common goals.
- To assist the Federation to effectively apply its limited resources to the creation of better bushwalking opportunities for the community.

Our Vision

To foster and promote community health and well being and an appreciation of the natural environment through increased and enhanced bushwalking and related activities.

Our Objectives

The principal objective of the Federation is to encourage and support interest in recreational bushwalking, camping and other related activities and to:

- Promote safe and environmentally responsible recreational bushwalking and its benefits to the community.
- Promote and actively work for the effective management of the environment including National and State Parks and Reserves, wilderness areas and other public land areas to enhance their bushwalking value to the community.
- Work with other organisations, having like interests, to assist with the development, maintenance and protection of the integrity and accessibility of walking tracks, so as to enhance their recreational value to all.

Operating Environment

The environment in which we operate has factors that have the potential to positively or negatively influence the way that bushwalking clubs carry out their activities. The most important of these are:

Strengths	Weaknesses
<ul style="list-style-type: none"> • State-wide club network. • Low cost activity. • Strong knowledge base on outdoor activities. • Member of Bushwalking Australia Inc. • Affiliated with various government related organisations and peak bodies. 	<ul style="list-style-type: none"> • Membership apathy. • Total membership (1000) represents a small proportion of the West Australians who bushwalk (75,500). • Not well known by related government organisations. • Inadequate influence on government policy. • Government funding targets capital work rather than maintenance.
Opportunities	Threats
<ul style="list-style-type: none"> • Greater community interest in outdoor activities. • Increase credibility by linking with supporting organisations and government departments. • Work with the various Government committees to enhance access to bushwalking land. 	<ul style="list-style-type: none"> • Conflicting interests of related government organisations. • The "lock-out" mentality of some government organisations (due to funding constraints, public liability issues, conservation / preservation and application of the 'precautionary principle' in drinking water catchments). • Mining leases.

Board Objectives 2010-2014

- Gain a better understanding in recreational walking in natural areas as a baseline for developing increased participation initiatives (who, how many, how often and why).
- Build the Federation's profile with dedicated and competent people.
- Enhance the Federation's management and governance.
- Continue to engage related government departments (Dept of Environment and Conservation (DEC), Dept of Water (DoW), Dept of Health, Dept of Sport and Recreation (DSR), Water Corporation etc).
- Continue to engage other related organisations (WA Sports Federation, WA Conservation Council, Bushwalking Australia Inc, Outdoors Western Australia).

Strategies and Tasks to Support Objectives

Objective: Gain a better understanding of recreational walking in natural areas as a baseline for developing increased participation initiatives (who, how many, how often and why).	
Strategies	Key Tasks
<ul style="list-style-type: none"> ▪ Gather information and build a knowledge base of information on walking participation. 	<ul style="list-style-type: none"> ▪ Identify data sources. ▪ Establish and populate a database. ▪ Analyse data and build programs to develop increased participation. ▪ Use the database to provide information and advice.

Objective: Continue to engage related government departments and other organisations to positively influence the provision and maintenance of walking infrastructure.	
Strategies	Key Tasks
<ul style="list-style-type: none"> ▪ Advocate for the establishment, retention, enhance and protection of natural areas. 	<ul style="list-style-type: none"> ▪ Prepare submissions related to the establishment and maintenance of natural areas focussing on the bushwalking amenity and the integrity of the environment. ▪ Engage the responsible government agencies on matters relating to the establishment and maintenance of natural areas.
<ul style="list-style-type: none"> ▪ Build and increase the range and scope of strategic alliances. 	<ul style="list-style-type: none"> ▪ Map current alliances/relationships. ▪ Identify potential new alliances and develop those relationships. ▪ Identify common aspirations with each relationship and agree and implement actions needed to achieve them.

Objective: Enhance the Federation's management and governance.	
Strategies	Key Tasks
<ul style="list-style-type: none"> ▪ Maintain and build a strong Board team with skilled support. 	<ul style="list-style-type: none"> ▪ Revise the current Constitution to allow the creation of a Board responsible for management of the Federation activities. This board will be elected annually at the Annual General Meeting of the member Clubs delegates to the Federation. ▪ Identify and recruit members with key skills to provide support to the Board. ▪ Develop Board review process.
<ul style="list-style-type: none"> ▪ Monitor the operating environment and identify opportunities and threats. 	<ul style="list-style-type: none"> ▪ Develop a process to identify impacts and determine what actions should be taken to manage risks. ▪ Continually review and update strengths, weaknesses, opportunities and threats.
<ul style="list-style-type: none"> ▪ Ensure management and governance are supporting the achievement of the strategic plan. 	<ul style="list-style-type: none"> ▪ Review Board activities against the Strategic Plan and adjust the Plan where required.