



ACTIVE FOR LIFE



Government of South Australia
Office for Recreation and Sport

Office for Recreation and Sport
Strategic Plan 2009–2011

www.recsport.sa.gov.au

MINISTER'S FOREWORD

It is my pleasure to present and endorse the Office for Recreation and Sport's Strategic Plan 2009 – 2011. The plan's 'Active for Life' vision seeks to have all South Australians enjoying lives enriched through participation in active recreation and sport.

The Office for Recreation and Sport (ORS) is the lead agency for the implementation of the South Australian Government's policy on recreation and sport. It delivers a wide range of programs and services that support our vision of encouraging all South Australians to be 'Active for Life'.

The ORS supports active recreation and sport organisations and providers through the development of policy and programs, funding, recreation and sport planning, promotion of physical activity in all age groups and the provision of services to elite sport.

The Strategic Plan 2009 – 2011 builds on the success of the many sport and recreation initiatives introduced during the first seven years of the Rann Government. It sets out the key strategic platforms upon which the ORS will focus activities to further support and strengthen the capacity of the active recreation and sport industry.

Recreation and sport plays a vital role in the healthy wellbeing of individuals whilst at the same time contributing towards the building of communities. Active parents are positive role models for their children and sport is a great enabler for social cohesion, bringing together people from all walks of life.

This plan, with its focus on active lifestyles, supports South Australia's Strategic Plan target to "exceed the Australian average for participation in sport and physical activity by 2014".

It is also forward thinking – directing focus towards issues paramount to industry sustainability and inclusiveness.

The involvement of the industry stakeholders who engaged with the ORS during the consultation process for this plan was invaluable and I would like to thank them for their efforts.

I am confident that the Office for Recreation and Sport's Strategic Plan will deliver its aims and provide significant benefits to the sport and recreation industry. It has been developed with a commitment to creating an even greater awareness of sport and active recreation in the community, and to making real progress on encouraging all South Australians to be **'Active for Life'**.



Hon Michael Wright MP

MINISTER FOR RECREATION, SPORT AND RACING



MESSAGE FROM THE EXECUTIVE DIRECTOR

It is my great privilege to lead a highly committed team in an industry where our stakeholders, like ourselves, are passionate and dedicated to an 'Active for Life' South Australia.

The Strategic Plan 2009 – 2011 has been developed following consultation with the recreation and sport industry. It also reflects an intensive review and assessment of the programs and services the ORS has been providing. Importantly, the strategic framework of this plan has been developed with the future, as well as the present, in mind.

The plan and its associated strategies reflect the need for responsive short-term industry assistance, coupled with leadership and action to ensure the long-term sustainability of the industry and individual organisations.

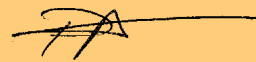
The need to increase participation levels, frequency of activity and community awareness of the benefits of recreation and sport remains a strong focus – it must if we are to tackle the health issues a sedentary lifestyle can create.

Just as importantly, we need to continue to highlight the community building capabilities of our industry. Involvement in recreation and sport provides positive outlets for the energies and exuberance of youth, thereby contributing to reductions in anti-social behaviour, and builds character and discipline that can be transferred to other aspects of our lives.

Industry engagement during the research phase of this plan's creation was a key priority for the ORS. Our strategic framework reflects our commitment to continue to engage with our stakeholders to create open communication channels and more opportunities to work together.

The ORS Strategic Plan is the roadmap for numerous ORS business plan actions that will be the operational drivers of success.

While cognisant of the challenges ahead, all of us at the Office for Recreation and Sport are excited about the future.



Paul Anderson
EXECUTIVE DIRECTOR
OFFICE FOR RECREATION AND SPORT



VISION

VISION ACTIVE FOR LIFE

All South Australians enjoying lives enriched through participation in active recreation and sport

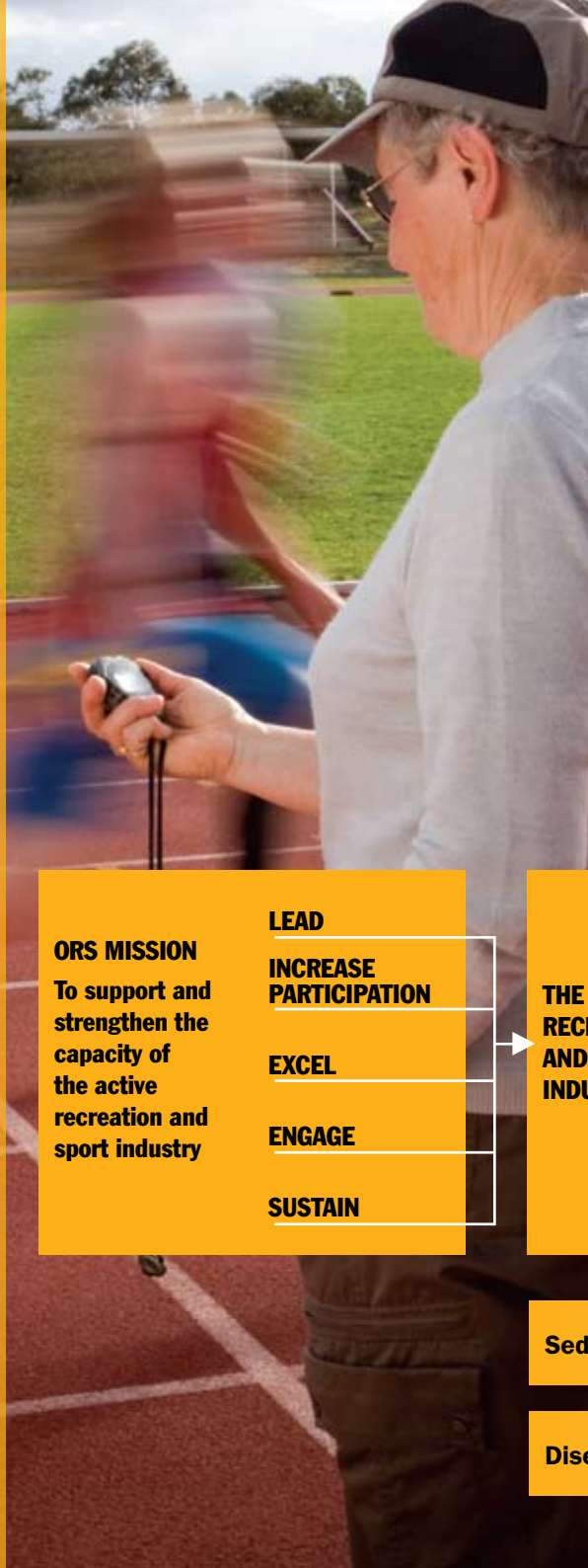


MISSION

To support and strengthen the capacity of the active recreation and sport industry



OUR ROLE



THE OFFICE FOR RECREATION AND SPORT

The ORS provides leadership in the implementation of the Government's policy on active recreation and sport.

Working with our partners to support and strengthen the active recreation and sport industry, the ORS aims to have all South Australians 'Active for Life'. Through participation in sport, active recreation and physical activity, individuals, families and society as a whole reap numerous benefits – at the health, social and community levels.

The ORS supports sporting and recreation organisations and providers through the development of policy and programs, funding, recreation and sport planning, promotion of physical activity in all age groups and the provision of services to elite sport.



STRATEGIC FRAMEWORK



STRATEGIC DIRECTIONS FRAMEWORK

VISION ACTIVE FOR LIFE – All South Australians enjoying lives enriched through participation in active recreation and sport

MISSION To support and strengthen the capacity of the active recreation and sport industry

PLATFORMS

1. LEAD

Provide vision, direction and support in championing the importance and benefits of active recreation and sport

2. INCREASE PARTICIPATION

Provide more opportunities for more people to access and enjoy lifelong involvement in quality active recreation and sport

3. EXCEL

Strive for excellence in everything we do in the active recreation and sport industry

4. ENGAGE

Provide an environment where ORS staff, industry and stakeholders communicate and work together

5. SUSTAIN

Work with industry and stakeholders to build a stronger capacity to deliver active recreation and sport for today and tomorrow



1. LEAD

Provide vision, direction and support in championing the importance and benefits of active recreation and sport

STRATEGIES

- 1.1 Increase community awareness of the importance and benefits of active recreation and sport**
- 1.2 Establish and grow strategic alliances to assist the ORS and industry to achieve their goals**
- 1.3 Identify and address the key issues facing the industry**



2. INCREASE PARTICIPATION

Provide more opportunities for more people to access and enjoy lifelong involvement in quality active recreation and sport

STRATEGIES

- 2.1 Foster awareness and facilitate the readiness of individuals and communities to engage in active recreation and sport**
- 2.2 Maximise the participation outcomes from funding, through a targeted strategic approach**
- 2.3 Facilitate targeted programs and services to provide opportunities to participate in quality sport, active recreation and physical activity**



3. EXCEL

Strive for excellence in everything we do in the active recreation and sport industry

STRATEGIES

- 3.1 Provide and support elite sports programs, facilities and pathways**
- 3.2 Develop people and recognise achievements in the industry and the ORS**
- 3.3 Establish and achieve benchmarks of quality and performance in all ORS endeavours**



4. ENGAGE

Provide an environment where ORS staff, industry and stakeholders communicate and work together

STRATEGIES

- 4.1 Enhance mechanisms to ensure active communication and involvement between the ORS and industry stakeholders and partners**
- 4.2 Enhance and grow existing partnerships**
- 4.3 Create and explore new opportunities for partnerships – public and private sector collaboration**
- 4.4 Facilitate opportunities for industry and stakeholder interaction**



5. SUSTAIN

Work with industry and stakeholders to build a stronger capacity to deliver active recreation and sport for today and tomorrow

STRATEGIES

- 5.1 Foster the development of innovation, knowledge and expertise within the industry**
- 5.2 Support the development and management of active recreation and sport facilities**
- 5.3 Provide planning and policy advice to ensure informed decision-making and enhanced industry capacity**
- 5.4 Support industry to attract and retain volunteers**

INDICATORS OF SUCCESS

SOUTH AUSTRALIA'S STRATEGIC PLAN, TARGET T2.3

- Exceed the Australian average for participation in sport and physical activity by 2014

ORS INDICATORS

- Community awareness and recognition of the role and benefits of recreation and sport
- Partnerships to assist in the development of the industry
- Participation rates through state sporting and recreation organisations
- Participation opportunities for targeted population groups
- Selection of SASI athletes to national teams
- ORS customer/stakeholder satisfaction
- Opportunities for engagement and interaction with the industry
- Provision of training and development services
- Development and maintenance of state active recreation and sport facilities





STRUCTURE AND FUNCTIONS OF THE ORS



- The **Industry Development and Participation** Division works to build strength, capacity and sustainability with industry clients. Through the development of programs and resources, and the provision of funding assistance through grants programs, this Division works to support and enhance the efforts of sport and recreation organisations and clubs. The State Government’s Physical Activity Strategy and its principle physical activity message “be active” is managed and implemented here.
- The **Venues, Infrastructure, Planning and Policy** Division provides a strategic and integrated approach towards the development and delivery of recreation and sport infrastructure development planning, construction project management, research and policy advice, facilities and venues management, and recreation trails development and management.
- The **South Australian Sports Institute (SASI)** Division provides specialist high performance sport services and talent identification programs to support South Australian athletes and sports to achieve national and international success.

VALUES

Fundamental to the Office for Recreation and Sport's achievement of its vision and mission is its culture and underpinning behaviours. The ORS is committed to undertaking its role according to its defined values.

VALUE

Leadership	We value leadership at all levels and in all contexts. We take the initiative and act with confidence. We lead by example.
Accountability	We value our position of responsibility. We make justifiable decisions in line with the organisation's strategic and business plans and we are accountable for our individual work and its impact upon the organisation's performance.
Excellence	We value high standards and professional performance. We provide quality service to our partners and stakeholders and strive to achieve great outcomes.
Teamwork	We value teamwork and partnerships. We actively collaborate to achieve individual, organisational and industry goals. We foster professional development and share responsibility for success and failure.
Integrity	We value integrity in people, processes and results. We are ethical in our relationships, business dealings and governance. We take care and exercise good judgement. We seek mutually beneficial outcomes.
Innovation	We value progress and change. We are open to new ideas and committed to continuous improvement. We are responsive, resourceful and willing to take calculated risks.



VALUES

CONTACT US



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Office for Recreation and Sport

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