



... supporting volunteers  
... developing clubs  
... strengthening sport

# Strategic Directions 2018 to 2021

## Vision

A leading organization providing relevant support to community sport and recreation to drive healthier, more inclusive and active communities in the South West of Victoria

### Priority Lens



Gender equity is at the forefront of our thinking

### Promise



A service that connects with its members and clients

### Delivery



Active, responsive and flexible and will take a problem solving approach

### Service Area



South West (Corangamite, Glenelg, Moyne, Southern Grampians and Warrnambool)

### What we aspire to be



Accessible, professional, unique, local and supportive

### What we value



Leadership, equity, integrity, innovation, participation, achievement and partnerships

## Strategic Directions

### High functioning and sustainable organization ...

#### Operations



- Increase strategic marketing to build awareness of South West Sport and its services
- Align operations with strategy
- Clear measures for our strategic directions to ensure accountability & demonstrate achievement
- Sustainable, efficient and effective service delivery
- Well governed organization and high performing board and staff

#### Financial



- Ensure financial sustainability by growing the funding-base and reduction of costs through economies of scale
- Leverage partner relationships for shared resources

### Provision of relevant support for community sport ...

#### Participation



- Provide more opportunities for geographically isolated communities to participate
- Work with clubs to increase inclusive options for all members of the community
- Evidence-based resource provision to align delivery with need
- Increase active participation opportunities in sports environments that contribute to community health

- Support volunteers and administrators in the sporting setting to build a sustainable sector

## Programs



- Implement more self-sustaining and accessible program options
- Engage with clubs and stakeholders to strategically determine program priorities
- Build advocacy role where unfunded gaps & priorities exist
- Develop effective relationships to ensure better coordinated sport and recreation development
- Enhance innovation to increase program reach and capacity
- Provide targeted support that facilitates well-governed and sustainable sport club structures

## Leadership on sector issues ...

### Advocacy



- Embrace and promote an 'all of organization' approach to championing access, inclusion and equity in sport
- Contribute to advocacy on issues that affect our sector, members, clients and organization

### Planning



- Represent the needs of the South West sport community in relevant local, regional and state planning