

Sport and Recreation Tasmania

Strategic Plan 2009-2014

Foreword

This Strategic Plan outlines Sport and Recreation Tasmania's (SRT) vision, goals, key priority areas and deliverables for the period 2009 to 2014.

SRT is a business unit of the Department of Economic Development, Tourism and the Arts.

Over the next five years SRT will focus on increasing the number of people participating in sport and increasing the number of people doing regular physical activity. We will strive to increase the capacity of the sport and recreation sector to provide opportunities for all Tasmanians to participate in sport, recreation and physical activity.

Participation in sport, recreation and physical activity provides a wide range of benefits from a health and wellbeing, economic, and societal viewpoint.

Providing opportunities for all Tasmanians to participate in sport, recreation and physical activity will contribute to a range of state plans and policies including Tasmania *Together*, the Social Inclusion Strategy, Tasmania's Health Plan, the Disability Framework for Action 2005-2010, the work of the Demographic Change Advisory Council, Tasmania's Economic Direction and the Tasmanian Framework for Action on Climate Change. (See Appendix A).

The predominantly volunteer sport and recreation sector is facing a raft of complex issues, including demographic change, changes in community expectations and needs, increasing governance requirements and legislative implications, climate change, global economic issues and increasing fuel costs.

The level of physical activity in Tasmania and throughout the nation is an important health and social issue.

As the lead agency for sport, recreation and physical activity, SRT has a key role to play in addressing these issues and challenges.

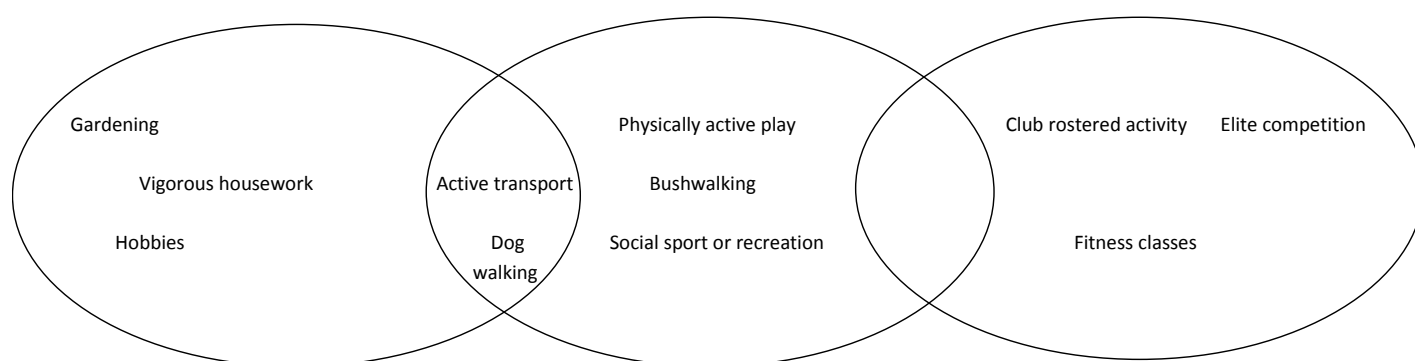
Our Vision

All Tasmanians participating in sport, recreation and physical activity as part of their everyday life.

Our Role

SRT provides services and works in partnership with organisations to ensure that all Tasmanians have the opportunity to participate in quality sport, recreation and physical activity. Participation includes a range of activities from incidental physical activity to the growth and development of Tasmania's elite athletes.

Physical Activity, Recreation and Sport



Incidental physical activity: physical activity inadvertently undertaken in the course of performing personal, household or other activities

Non-organised physical activity: physical activity for exercise, recreation or sport that is not organised by an organisation

Organised physical activity: physical activity for exercise, recreation or sport that is organised by an organisation (eg club, fitness or indoor sports centre, workplace, school)

How We Operate

SRT is committed to being a progressive and vibrant organisation by being professional, rigorous and responsive. We are committed to:

- developing our people, treating them with respect and providing a harmonious and engaged work environment
- providing the best possible services to clients
- identifying and managing risk
- research
- making evidence-based decisions.

SRT's services are implemented through four units:

Sport and Recreation Services - leads and supports the sport and recreation sector through the provision of a range of services.

The Premier's Physical Activity Council (PPAC) - leads and supports initiatives to increase Tasmanians' levels of physical activity.

The Wilderness Program - provides specialist outdoor wilderness therapy activities to promote positive change for people from diverse backgrounds, including people at risk or disadvantaged by personal or economic circumstances.

The Tasmanian Institute of Sport - provides development opportunities to elite athletes and coaches through the provision of a range of services.

Our Goals

SRT goals are to:

1. Develop and support a vibrant, innovative and inclusive sport and recreation sector
2. Develop Tasmania's elite athletes
3. Facilitate participation opportunities in sport, recreation and physical activity
4. Promote the individual, social, economic, environmental and health benefits of sport, recreation and physical activity to the Tasmanian community
5. Support the provision of quality facilities and environments that meet the sport, recreation and physical activity needs of the community.

Goal I

Develop and support a vibrant, innovative and inclusive sport and recreation sector

Developing the sector will ensure that it has the skills to plan and grow over the next five years, creating more opportunities for Tasmanians to participate in sport and recreation.

Key Priority Areas

1. Develop the administration, coaching, officiating and leadership abilities of people in the sport and recreation sector.
2. Develop sport and recreation organisations through:
 - providing funding
 - assisting with planning
 - assisting with developing good governance structures
 - encouraging innovation in order to respond to contemporary needs
 - providing advice on developing and managing people particularly in relation to attracting and retaining volunteers.
3. Facilitate access to knowledge for sport and recreation organisations about sport, recreation and physical activity.
4. Provide leadership, resources and advice to develop an inclusive, welcoming sport and recreation sector.

Deliverables

- More official, coach and administrator training and development opportunities for sport and recreation organisations.
- Better strategies in the sport and recreation sector to attract and retain volunteers.
- More sport and recreation organisations consistently delivering on agreed outcomes.
- More state sporting organisations with effective strategic planning processes.
- More sport and recreation organisations with contemporary governance arrangements and structures.
- Increased communication and information sharing within the sector to help it develop and grow.
- Greater understanding and adoption of the ethics portfolio within the sport and recreation sector including the promotion of the Play by the Rules Program.

- More sport and recreation organisations implementing innovative strategies that encourage greater participation and attract new participants (for example 'barefoot bowls' and private golf clubs having public days) and partnerships between clubs (for example netball and football clubs).

Goal 2

Develop Tasmania's elite athletes

The Tasmanian Institute of Sport (TIS) provides development opportunities to elite athletes and coaches through the provision of a range services.

Key Priority Areas

1. Provide pathways to elite sport.
2. Provide development opportunities for coaches.
3. Provide a range of contemporary services and support to Tasmania's elite athletes.
4. Continue the TIS's contribution to the development of elite sport at a national level.

Deliverables

- Better pathways to elite sport through the TIS scholarship program.
- More development opportunities for coaches through the Elite Coach Assistance Scheme.
- Delivery of contemporary services and support to Tasmania's elite athletes.
- Effective TIS contribution to the development of elite sport at a national level through involvement in the National Elite Sports Council (NESC).

Goal 3

Facilitate participation opportunities in sport, recreation and physical activity

Facilitating opportunities for people to participate in sport, recreation and physical activity will provide a range of health, social, environmental and economic benefits to the state.

Key Priority Areas

1. Lead the development and implementation of the Tasmanian Physical Activity Plan 'LIVE LIFE Get Moving'.
2. Implement the Aboriginal Outdoor Recreation Program and the Indigenous Sport Program to provide participation opportunities for the Tasmanian Aboriginal community.
3. Through the Wilderness Program, provide quality outdoor therapeutic experiences for at risk groups within the Tasmanian community.
4. Develop and support initiatives and projects to increase sport, recreation and physical activity participation opportunities for people with a disability.
5. Lead and influence policy to increase the physical activity levels of Tasmanian children.
6. Provide advice and assistance to the State Government to ensure sport is a vehicle for achieving the aims of the State Government's Social Inclusion Strategy.

Deliverables

- Key action areas within the Tasmanian Physical Activity Plan implemented.
- External organisations supported to implement strategies identified in the Tasmanian Physical Activity Plan, through the provision of support, advice and resources as appropriate.
- Greater community awareness of the National Physical Activity Guidelines through social marketing campaigns.
- More relationships and partnerships developed between the Wilderness Program and external organisations to assist groups of people participate in outdoor adventure activities to enhance their quality of life.
- Improved collaboration between the sport and recreation sector and the disability sector to increase participation levels.
- More sport and recreation opportunities provided for Tasmanian Aborigines.

- Collaboration with the Department of Education and Department of Health and Human Services to increase children's levels of physical activity and participation in sport and recreation.
- Effective relationships and partnerships with local government and other organisations to provide more participation opportunities.
- Effective administration of grant programs to assist the sport and recreation sector provide participation opportunities.
- Effective participation in policy formulation to ensure sport plays a key role in more Tasmanians being socially included.

Goal 4

Promote the individual, social, economic, environmental and health benefits of sport, recreation and physical activity to the Tasmanian community

Promoting the benefits of sport, recreation and physical activity will raise awareness of the importance sport, recreation and physical activity plays in creating a healthier, more socially connected and prosperous community.

Key Priority Areas

1. Advocate for the inclusion of sport, recreation and physical activity considerations in state policies and plans that support and encourage individuals to make physical activity a regular part of their everyday lives.
2. Increase the recognition of and celebrate the sport, recreation and physical activity achievements of Tasmanian individuals, organisations, teams and clubs.
3. Lead and influence policy and decision-making regarding the value of sport, recreation and physical activity to Tasmania.

Deliverables

- Increase awareness of the value of sport, recreation and physical activity among key Tasmanian policy and decision makers including finalising and promoting the study being done by the Australian Innovation Research Centre into the economic value of the sport and recreation sector to Tasmania.
- Increased community awareness of the benefits of participating in sport, recreation and being physical active.
- Successful delivery of the Sports Awards, Hall of Fame inductions and Active Tasmania Awards.

Goal 5

Support the provision of quality facilities and environments that meet the sport, recreation and physical activity needs of the community

Well planned, sustainable and contemporary facilities and environments will provide opportunities for sport, recreation and physical activity and deliver many benefits to our community.

Key Priority Areas

1. Encourage and support regional and local government recreation planning.
2. Lead the sport and recreation sector's input into state government land use planning, urban planning and planning schemes to ensure that there are appropriate and adequate places for Tasmanians to participate in sport, recreation and physical activity.
3. Lead and provide resources to support the planning and development of sport, recreation and physical activity facilities and environments.
4. Promote the principles of multi-use facilities to ensure the best possible participation outcomes for the community.

Deliverables

- Strong partnerships with local government, key land management and planning agencies, sport, recreation and physical activity organisations resulting in better planning outcomes for sport and recreation.
- Sport, recreation and physical activity needs considered and addressed in all relevant planning processes and documents.
- Better resources to support the planning and development of sport, recreation and physical activity facilities and environments.
- A sport and recreation infrastructure plan to establish short, medium and long term priorities for the development and provision of facilities, infrastructure and environments on a state-wide basis.
- Increased resource and facility sharing within the sport and recreation sector and with other sectors and agencies.
- Implementation of the Trails Tasmania Strategy, including the Trails and Urban Bikeways program and Tasmanian Mountain Bike Plan.

Appendix A: Strategic and Policy Context

SRT aligns its activities to support a number of corporate, whole-of-government and whole-of-community strategies:

Tasmania Together

Tasmania *Together* is Tasmania's community-driven social, economic and environmental plan. Of the 12 Tasmania *Together* goals, SRT contributes to the achievement of goal 4 'Active, healthy Tasmanians with access to quality and affordable health care services', which has the following standard and indicators:

- Standard 1 - 'to improve Tasmanians' health through promotion and support of healthy lifestyle choices'
- Indicator 1.2 - 'the percentage of population who do not do enough exercise to avoid chronic disease' (Targets 2010: 55%, 2015: 45%, 2020: 25%)
- Indicator 1.3 - 'the proportion of children (aged 5-14) participating in organised sport' (Targets 2010: 15% increase on 2005, 2015: 15% increase on 2010, 2020: 10% increase on 2015).

Tasmania's New Economic Direction

Tasmania's new economic direction will focus on the three key economic determinants of population, participation and productivity. SRT has a key role in:

- Improving the health, wellbeing and productivity of the Tasmanian community through increasing sport, recreation and physical activity
- Providing sport and recreation facilities, infrastructure and environments that position Tasmania as a great place to live and work.

Council of Australian Governments National Partnership Agreement on Preventive Health

This national partnership has been established to address the rising prevalence of lifestyle-related chronic diseases, by laying the foundations for healthy behaviours in the daily lives of Australians through social marketing efforts and national programs supporting healthy lifestyles.

The agreement includes programs and initiatives to make our children healthier and more active, make our workforce healthier and more active and increase community-based physical activity and healthy eating programs.

The Australian Government will establish a national preventative health agency to deliver a social marketing campaign to extend and complement the Australian Better Health Initiative campaign.

Economic Development, Tourism and the Arts Corporate Plan 2008 - 2011

This plan outlines the direction and focus of the agency including a vision to *'work together to make Tasmania a prosperous, vibrant and healthy community'*. SRT is responsible for objective 4, which is to *'increase participation in sport, recreation and physical activity'*.

Tasmanian Physical Activity Plan - LIVE LIFE get moving 2005 - 2010

This plan provides a framework to ensure state and local government, community organisations and the community as a whole work together to achieve the vision of *'all Tasmanians participating in physical activity as part of their everyday life'*.

As a business unit of SRT, the Premier's Physical Activity Council is responsible for leading the implementation of the Tasmanian Physical Activity Plan and achieves this by supporting the activities of Tasmanian organisations and undertaking specific initiatives.

Tasmania's Health Plan

Tasmania's Health Plan is a blueprint for the reform of Tasmania's health services into the future. A key goal of the Health Plan is preventing chronic health conditions. Physical inactivity is a key risk factor. The plan includes strategies for health promotion and encouraging young people to adopt healthy active lifestyles. SRT has a key role in increasing participation in sport, recreation and physical activity to address the burden of chronic disease.

The Demographic Change Advisory Council Strategies Paper

The ageing Tasmanian population presents challenges; a decline in workforce participation, increased health care costs, and changes in sport, recreation and physical activity interests and patterns of volunteerism. The Demographic Change Advisory Council paper outlines strategies to address these challenges.

SRT has an important role in responding to demographic change through strategies to increase participation in sport, recreation and physical activity so as to improve the health of the workforce and reduce social isolation and reduce demand on the health care system.

Disability Framework for Action 2005 - 2010

The Disability Framework for Action is structured around achieving an inclusive society in which people with a disability are valued and respected as equal members of our community. Priority outcomes are fostering human rights, providing access to high quality services, increasing safeguards and advocacy and working collaboratively.

SRT will contribute to strategies to achieve this vision, improving physical accessibility and increasing recreational and cultural opportunities for people with disabilities, addressing issues around the ageing of the Tasmanian population, reducing discrimination and fostering an inclusive society.

Social Inclusion Strategy

In the submissions to Government and consultation for the development of the Social Inclusion Strategy for Tasmania, many people and organisations highlighted the importance

of sport and recreation to increase participation in the community and engage isolated, at-risk and disadvantaged Tasmanians in non-stigmatising and worthwhile initiatives that build confidence and life skills while also being healthy and fun.

Sport and recreation is recognised by the State Government as having an important role to play in the state's Social Inclusion Strategy. As part of this strategy SRT will work with a range of government and non government stakeholders to help develop programs that maximise the sport and recreation sector's contribution to people being socially included.

The Tasmanian Framework for Action on Climate Change

This framework sets out the Government's response to climate change through strategies to reduce greenhouse gas emissions and make Tasmania a low carbon model for the world.

SRT will contribute to achieving this goal by helping to create environments for active living and promoting programs that encourage non-motorised forms of transport such as walking and cycling.

Appendix B: Economic and Environmental Context

There are a number of key challenges and opportunities within the current economic and environmental context that need to be taken into consideration by SRT in order to achieve our goals.

Those that have the greatest impact on SRT have been detailed below:

Global Economic Climate

In a competitive funding environment SRT must find innovative ways to continue to meet the needs and expectations of our clients and community.

Climate Change

With local, national and international targets to reduce greenhouse gas emissions, climate change presents an excellent leverage opportunity for SRT. Non-motorised forms of transport such as walking and cycling, plus the supportive environments for these to occur, are important to reducing greenhouse gas emissions. Climate change also of course presents challenges regarding water availability for sports grounds.

Societal Trends

There are a number of societal trends that will influence the way SRT targets its services in the future. Some of these include the declining number of volunteers, increasing participation in unstructured recreation activities and sedentary behaviour resulting in chronic disease, unhealthy weight and increased health costs.

Also, the Tasmanian population is ageing, which presents a number of challenges for various sectors across the community. These include a decline in workforce participation, increased prevalence of chronic disease, changes in sport, recreation and physical activity interests and patterns of volunteerism.

Infrastructure and Environment

The creation and maintenance of supportive environments is essential for participation in sport, recreation and physical activity. However issues such as increased fuel costs, ageing infrastructure, urban planning and competition for land and access to open spaces and the natural environment present many challenges for the community.



Tasmania
Explore the possibilities

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