DEPARTMENT OF SPORT AND RECREATION

OVERVIEW OF CURRENT SPORT AND RECREATION POLICY PRIORITIES AND INITIATIVES

A. DEPARTMENT OF SPORT AND RECREATION STRATEGIC PLAN

The Department of Sport and Recreation (DSR), through its Strategic Plan 2009-2012 delivers outcomes in six key result areas:

1. **Industry Development**
   Outcome: A cohesive industry that provides a framework to optimise social, economic and health benefits of sport and recreation.

2. **Infrastructure**
   Outcome: All Western Australians, regardless of the level at which they participate, their means or geographical location, have access to quality sport and active recreation facilities.

3. **Capacity Building**
   Outcome: Organisations that provide sport and active recreation services are effective, accountable, viable and responsive to their stakeholders and build capacity of sport and recreation personnel.

4. **Participation**
   Outcome: A more physically active society in which sport and active recreation maintain and increase their contribution to community wellbeing.

5. **High Performance**
   Outcome: Excellence is achieved in sporting performance.

6. **Business Management**
   Outcome: A vibrant, responsive and progressive organisation that is accountable to government and the community.
B. POLICY PRIORITIES AND INITIATIVES – A SNAPSHOT

Below is a snapshot of current policy priorities and initiatives of the Department of Sport and Recreation (DSR), relevant to a broader physical activity agenda. Many of these involve collaboration across a number of divisions in the department. The division that has the principle responsibility is bolded. Other divisions involved are in italics.

This is by no means an exhaustive list and, for example, does not include the work being done by DSR in the area of high performance.

The DSR Regional Service is responsible for delivering regional outcomes across these policies and initiatives as well service and respond to the local community sport and recreation needs.

An overview of each of the policy priorities and initiatives listed in the table below is provided in Section C.

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OVERVIEW OF KEY POLICY PRIORITIES AND INITIATIVES

1. ACTIVE SMART

Active Smart is a world first physical activity intervention, using tailored information, resources and personal contact to motivate and encourage participation in physical activity. This intervention uses the internationally recognised individual marketing approach behind TravelSmart to encourage active transport and reduce car travel. The TravelSmart approach has seen sustained behaviour changes many years after the intervention has concluded.

Rockingham was chosen as the pilot area with 500 households targeted to become involved in the six month program from September 2008 to March 2009. The program evaluation was available from February 2010.

Active Smart works by steadily building trusting relationships with the participating households offering them the opportunity to self-select information they are interested in and providing regular non-judgemental encouragement and support to be active. The program then links them to local sport, recreation and physical activity opportunities in their locality and encourages them to connect to these.

Project partners involved in the Steering Committee included the City of Rockingham, WA Sports Federation, Physical Activity Taskforce, Department for Planning and Infrastructure, the Department of Sport and Recreation and the Office of Crime Prevention. Students from Notre Dame University, UWA, Murdoch and Curtin were also involved. Social Data were contracted to undertake the intervention and the project was funded by the Australian Government, Healthway and the Office of Crime Prevention.

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2. PUBLIC OPEN SPACE STRATEGY

State Water Plan – Priority Action (2007) – Since the Plan’s release, there has been industry engagement to review the value and use of water for Public Open Space (POS) (collaboratively with LGA, parks, leisure and recreation sectors) to support their enjoyment and sustainable development.

In June 2010 a paper of this review will be released.

DSR, in partnership with key industry stakeholders, will initiate and maintain an adaptive transition management process to address the urgent needs and issues of Public Open Space provision.

Areas benefitting from improved awareness and behaviour change (called transition arenas) include:

- improved collaborative governance for planning and provision which includes attention to appropriate funding models for Local Government POS providers;
- Improved planning and allocation, particularly for cross-district regional spaces;
- Improving site design, function and community activation programs for POS;
- Improved management and maintenance procedures; and,
Improved exchange of technical information, educational and promotional material.

Other current and planned projects related to public open space include:

- Study into the emerging constraints for public open space in the metropolitan area;
- Regional Open Space needs assessment;
- Research into the effectiveness/appropriateness of Liveable Neighbourhoods being applied outside the metropolitan area;
- Education and Professional Development in urban development and statutory processes targeting sport and recreation professionals having to interface with planners.
- Research and data gathering to establish an evidentiary base to support industry claims of issues in the delivery of Public Open Space

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3. COMMUNITY SERVICE LEADERSHIP GROUP

The Director General of the Department of Sport and Recreation has convened a forum of Directors General from departments with a policy brief relating to the provision of community services. Preliminary deliberations have been held around the development of a ‘social agenda’ for consideration by government at some future stage.

4. SPORT AND RECREATION AND THE SOCIAL POLICY AGENDA

The department is strengthening its position in the social policy agenda. The value of sport and recreation goes beyond the sporting field and as such the department is increasingly being requested to contribute to a range of social policy priorities and it is seeking partnerships with organisations that have common social goals. Examples of the types of work and advocacy being done in relation to the social policy agenda include:

- Advocacy for fairness and equity in, and access to, sport and recreation participation for disadvantaged communities. For example CALD, Indigenous, low socio-economic status populations;
- Contribution to broader critical policy outcomes for government and community. For example Justice (Nyoongar Diversionary Program), Health (PATF, DoH), Mental Health (Act Belong Commit Partnership);
- Partnerships with Not for Profit organisations (SSAs) and other government agencies e.g. Department for Child Protection, Department of Communities;
- Representation on youth justice Senior Officers Groups (SOG), Climate Change SOG, Aboriginal Affairs Consultative Committee SOG;
- Engaging disconnected population cohorts through providing a connect through participating in sport and recreation; and
- Representation in and on COAG agenda specifically in indigenous reform.
5. **A COMMUNITY DEVELOPMENT APPROACH TO INCLUSIVE COMMUNITY PARTICIPATION**

The Community Participation Branch has adopted a ‘community development’ approach as a key strategy in its quest to enhance community inclusion. Whilst hard evidence is also a crucial ingredient, taking such an approach means being driven by the community and its needs, goals and aspirations.

The focus is on low participation groups, that is, those that are not adequately resourced to enable them to achieve participation rates equal or close to those of the total population.

This community development approach is best demonstrated through the *South East Corridor CaLD Children and Youth Sport and Recreation Project*.

The Department of Sport and Recreation in partnership with the Department for Communities’ Office for Youth have funded Communicare to deliver a three year project (2008-11) that will address:

- the lack of sport and active recreation service provision in the South East (SE) Corridor;
- the need for cultural competence training to address substantive equality; and
- inclusion issues at the structural level amongst sport and recreation deliverers.

The overarching aim is to increase participation of CaLD children and youth (6-25 yrs) in sport and active recreation in the SE corridor over a three year period.

The following is a summary of the key aspects of the **SE Project**:  

- Linking young people from CaLD backgrounds into mainstream sport and recreation programs.
- Delivered in SE corridor inclusive of the following Local Governments: Belmont, Canning, Vic Park, Gosnells and Armadale.
- In Year One, 61 CaLD young people linked to mainstream clubs and programs.
- In Year Two, the first 6 months has seen 99 CaLD young people linked.
- 22 clubs registered with the program.
- Funding partnership with Office of Youth.

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6. **YOUTH**

6.1 **Youth Engagement**

Youth who are connected with the community make a valuable contribution to society. The department is developing partnerships that offer programs to promote social inclusion. These include interventions for Indigenous youth suicide, anti-binge drinking strategies in clubs and building participation in non-traditional sports. Special focus will be in the area of aboriginal youth at risk with
programs such as the Northbridge Youth Engagement Project and the Nyoongar Cultural Corridors Diversionary Project.

The department’s recreation camps also engage young people by providing affordable accommodation and adventure recreation programs. The department in collaboration with the Department for Child Protection will offer additional camp programs for at-risk youth in 2010/2011.

6.1.1 Northbridge Youth Diversionary Project
The department is funding service providers in the City of Armadale and the City of Swan to engage local youths in a range of diversionary activities on Friday and Saturday nights with a view to reducing the number of young people detained in Northbridge. Most activities commenced in January/February. However, Saturday night activities in Armadale were delayed until a Midnight Basketball competition could be established. Three tournaments, each of eight weeks duration, commenced on 8 May.

The department continues to liaise with other government and non-government organisations to assist with additional funding support, delivery of life-skill workshops and identification of educational and employment pathways for the program participants.

6.2 Youth Leadership
DSR also manages a range of youth leadership programs and initiatives:

6.2.1 Sportsfun
Youth leadership program whereby high school students are trained as coaches and officials, and conduct modified sports sessions for primary school students.

6.2.2 Leeuwin Support Project
Youth development program which offers ‘youth at risk’ the opportunity to participate in Leeuwin’s youth program for completing DSR programs such as coaching, officiating, Sportsfun and other leadership related programs.

6.2.3 Youth Sport and Recreation Committee
Committee of secondary school students who meet on a monthly basis to develop leadership skills in a sport and recreation setting. The committee is used as a reference group by DSR for youth-based initiatives and challenges. A similar committee has been set up in Albany.

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7. SPORT AND RECREATION AND EDUCATION

7.1 Schools Network
Supports ACHPER WA to deliver services to a network of primary and secondary schools across WA, provides benefits through:

- Access to free professional development;
- Sport Directories – in-school sport program information from SSAs;
- Planning tools for physical activity programs;
- Links to other schools through cluster projects; and
- Regular updates on sport, health and physical activity research and events via newsletters and e-news.

### 7.2 Junior Sport Development Days
PD days offered to teachers aiming to up-skill them in a variety of sport and recreation activities - offered in metro and regional locations across WA.

### 7.3 School of the Air
Annual project exposing youth from remote stations in WA to team-based sport and recreation activities. Full-day event coordinated in conjunction with SSAs.

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### 8. INDIGENOUS COMMUNITIES COLLABORATIVE APPROACH

#### 7.1 Central Desert Sport and Culture Strategic Plan
In partnership with the Australian Sports Commission and Community Councils the department is working with the Aboriginal people and other sport and recreation focused organisations in the Ngaanyatjarra and Anangu Pitjantjatjara Yankunytjatjara Lands as there is a continued need to be able to articulate the relationship between sport, culture (recreation) and physical activity and sell the point of difference focusing on health benefits of participation – e.g. help reduce the incidence of diabetes, reduction in cardio-vascular diseases, obesity, etc.  
This also applies to the non-health benefits of participation – e.g. leadership, social cohesion, community benefits, community renewal, etc.

In addition, sport in its 'own right' also plays a significant role in the ongoing participation of Aboriginal people by providing a 'return point' and sustainable pathway for long term retention.

#### 7.2 Cultural Corridors Project
This Nyoongar Juvenile Justice diversionary program through the Cultural Corridors provides an alternative activity designed to divert Nyoongar youth from the juvenile justice system back into mainstream instead of imprisonment.

The program will consist of a number of components that involve the development of the life skills and knowledge based on the skills of the individual participants. Nyoongar youth will be taken out on country and will be guided along traditional heritage trails. Participants will be involved in a number of activities that will enable them to develop skills in Aboriginal cultural and natural resource management. This project has been designed by the Nyoongar men and it will be totally controlled, implemented and owned by the Nyoongar people.
9. WORKPLACE PHYSICAL ACTIVITY

In August 2009, a joint policy statement on healthy active workplaces was launched in partnership with State Government, Chamber of Commerce and Industry and UnionsWA. One of the priorities outlined in this policy statement was to provide resources and training to workplaces to support them in implementing best practice health and wellbeing programs. As a result, the Healthy Active Workplaces Resource Kit and Online Questionnaire were launched in August 2009 (attended by over 100 people). Since then a number of significant milestones have been achieved towards increasing the capacity of workplaces to be able to implement workplace health programs:

- Over 500 resource kits have been disseminated to workplaces across Western Australia and inter-state;
- 2138 people from various workplaces across WA have completed the online health and wellbeing survey;
- Two metropolitan and six regional workshops (Bunbury, Geraldton, Mandurah, Northam, Karratha and Port Hedland) have been attended by a total of 330 people with additional workshops planned in the coming months in Perth, Esperance, Kalgoorlie and Albany; and
- Partnerships sought with stakeholders such as the Chamber of Commerce and Industry and UnionsWA have led to greater engagement of the private sector.

DSR in conjunction with the PATF continues to provide input in to the Department of Health’s planning and consultation phase of the Healthy Workers National Partnership Agreement. The State’s draft implementation plan is due to be submitted to the Australian Government by 22 July 2010 with the final plan to be submitted by 30 September 2010.

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10. ACTIVE RECREATION

10.1 Recreation Reform Agenda 2010+

In May 2006, DSR undertook a strategic analysis of the active, non-competitive, recreation sector. Based on industry feedback, a nine point Recreation Reform Agenda was established.

In August 2009 DSR commissioned the Centre for Sport and Recreation Research (CSRR) to undertake an independent study to build on the original agenda which had guided DSR’s commitment to recreation priorities over the preceding three years, with the aim of building a relevant and contemporary agenda for 2010 and beyond.

The objective of the review process was to provide:
- Reference points for the different stakeholders;
- Focus for activity and effort; and
- Support for an evolving strategic platform.

The new agenda framework has been developing through a robust and transparent consultation process with the recreation industry and key stakeholders. In the next few weeks, the key stakeholders will be re-convened to further develop the framework.

10.2 Access Legislation Review
This project has undertaken an international review of policy and management regarding public recreational access to land of varying tenure.

Government has identified a need to clearly define ‘access’ and better understand the complex legislative and non-legislative determinants governing access to land in Australia.

10.3 Ocean Paddling Framework
The consultation phase has been completed and the draft framework will be presented to DSR at the end of May 2010. The aim is to develop a framework for ocean paddling that creates a set of guidelines to guide the safety of individuals participating in this recreational pursuit whilst remaining self-regulating at an industry level.

10.4 Local Government Fees for Playing Fields
The Local Government Fees for Playing Fields Project was instigated in 2008 in collaboration with WALGA. The purpose was to develop a system of setting fees that would provide a common base for local governments to use if they wished. The draft process has been presented to representatives from local government and the next step is to present it to a group of elected members and CEOs of local governments to optimise the process. The proposed process is not mandatory and the local governments retain the right to charge as they see fit; however using a common process to establish their fees would assist the users in understanding how the fee was established.

10.5 Peel Pilot Project
Peel is one of the fastest growing areas in WA with over 150,000 new residents predicted over the next 20 years. The Peel Project involves the establishment of a cross-agency advisory group in an alliance format that encourages a collaborative response to recreation issues.

10.6 Lotterywest Trails Funding
The 2010 Trails Grants round has closed with 52 applications from across WA. The assessment of these applications is underway and early reports indicate a wide range of exciting projects based around planning, construction, upgrading and promotion of trails.

10.7 WA State Trails Conference
The 2010 trails conference will take place on 17 June at the Perth Zoo. The conference is free to professionals and volunteers who have a trails interest. Every region will be represented and people who are not clear about the significance of trails in meeting community outcomes are encouraged to attend.
11. CAMPS PROGRAMS AND SERVICES

The design and delivery of quality, affordable outdoor recreational programs is paramount to increasing physical activity and leading a healthier and more active lifestyle. The DSR Camps provide the agency with a broad opportunity to impart positive impacts on society, the economy and the environment for future generations.

The camps are the frontline interface with the community in the delivery of physical activity programs in an adventure recreation setting providing in excess of 110,000 participations per annum and hosting over 70,000 overnight stays annually. The camps are primarily dormitory accommodation and utilised by schools, sporting groups, community associations and visitations from regional communities to the Perth Metropolitan area. The strategies that underpin these community services are:

- Affordable access to low-cost group adventure recreation and accommodation;
- Opportunities to promote active lifestyles, leadership training, skills development and capacity building.
- Sustainable engagement with the environment through experiential learning opportunities.
- Relief from urban environments in unique bush and coastal settings; and

The camp programs include land, roping and water based activities with each camp offering a focus activity that is supported by its infrastructure or immediate environs:

- **The Bickley Recreation Camp – Orange Grove**
  Located upon the reservoir, the camp supports activities that engage with the bush and is the launchpad for guiding, trails and natural environment programs

- **The Ern Halliday Recreation Camp – Hillarys**
  The largest camp accommodates up to 4 different groups in different accommodation precincts with a focus on coastal activities and adventure learning programs.

- **Point Walter Recreation Conference Centre – Bicton**
  Estuarial based and providing excellent amenity for groups with inclusive needs.

- **Woodman Point Recreation Camp – Munster**
  Located adjacent to Cockburn Sound at the Heritage Quarantine station site and featuring the Adventure Recreation CUBE.

The DSR Camps services are delivered in accordance with a strategic business plan.

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12. **NATURE PLAY WA**

The Department of Sport and Recreation recently hosted a visit by Richard Louv. Richard is the bestselling writer who coined the term ‘nature deficit disorder’. His main message is that the current generation of young people is the first generation in history not to have the opportunity of unstructured play in nature. He argues that this will have negative effects on our young people including increased obesity and loss of executive function.

The department brought Richard to Perth to launch ‘Nature Play WA’, a movement/organisation which will encourage families to form ‘family nature clubs’. These will be groups of families that undertake to regularly take their children outside and into nature. The highlight of the visit was a talk at the Perth Concert Hall which attracted over 1400 people. Mr Louv also presented to a group of recreation industry professional, an upper house committee on water, a group of eight Directors General, and met one on one with the Minister for Environment and Youth.

The next step is to work towards establishing a sustainable organisation to take Nature Play WA forward. DSR, together with the Department of Environment and Conservation, will be hosting a series of meetings with a broad range of stakeholders to establish the right format for this organisation. Whilst it is important to establish a long-term strategy for the movement, it is also important to take advantage of the momentum that Richard’s visit has provided. To that end DSR will continue to work on the Nature Play WA website and will be sending out a number of e-newsletters to maintain interest and enthusiasm in the project.

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13. **ROYALTIES FOR REGIONS**

Royalties for Regions has, and will continue to, contribute to services and infrastructure that support physical activity and sport and recreation in regional WA. The department, in conjunction with the PATF, is working on a strategic approach to guide the ongoing relationships with Regional Development Commissions to ensure strategic outcomes for physical activity and sport and recreation.

14. **CLUBS ON LINE**

In recognition of the important work club volunteers do and the challenges they face the department has launched an exciting new website that will make running a club easier and free up time for volunteers to get more involved in the more enjoyable aspects of club life and perhaps undertake other tasks.

Clubs Online includes the following features, all accessible from one place:

- Find a Club – a database allowing potential new members to search for details of sport and recreation clubs in their area.
- Free, easy-to-build websites for clubs.
- Club self-assessment tool.
- Volunteers exchange, where people can browse for ‘Clubs seeking volunteers’ or post notices under ‘Volunteers seeking clubs’.
- Club legends – clubs can submit details of their own club legends as a great way to recognise their contribution and say thank you.
- Club Development Officer (CDO) blogs – posted by our network of CDOs based at local governments across the State, these are a great way to keep up-to-date with what’s happening in relation to clubs in your local area and state-wide.
- Clubs forum – where you can post a question and find answers on a range of popular club topics.
- Clubs online community calendar.
- Club resources, including a range of templates and club development booklets to help you run your club.
- Club research lab, featuring the latest research relevant to clubs.

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## 15. FACILITIES

### 15.1 Community Sport and Recreation Facilities Fund

The purpose of the Community Sport and Recreation Facilities Fund (CSRFF) is to provide Western Australian Government financial assistance to community groups and local government authorities to develop basic infrastructure for sport and recreation.

The program aims to increase participation in sport and recreation, with an emphasis on physical activity, through rational development of sustainable, good quality, well-designed and well-utilised facilities.

Through CSRFF, the State Government invests $20 million annually towards the development of high-quality physical environments.

Priority is given to projects that lead to facility sharing and rationalisation. Multi-purpose facilities reduce the infrastructure required to meet similar needs and increase sustainability.

Applicants must be either a local government authority, not for profit sport, recreation or community organisation. Clubs must demonstrate equitable access to the public on a short-term and casual basis.

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15.2 State Sporting Facilities Plan

Increased rationalisation of resources and the need to plan strategically for the future resulted in the development of the State Sporting Facilities Plan (SSFP).

The SSFP applies to state-level sporting facilities, and includes:

- Compliance criteria and planning process for proponents of major sporting infrastructure.
- An overview of existing Western Australian facilities and perceived gaps in facility provision.
- Schedule of proposed new facilities.
- Schedule of proposed short-term refurbishments for existing facilities.

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16. INDUSTRY TRAINING AND DEVELOPMENT

The Department of Sport and Recreation (DSR) provides the industry with people development programs in the areas of leadership, management and governance, in response to feedback provided from key stakeholders such as State Sporting Associations (SSAs), Peak and Representative Bodies (i.e. WA Sports Federation, etc.).

An operational framework has been developed with a focus on the technical and professional development needs of the industry.

The two key objectives are to:

1) promote, lead and support technical skills development of people in the sport and active recreation industry; and

2) promote, lead and support professional development in the areas of leadership, management and governance in the sport and active recreation industry.

The current Industry Training and Development initiatives provide opportunities for the sport industry to access training that will meet their needs whilst also informing DSR of the future development requirements.

Some of the initiatives are as follow:

- Coaching and Officiating Opportunities
- Heather MacGowan Scholarship
- Professional Governance Development Opportunities
- Governance Coaching
- Workshops Series
- Volunteer Grants
- Workforce Development Planning (including survey)
The benefits of these initiatives will include:

- assisting in the development of a highly skilled workforce;
- diversifying of the traditional workforce;
- improving the quality and culture of the work place; and
- establishing sustainable workforce planning for the industry.

The Workforce Development Planning Project (including survey) will be the platform to drive industry people development for the next three to five years, including the recreation sector.

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### 17. ORGANISATIONAL SUSTAINABILITY PROGRAM

The Organisational Sustainability Program (OSP) has refined the way the department works with key sport and recreation organisations in Western Australia to enable them to meet challenges and use resources efficiently. The department works with organisations to enable best practice governance, management and human resource structures and processes required to create a high performing organisation. The department invests in the outcomes for the SSAs strategic plan instead of providing funding for specific programs.

The past five years has seen significant achievements in the OSP, in particular the strengthening of relationships between the department and SSAs. Many SSAs are now approaching the department for strategic advice and support. The OSP process has enabled the department to identify priority areas for industry assistance and provided a sound basis to justify an increase or decrease in an organisation’s future.

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### 18. FEDERAL SPORT POLICY REFORM

With the delivery of the Federal Budget on 11 May 2010 the Federal Minister for Sport released the Rudd Government’s direction for sport in Australia, *Australian Sport: The Pathway to Success*. An investment of $1.2m in sport over four years was made which includes a commitment $324.8 million to the Australian Sports Commission.

*Australian Sport: The Pathway to Success* outlines the Australian Government’s strategy for boosting the participation of Australians for the benefit of the community and the nation’s sporting success. It also provides a response to the recommendations of the Independent Sport Panel (Crawford Report).

In response to this direction DSR will focus its efforts, in collaboration with the Australian Government, on the critical areas of, but not limited to, the development of an overlaying
national policy for the industry, increased support for community facilities and participation and reforming the way elite services are planned and delivered to the industry.

DSR will continue to be a strong advocate to ensure federally-managed service delivery does not duplicate or hinder the work of the department and other state based organisations.