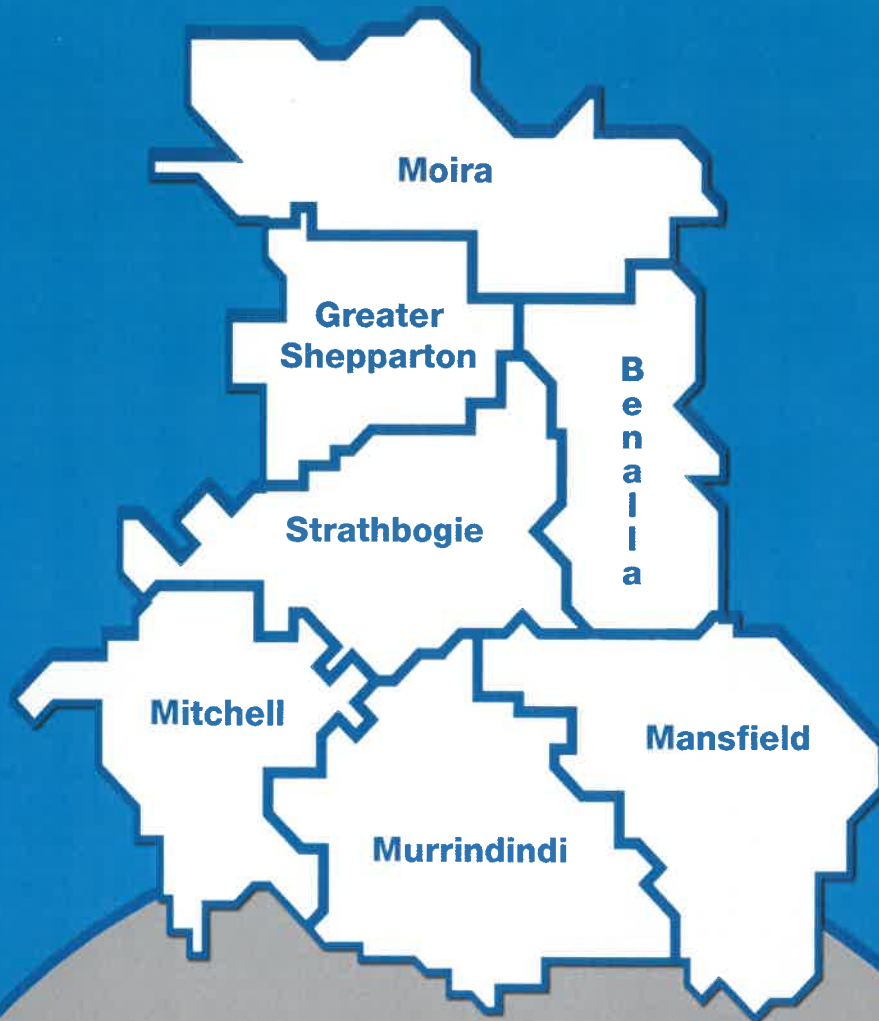




# STRATEGIC PLAN

## 2016 - 2020

*Developing healthy, active and connected communities  
through sport and recreation*



## **OUR VALUES**

### **SUSTAINABLE**

Improved sustainability of programs, people facilities and financial resources

### **INCLUSIVE PARTICIPATION**

Improved accessibility that encourages participation and engagement

### **EXPERT KNOWLEDGE**

Promote continuous learning and seek to be expert industry leaders

### **PARTNERSHIPS**

Leverage new and existing partnerships for the greatest returns and outcomes

### **INNOVATION**

Pioneer thinking to promote positive change and outcomes for all



# Introduction

Sport and recreation has always been central to community life in regional Victoria. Now, more than ever, the physical activity, social interaction, self-improvement and wellbeing opportunities provided by sporting clubs and recreational activities are crucial to the overall health of our communities.

After more than 30 years serving the Benalla Rural City, Greater Shepparton, Mansfield, Mitchell, Moira, Murrindindi, and Strathbogie local government areas, Valley Sport remains committed to playing the leading role in helping all our communities maximise the benefits we know come from vibrant, inclusive and innovative sport and recreation clubs and initiatives.

Supported by a dedicated team of staff, board members, valued volunteers and community partners, we have the passion and expertise to achieve this goal.

We have the trust and respect of our communities, stemming from the many strong networks and relationships with key stakeholders built over many years servicing our diverse region.

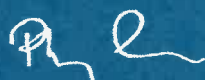
The Valley Sport vision reflects a desire to operate with transparency and accountability, as well as capture best practice and provide leadership in the region.

To deliver on this vision, Valley Sport requires an approach that is proactive, focuses on continuous improvement and is adaptive to the needs of active and passive participation in a constantly changing environment.

Valley Sport will seek to remove barriers for participation by building better partnerships and aspiring to be a leader for other industry bodies. Innovative concepts such as building a virtual presence to service communities and focusing on the potential for a Regional Sports Academy for the region are core aspirations in achieving this vision.

Through the life of the plan, Valley Sport will look to embed the following values and to build a brand and organisation recognised for its expert knowledge, inclusive participation programming, ability to improve club sustainability, build and maintain robust partnerships and implement an innovative approach to supporting sport and recreation in the Goulburn Valley.

We can't wait to work with all our communities and partner organisations to turn all elements of this plan into one prosperous, progressive and powerful reality.



**Phil Guthrie**  
Chairperson



**David Quinn**  
Executive Officer

# Sustainable

## **Objective 1: Ensure long term sustainability of the business and presence within community.**

- 1.1. Raise the organisational profile and recognition of Valley Sport's brand.
- 1.2. To build a robust organisational structure that supports board members, staff, and volunteers.
- 1.3. Be one of the key sport and recreational leaders and providers in the community.
- 1.4. Be a strong advocate for the Goulburn Valley sport and recreation community.
- 1.5. Meet Valley Sports defined organisational values through effective community engagement practices.
- 1.6. To seek alternative avenues of funding to diversify the business and reduce the reliance on Victorian Government and VicHealth funding streams.

## **Objective 2: Work with local sporting communities to strengthen club capacity.**

- 2.1. Upskilling volunteers and administrators through available resources and training opportunities.
- 2.2. Promoting and educating best practice governance and leadership models within clubs.
- 2.3. Developing initiatives that aim to promote the diverse participation opportunities available to community clubs and their participants.
- 2.4. Advocacy and promotion of available funding and grant opportunities.
- 2.5. Work in collaboration with stakeholders to deliver education resources as needed to club volunteers and administrators.

# Inclusive Participation

## Objective 3: Promote local opportunities for participation through facilitating inclusive programs and advocating for healthy, active and connected community clubs.

- 3.1. Develop programs which contribute to increasing the number, frequency and diversity of residents participating in organised physical activities.
- 3.2. Facilitate sport programs that are flexible, customised and focused on participation outcomes for all.
- 3.3. Support clubs to be leaders in social change across a wide range of health areas.
- 3.4. Target the traditionally inactive or somewhat active through participation programs.
- 3.5. Work with community to identify opportunities for active ageing physical activities.
- 3.6. Support clubs and communities to implement practical solutions that address barriers to participation.
- 3.7. Advocate for healthy lifestyles through regular physical activity and positive diet change.





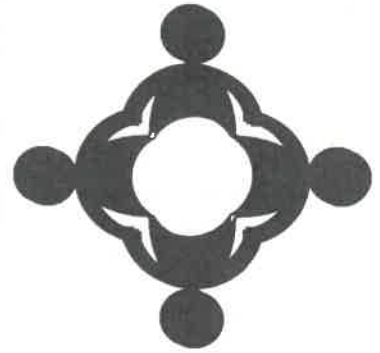
**1**  
Sustainable  
Business



**2**  
Stronger  
Clubs



**3**  
Inclusive  
Participation



Over  
**500**

Grassroots Sport and Recreation

*"We aim to  
supporting*

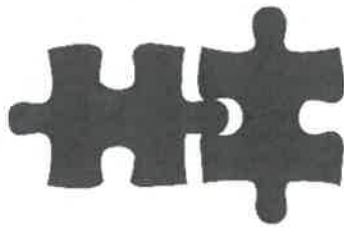
4

Expert  
Knowledge



5

Partnerships



6

Innovation



to implement an innovative approach to  
sport and recreation in the Goulburn Valley”

**David Quinn**  
Executive Officer

**Personal Clubs Call The Goulburn Valley Home**

# Expert Knowledge

**Objective 4: Be an industry leader and will adapt and respond to the changing nature of the industry, ensuring clubs have current and relevant provision of information.**

- 4.1. Be the first point of call for local sport and recreation clubs.
- 4.2. Continue to invest in staff to ensure that Valley Sport is in step with the ever-changing Sport and Recreation environment.
- 4.3. Promote the profile of Valley Sport staff and board members as reputable sources of industry knowledge.
- 4.4. Develop strong communications and provide timely advice to the Goulburn Valley sport and recreation community through multiple print and digital platforms.





# Partnerships

**Objective 5: Build and maintain robust partnerships and collaborate with key stakeholders to maximise impact, enhance community connections and working relationships for all.**

- 5.1. Collaborate with State Sporting Associations to promote strong and resilient partnerships with community clubs and associations.
- 5.2. Work closely with Local Governments to ensure access to services and facilities for sport and recreation participation.
- 5.3. Continue to be an active member of Regional Sport Victoria and contribute to its growth and sustainability as an entity.
- 5.4. Ongoing assessment of all partnerships to ensure added value to the collaborative program or initiative.
- 5.5. Seek new partnerships and opportunities that align with Valley Sports vision and values.
- 5.6. Explore external funding body opportunities.
- 5.7. Build on existing key partnerships with current funding bodies.



# Valley Sport

*"Proudly Supporting Sport and Recreation in the  
Goulburn Valley Since 1985"*

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