

Adventure Activity Standards (AAS) Project



Communication Plan:

1. Introduction

The aim of the adventure activity standards project is to successfully develop industry endorsed, documented standards for the outdoor recreation industry. A consortium of four government agencies, Sport and Recreation Victoria (SRV), Tourism Victoria (TV), Department of Natural Resources and Environment (NRE) and Parks Victoria (PV), is providing funding and support for the project. Stage one development of the AAS project is being run by the Outdoor Recreation Centre - Victoria Inc. and will document activity standards for

- White Water Rafting,
- Caving,
- Horse Trail Riding,
- Indoor and Outdoor Rock Climbing,
- Recreational Fishing,
- Mountain Biking and
- 4 Wheel Driving.

These activity standards will reflect the diverse needs of those participating in outdoor recreation activities by a process of consultation and collaboration with industry, community and government and will be completed by April 30th 2003.

A second aim of AAS stage one development is to ensure that the process for developing these activity standards is smooth and cost effective. Research, planning and documentation will be included in stage one to ensure that the format of AAS will be easy to follow, relevant to the end user and will be easy to continue the documentation of standards into stage two development.

2. Objectives

The objectives of the communication plan will be to

- Ensure knowledge and 'ownership' of the project amongst the Victorian outdoor recreation Industry and other potential users.
- Ensure that the government agencies are aware of the progress of the project and that they can assess that the project is meeting the needs identified in the brief.
- To optimise constructive industry comment and ensure that synergies/co-operation between the AAS Project and similar initiatives within peak bodies and other states or countries are realised.

3. Target Groups

Target groups for the AAS project include

- Government agencies.
- Industry bodies.
- Commercial operators
- Not for profit organizations
- Insurance industry
- Training and accreditation authorities

The target groups listed above apply to groups within Victoria, other state groups and national level groups alike.

4. Implementation

There are four avenues of communication essential to the success of the AAS project.

- Consultation
- Reporting
- Newsletters and publications
- Media

4.1 Consultation

Consultation for the AAS Project is essential to success of the documented standards. Consultation will extend to the following groups.

- International peak bodies
- International operators
- Other Australian state level industry bodies
- Victorian industry bodies
- Victorian commercial operators
- Insurance industry
- Independent industry experts

4.2 Reporting

Throughout the project, it is essential that the target groups stated above be agreed on the progress of the project. For this reason reporting will be carried out under the following structure.

- Project Manager – Gordon Duff, reports to the Outdoor Recreation Centre - Victoria Inc. committee of management. Day to day progress will be reported from the project manager to the chairperson – ORC Inc. committee of management.
- The ORC Inc. is responsible for reporting in two ways.
 - Reporting to industry (defined as individuals and groups participating in or providing service within the adventure activity industry of Victoria). This will be done via a monthly update to be emailed as broadly as possible via the ORC Inc. and SRV database. Interested parties will be asked to send details by email to info@orc.org.au and they will be added to the mailing list.
 - Reporting to government agencies. This will be carried out via bi-monthly meetings between the ORC Inc. and key representatives from each of the government agency stakeholders.

4.3 Newsletters and Publications

At key points in the project, the ORC Inc. will supply a media release to each of the government agency representatives. It is the responsibility of those representatives to ensure that the media release is posted on all relevant newsletters and publications for that agency. The media release will also be forwarded to peak bodies for the activities involved in each stage of the project.

4.4 Media

The Outdoor Recreation Centre - Victoria Inc. and Sport & Recreation Victoria will endeavour to raise the profile of the project via commercial media at key points of the project. This will be filtered through the Sport and Recreation Communications Department and will focus on issues relevant to the greater population. (For example the start/completion of stage one development and the initiation of stage two development)

Locating Key Information.

The Primary source of information regarding the Adventure Activity Standards project will be the Outdoor Recreation Centre - Victoria Inc. website which has the URL: www.orc.org.au. All relevant project information will be posted on the website and easily located by clicking on the adventure activity standards tag on the navigation bar.

This part of the website will include the summary and project outline, monthly updates and any forms or other news deemed to be of value to industry.