

Strategic Plan 2026-28

Vision

A thriving Queensland outdoor sector allows everyone to enjoy health and well-being benefits.

Why?

Outdoor activities contribute to health and well-being, education, tourism, recreation and liveability for all.

Mission

To empower, support and value Queensland's outdoor sector.

The connections we make in the world around us and to those in it, influence and contribute to the quality of our lives - Queensland's outdoor sector provides people with ways to connect.

VALUES

Explore

The unknown

Courage

Take on daunting challenges

Connect

Communities in the outdoors

Trust

Credibility and integrity

Unite

Empowering outdoor organisations

Outdoors Queensland is the peak body representing the interests of Queensland's outdoor sector. Outdoors Queensland acknowledges the Traditional Custodians of the land and waters now known as Queensland, their Elders, past, present and emerging. We acknowledge the important roles that Aboriginal and Torres Strait Islanders peoples continue to have on Country which has hosted outdoor activities for countless generations.

Outdoor activities are important to Queenslanders. Outdoor activities are undertaken for a range of purposes including non-competitive outdoor recreation, outdoor sports, outdoor and environmental education, health and lifestyle improvement, adventure therapy and recreation tourism, eco-tourism and nature-based tourism.

The terms "outdoor sector" and "outdoor activities" are used to incorporate all facets of the outdoor community, and the stakeholders we represent. Outdoors Queensland is a member-based organisation, representing a broad range of stakeholders in the outdoor sector. We are focussed on enhancing the capacity and capability of outdoor operators to ensure that Queensland's outdoor sector thrives.

Outdoors Queensland assists to develop and promote quality human experiences undertaken in outdoor environments, as part of a balanced life.

FOCUS AREAS

Seven focus areas have been identified for Outdoors Queensland from 2026 to 2028:

PRIORITIES		
1.	Places and Spaces Expansion	1.1. Improved access to outdoor places 1.2. Address relevant safety issues 1.3. Ensure Cultural Heritage values are respected
2.	Connecting Community	2.1. Amplify the voice of the outdoor community through public debate and media 2.2. Highlight connections across recreation, tourism, education and health 2.3. Communicate changes, and assist sector to adapt to change
3.	Stakeholder Engagement	3.1 Strong relationships with members, government and First Nations peoples 3.2. Link government and the outdoor sector 3.3. Act as a trusted information source and broker
4.	Organisational Sustainability	4.1. Best practice administration and governance 4.2. Financial sustainability through investment in impact, diversified revenue streams and prudent financial management 4.3 Effective succession planning for board and staff, with critical processes and institutional knowledge documented
5.	Visibility and Credibility	5.1. Elevate membership as a mark of pride and credibility 5.2. Share outdoor achievements widely 5.3. Be newsworthy – share stories that matter
6.	Research and Sector Intelligence	6.1. Contribute to research on outdoor trends 6.2. Deliver insights on cultural, environmental and participation trends 6.3. Monitor and report relevant responses to climate adaptation 6.4 Share evidence-based positions to ensure decisions reflect outdoor sector realities
7.	Education and Workforce	7.1. Lead workforce planning for 2032 and beyond to ensure sufficient skilled outdoor workers (both paid and volunteer) and organisations 7.2. Provide authoritative information on trends, risks and opportunities 7.3 Provide/promote services to help create better outdoor organisations

ENABLERS

Outdoors Queensland has identified four key Enablers that will contribute to our success:

- Knowledge and Insight
- Alliances and Shared Stories
- Strong Membership Base
- Sustainability

OUTCOMES

To further our Mission during the life of this Strategic Plan, Outdoors Queensland has five high level Goals, which have been mapped to our Priority Areas:

GOAL	PRIORITY ALIGNMENT
1.Our members are engaged, proud, visible and informed	<ul style="list-style-type: none">• Connecting Community• Stakeholder Engagement• Organisational Sustainability• Visibility and Credibility• Research and Sector Intelligence• Education and Workforce
2.Our partners are supportive, aligned and collaborative	<ul style="list-style-type: none">• Places and Spaces• Connecting Community• Stakeholder Engagement• Organisational Sustainability• Visibility and Credibility• Research and Sector Intelligence• Education and Workforce
3.Our workforce (both staff and volunteers) is skilled, future-ready and resourced	<ul style="list-style-type: none">• Stakeholder Engagement• Organisational Sustainability• Visibility and Credibility• Research and Sector Intelligence• Education and Workforce
4.We contribute to healthy, safe, diverse and connected communities	<ul style="list-style-type: none">• Places and Spaces• Connecting Community• Stakeholder Engagement• Visibility and Credibility• Research and Sector Intelligence• Education and Workforce
5.Outdoors Queensland is a credible, influential and financially sustainable organisation	<ul style="list-style-type: none">• Connecting Community• Stakeholder Engagement• Organisational Sustainability• Visibility and Credibility• Research and Sector Intelligence