



OUR VALUES

Access and acceptance of people of all abilities, cultures, ages or gender so that all have the opportunity to participate.

Community strengthening and capacity building.

Exceptional implementation of quality programs to individuals, groups, organisations and the community, that will be economically, socially and environmentally sustainable.

Innovation and creativity that responds to community needs and develops positive relationships.

Undertaking all endeavours with professional integrity, dignity, respect and trust.

Professional growth and development of the Board of Management and staff that will enhance their skills, knowledge and well being.

Continuous improvement through review, measurement and the development of practises that promote growth.

Commitment to community strengthening through participation in healthy lifestyle choices.



Strategic Plan 2013 - 2016

Our Vision

Where all individuals choose a healthy, active, productive and balanced lifestyle.

Our Mission

The Mallee Sports Assembly actively works with communities in the Mallee to promote and encourage healthier lifestyles, wellbeing and active recreation through inclusion of all, including programs targeted to people with disabilities and those that are part of socially and economically disadvantaged groups.

Our Motto

Participate, Feel GREAT!

MALLEE SPORTS ASSEMBLY INC.

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Strategic Plan 2013 – 2016

GOALS

1. To increase participation in sport, recreation and active healthy lifestyles to improve individual and community well being.

2. To promote and educate the community on the benefits of regular physical activity and healthy lifestyle choices.

STRATEGIES

- ◆ Working towards sustainability of stakeholders
- ◆ Networking with participating stakeholders.
- ◆ Develop new programs and promote existing programs to stakeholders being clubs and other organisations to increase participation in sport, recreation and active, healthy lifestyles.
- ◆ Through education to stakeholders.
- ◆ Through identifying gaps in the community and facilitating program development.
- ◆ Through advertising and promotion that utilises a range of approaches including the use of new technologies eg. SMS and facebook.
- ◆ Through regular workshops to provide training and information that demonstrates the benefits of physical activity and healthy lifestyle choices.
- ◆ Through updating relevant information available on local sport, lifestyle and recreation opportunities.
- ◆ Through use of new technologies eg. Website and Facebook etc. for marketing.
- ◆ Through working with schools on programs developed for young people.
- ◆ Increase media exposure through the use of case studies and role models.



GOALS

3. To continue to respond to the growing needs of the community and to expand and develop equitable services across all areas serviced by the Mallee Sports Assembly Inc.

4. To increase the profile of the Mallee Sports Assembly Inc. in the Mallee region.

STRATEGIES

- ◆ Identify, develop and maintain relationships with key stakeholders within our service area ie Local Government, Educational Facilities, Sporting Recreational Clubs, Community Groups and Health Services.
- ◆ Undertake ongoing relevant needs analysis.
- ◆ Continue to research, explore and develop new program initiatives to meet emerging needs.
- ◆ Through use of advertising, radio, television and print media with media releases that highlight Mallee Sports Assembly programs.
- ◆ Through use of Twitter, Facebook, Instagram and the Mallee Sports Assembly website.
- ◆ Through promotion of educational materials, brochures, website and membership benefits.

