

OUTDOOR COUNCIL OF AUSTRALIA

VISION OF THE POSITIVE
CYCLE FOR THE
OUTDOORS SECTORS IN
AUSTRALIA

REACH ALL YR 9 -12
STUDENTS TO
INFORM THEM OF
AVAILABLE
OUTDOOR CAREERS

CLARITY OF
VARIOUS
TRAINING
PATHWAYS

INDIVIDUAL
ACCREDITATION
SYSTEM

ORGANISATION/
CLUB/BUSINESS
ACCREDITATION
SYSTEM

SUPERIOR PRODUCT
OFFER TO INT'L &
DOMESTIC TOURISTS,
SCHOOLS,
COMMUNITY GROUPS
& ADVENTURE
THERAPISTS

BOOST CLIENT
NUMBERS, BUSINESS
PROFITABILITY TO
RE-INVEST IN STAFF,
MARKETING,
INFRASTRUCTURE

IMPROVED PAY &
CONDITIONS
ATTRACT/RETAIN
STAFF; IMPROVED
SYSTEMS AND
INFRASTRUCTURE
ATTRACT NEW
CLIENTS