



Mallee Sports Assembly (MSA) 2018-2021 Strategic Plan

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 individuals that are part of socially and economically disadvantaged groups.

Our Motto

Participate, Feel GREAT!



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Overview by Noelker Consulting

The Mallee Sports Assembly (MSA) is an integral component of the Mallee region contributing to sport, active recreation and social / health benefits in the four Council areas in the Mallee. The contribution of the



MSA cannot be underestimated as the benefit of sport and active recreation reach far beyond physical activity. Sport and active recreation is a huge influence on social and community cohesion and is the ‘heart’ or core of most Mallee communities. In Mallee communities sporting clubs provide a focal point for activities beyond sport and social interchange.

In recent times the MSA has utilised its extensive connections and successfully undertaken a range of social projects. This accomplishment has encouraged the MSA Board to review its strategy with the view to extend its role to encompass the delivery of a wider range of social and wellbeing

programs. The Board believes the MSA’s broad connections and the capability and experience of its staff across the Mallee cannot be matched by any other organisation and warrants the expansion of its services.

The MSA is an organisation which is valued in the Mallee. The MSA is increasingly being invited to participate in a wider range of healthy lifestyle programs which include young people in schools, social programs targeting individuals at risk and supporting integration of social programs. The Board recognises the MSA must review its charter in recognition of current community demands and trends. This means better utilising the MSA’s capabilities and connections.

The extended role of the MSA will ensure its obligation to the facilitation of sport and active recreation programs remain and offers increased wellbeing and lifestyle services to the broader Mallee.

This revised charter is in accordance with reports¹ that provide statements and evidence recognising the importance of social and community liveability to ensure regional growth resulting in a healthy region.

It reflects the increased opportunities through government initiatives to utilise the MSA’s far reaching connections and relationships across the Mallee in providing a broader range of government programs.

The Loddon Mallee North Regional Growth Plan has identified a range of actions that, over the next 30 years, will help realise the vision for the region’s growth, one of which includes “accessible health, education, cultural and sporting facilities that meet local needs”. The report recommends recognising and fostering networks between smaller townships and communities so they can gain and maintain the critical mass to leverage access to services and investment, and support prosperity.

The MSA understands active recreation and sport often defines community identity, pride and achievements, and through these connections can extend caring to individuals. These connections are pivotal consequences that enable the MSA to participate in and extend programs across the Mallee. In a region that is diverse but isolated, in many cases the MSA connections are the only remaining contact.

¹ Loddon Mallee North Regional Growth Plan (May 2014) and the Loddon Mallee Regional Health Status Profile (July 2013), both authored by the Victorian Government.

Mallee Sports Assembly 2016 – 2017 Statistics

The Mallee Sports Assembly encompasses an area of 40,182km with a population of 91,143. During the 2016/17 year the MSA worked in partnership with 62 organisations; had a face book reach of 43,907; 12,249 website hits; distributed 1200 newsletters; produced 500 sport & recreation calendars; 283 press releases published through 18 media outlets; and had the following:

- 217 members
- 3150 enquiries
- 66 workshops conducted across 16 different locations
- 279 clubs participating in workshops
- 1416 participants attending workshops
- 22 inclusion programs with 295 participants

The MSA has key functions in the Mallee that are based on:

- 1. Providing opportunity** - Providing opportunities to individuals and groups to participate or to receive support to participate in sport, active recreation and healthy lifestyles.
- 2. Access and cohesion** - beyond its prime facilitation role to support organising activities that help bind individuals in the community, including those at risk. The MSA will strive to achieve connections that reach men and women from every age-group, culture and socio-economic background and to play an important role in providing improvements to social cohesion and population health outcomes.
- 3. Integrity and leadership** - Support strong governance and leadership in sport and active recreation groups which is critical for the culture of each community in the Mallee.
- 4. Engaging people to connect to sport and active recreation** – the MSA is connected in each community to assist in programs associated with health, welfare and to promote sport and active recreation in the broader community for all ages, abilities and backgrounds -
- 5. Importance to young people** - Encouraging all young people to participate in sports or other regular physical activity which is good for scholastic achievements, mental health, body and spirit. Team sports help teach young people accountability, dedication, leadership and other skills such as community involvement.

Strategy for Mallee Sports Assembly

This MSA strategy demonstrates its intention to enter a transition period focussing on its role enhancing its program activities, reviewing its organisational capacity and working with partner organisations, agencies, individuals and the community to support, active recreation, sport, healthy lifestyles and community wellbeing during the 2018-2021 period.

The MSA approach will involve government agencies, non-government agencies, businesses, individuals and each community in which the MSA wishes to play a part.

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 individuals that are part of socially and economically disadvantaged groups.

Objectives of the MSA

The MSA holds the following aspirations to:

- 1) Develop and participate in programs by enhancing relationships with agencies and deliver programs in the Mallee to promote sport, active recreation and healthier lifestyle programs to support individuals and clubs / groups in the Mallee.
- 2) Provide support to individuals within each community utilising local clubs to include those from Culturally & Linguistically Diverse backgrounds, Indigenous communities, young people, women & girls, seniors, those from low socio economic backgrounds, disadvantaged and people with disabilities.
- 3) Undertake programs using sport and active recreation as one entry point for individual social program interventions to assist at risk individuals across the Mallee.

Key success factors

The MSA has identified key success factors in implementing sport, active recreation and healthy lifestyle programs that include:

- 1) Ensuring program objectives and design align with any funding organisation's vision and goals.
- 2) Each program delivered by MSA will provide strong administrative and project management support to deliver high quality outcomes.
- 3) Developing effective relationships with other organisations that may have an interest in supporting & developing program/s.
- 4) Involving people from a range of backgrounds in planning and implementing the program activities.
- 5) Ensuring people who are involved in programs from a range of backgrounds feel encouraged and supported to participate in safe & welcoming environments.
- 6) Distributing information about the program activities in diverse forms through a range of mediums, such as social media, newsletters, website flyers, community radio, local media and calendar of events.
- 7) Review and evaluate the impact of the programs being implemented.

Outcomes

1) Cohesive and resilient communities

The MSA creates a better environment for people to more actively participate in their community through building partnerships with individuals, organisations and all levels of government. The MSA is committed to all individuals and stakeholders to ensure that opportunities exist for people affected by adversity or being at risk can contribute to society.

2) Active and healthy communities

The MSA aims to nurture individual and collective health and wellbeing to influence sport and active recreation or enable healthy lifestyle choices. The MSA will provide opportunities for inclusive participation by all residents to develop collaborative partnerships, effective planning and delivery of services appropriate to each locality.

3) Accessible, diverse and affordable communities

The MSA aims to ensure there are accessible and affordable services to support people to live, to meet, and to play. The MSA values and embraces diversity, be it cultural, spiritual, ethnic or capacity-based with any form of disability and will strive for social equity by advocating to ensure vulnerable individuals and groups have access to appropriate support so they can fully participate in the Mallee.

4) Creative and informed communities

The MSA aims to use its connections to link to community knowledge, creativity and innovation as key components to enrich individual lives and community environments. The MSA will value and encourage opportunities to highlight the creative talents and unique cultures that exist in the Mallee community including respecting the past from the Indigenous Aboriginal heritage to our contemporary culturally-diverse heritage.

The strategies for the MSA are:

Goal 1	Continue to increase the range of services to individuals who are disadvantaged experience poverty and distress have disabilities along with the wider community through the connections primarily provided through sport and active recreation.
Expected Outcomes:	Increased participation of individuals and organisations to participate in a broader range of services provided by the MSA in sport, active recreation, wellbeing and lifestyle programs.

Goal 2	To promote the activities of the MSA and the health, education and social benefits of sport, active recreation and social inclusion.
Expected Outcomes	Improved numbers of participants, along with social and health indicators and social inclusion of those individuals who are marginalised through disadvantage.

Goal 3	To ensure the MSA has the resources, financial capacity and capability to deliver programs and services in a sustainable manner to meet the needs of the community as identified by funding bodies and grants.
Expected Outcomes	The MSA will be able to achieve improved outcomes; through the programs it delivers throughout the Mallee to address identified need.

Goal 4	Provide services and programs which accommodate identified local needs across the region through partnering and responding to funding opportunities while maintaining financial viability of the MSA.
Expected Outcomes	To be seen as the provider of choice through meeting expectations of government and other funders. The undertaking of new programs and funding opportunities that address identified need through partnerships within local regions.