



*Living It Everyday!*

## STRATEGIC PLAN 2011-2016

### Our Vision

Halton is **the** natural place to play and be active

### Our Mission

We connect, engage, and inspire the Halton community to be active.

### Strategic Directions

Four strategic directions emerged from the analysis. The four directions are interconnected and success in one area will be influenced by actions in another area. The directions are:

#### **Engage the Halton community to become *the* natural place to play and be active.**

- ◆ This will entail outreach and new collaborations with municipal partners, not for profits, for profits, and community residents.

#### **Facilitate knowledge exchange and education.**

- ◆ Encourage two-way learning, skill building, and increased awareness of Active Halton.

#### **Enhance Active Halton's organizational resiliency and sustainability**

- ◆ Address some of the following questions: Who is Active Halton and why would citizens, partners and funders want to be involved?

#### **Increase supportive environments through advocacy.**

- ◆ Supportive environments are accessible, affordable and encourage citizen mobilization. Policy development provides the foundation for supportive environments.

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Active Halton is a network for individuals and organizations that have an interest in promoting active lifestyles for all ages in the Halton community. Membership in Active Halton includes a diverse group of partners from fitness, recreation, physical activity, health, and the education sectors. Both employed staff and community volunteer representatives are encouraged to join. The work of Active Halton is accomplished through advocacy, coordinating promotional activities, and developing physical activity tools and resources for the Halton community.

Active Halton created a Blueprint for Action which provided direction for the network until 2010. This strategic plan will set the course for the next five years.

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## Our Partnership

The success of Active Halton is dependent upon the engagement and commitment of our partners. A vital and effective network is built upon the reciprocity of everyone who is involved.

Partners generously contribute:

- ◆ Staff time;
- ◆ Expertise;
- ◆ In-kind supports (such as meeting space, photocopying);
- ◆ Promotional or advertising opportunities which amplify the reach of Active Halton; and
- ◆ A minimum financial contribution.

In return, partners benefit from their involvement with Active Halton in the following ways:

- ◆ An increased understanding of the depth and breadth of physical activity;
- ◆ Assistance with the fulfillment of organization goals (such as the Public Health Standards);
- ◆ Strength in numbers (for the purposes of advocacy and policy development);
- ◆ Connections to strategic partners and access to new audiences through the different networks;
- ◆ Sharing of new ideas and up-to-date information;
- ◆ Collaboration, avoidance of duplication and increased efficiency (expedites processes and streamlines community outreach);
- ◆ A coherent and comprehensive approach with the community; and
- ◆ Fiscal responsibility and accountability.