



# The rise and rise of the Outdoors

PETER KENT  
Chairperson



# Outdoor Industry

CONNECTING PEOPLE WITH NATURE FOR SKILL DEVELOPMENT, SELF DISCOVERY  
RESILIENCE & HEALTH & WELL-BEING

## Outdoor Industry Sectors

### OUTDOOR RECREATION

e.g., Bushwalking,  
Kayaking, Canoeing,  
Scouts, Guides,  
Climbing, Skiing, MTB  
riding, Trail Bike riding  
etc

### OUTDOOR EDUCATION

e.g., School Camp, Duke  
of Edinburgh Journeys,  
Leadership Programs,  
Outdoor Education  
Electives, Nature Play  
etc

### ADVENTURE TOURISM

e.g., Rock Climbing,  
Abseiling, Canyoning,  
Caving, Walking  
Holidays, Scuba Diving,  
Kayak Tours etc

### NATURE THERAPY

e.g., Nature Immersion,  
Psychology in the  
Outdoors, Forest  
Bathing, Yoga in the  
Outdoors etc

### SUPPORT SERVICES

e.g., Retail, Wholesale  
Equipment, Insurers,  
Land Managers, etc



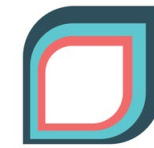
# OUTDOOR COUNCIL OF AUSTRALIA



AUSTRALIAN  
**CAMPS ASSOCIATION**  
More people outdoors more often



**Scouts**



CHRISTIAN  
VENUES  
ASSOCIATION  
EXPERIENCE THE  
SPIRIT OF SHARING



Outdoor  
Health  
Australia



Outdoor  
Education  
Australia



**Outdoors**  
NSW & ACT



**Outdoors**  
QUEENSLAND  
*Live life outdoors*



**Outdoors**  
Victoria

**Outdoors**SA



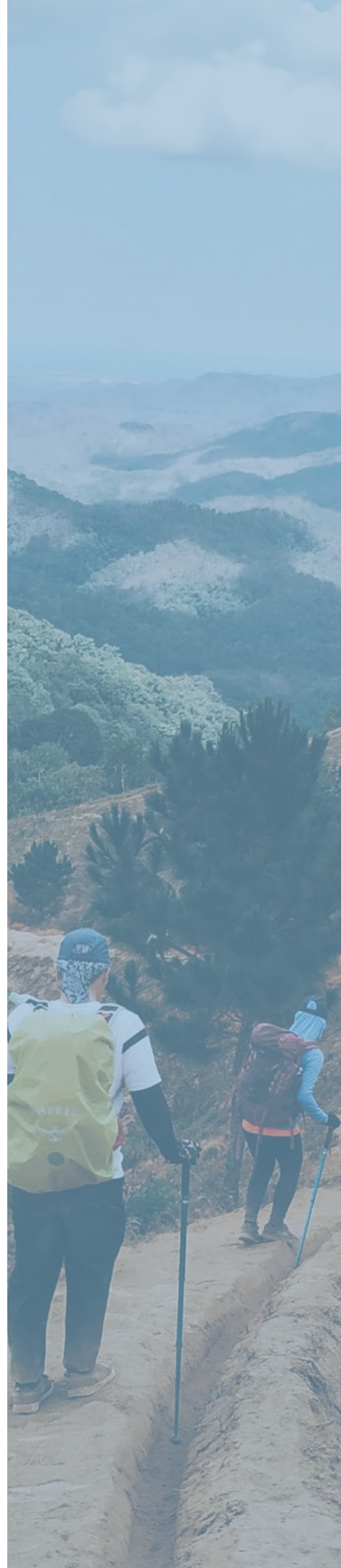
**outdoors**WA



**NBONSA**



**Paddle**  
**Australia**

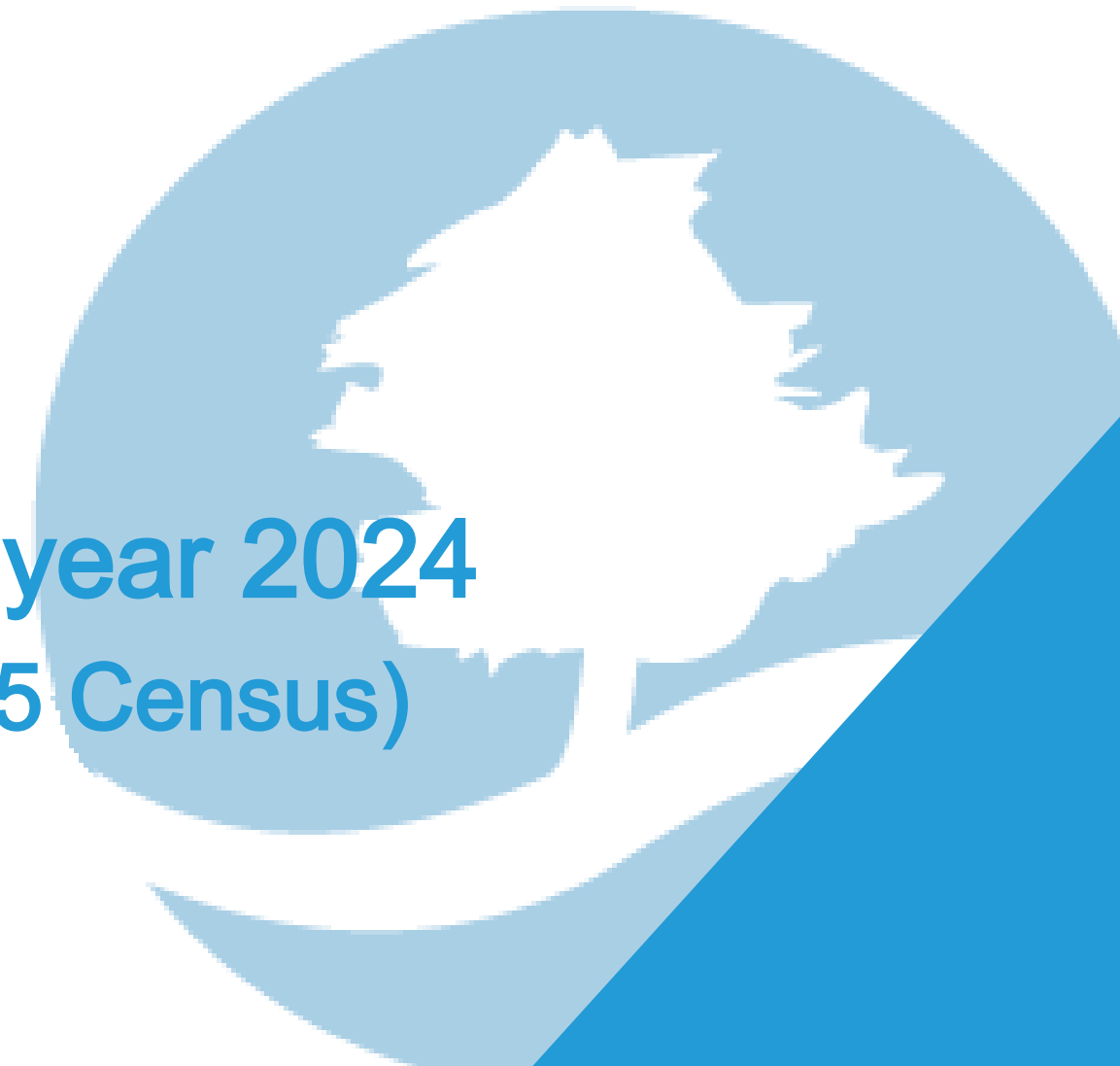


IN NSW / ACT

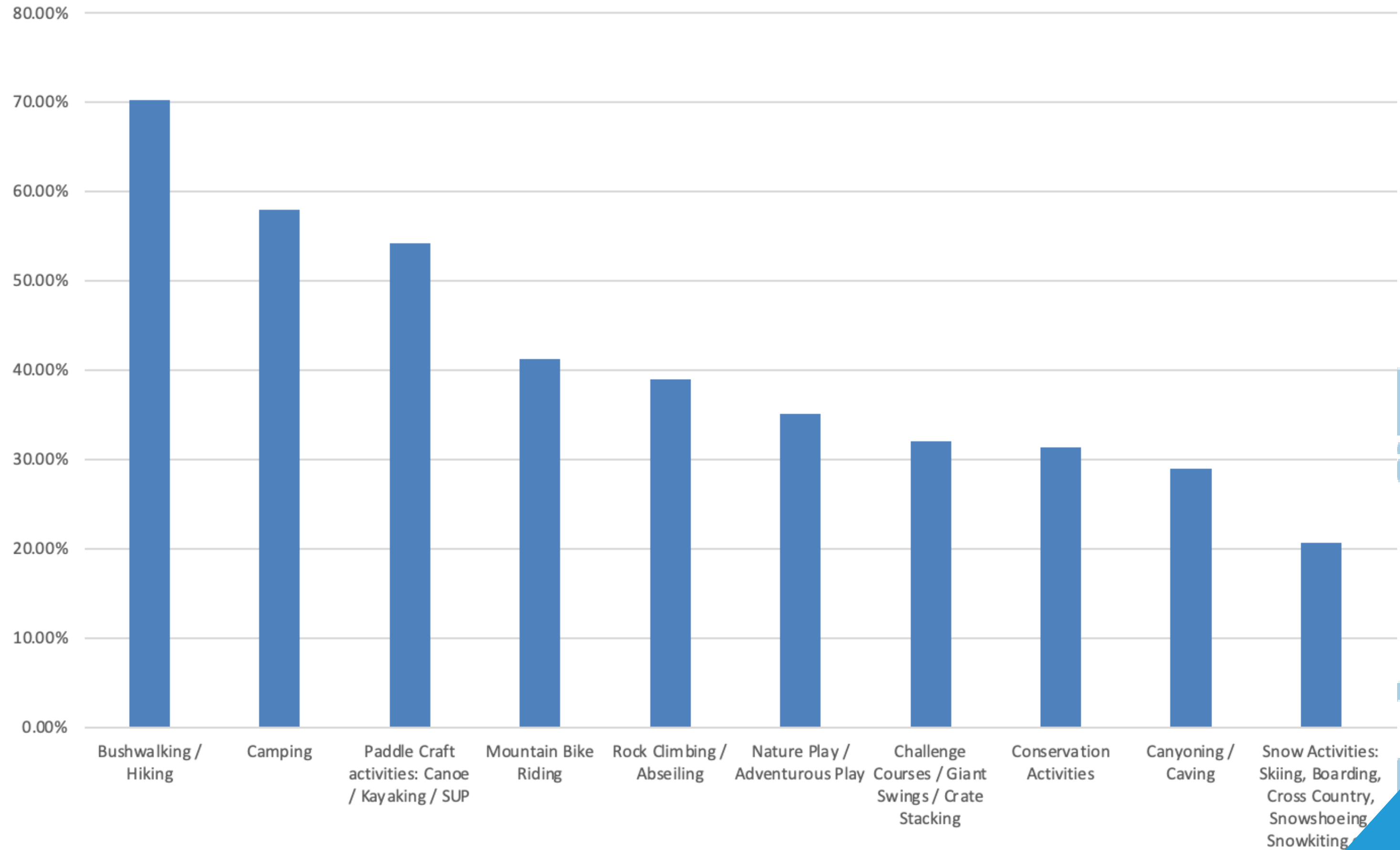
1658 Outdoor -activity connected organisations  
42,056 Workers

20% Full-time  
29% Casuals  
36% Volunteers  
15% Other

9,431,566 participant sessions in calendar year 2024  
We need 14,500 workers to meet demand (\*2025 Census)



# IN NSW / ACT



# Outdoor Industry Sectors as a percentage of the Outdoor Industry

## IN NSW / ACT

### GROWTH FROM 2024 to 2025

- Outdoor Recreation
- Outdoor Education
- Adventure Tourism
- Outdoor Therapy

-7%



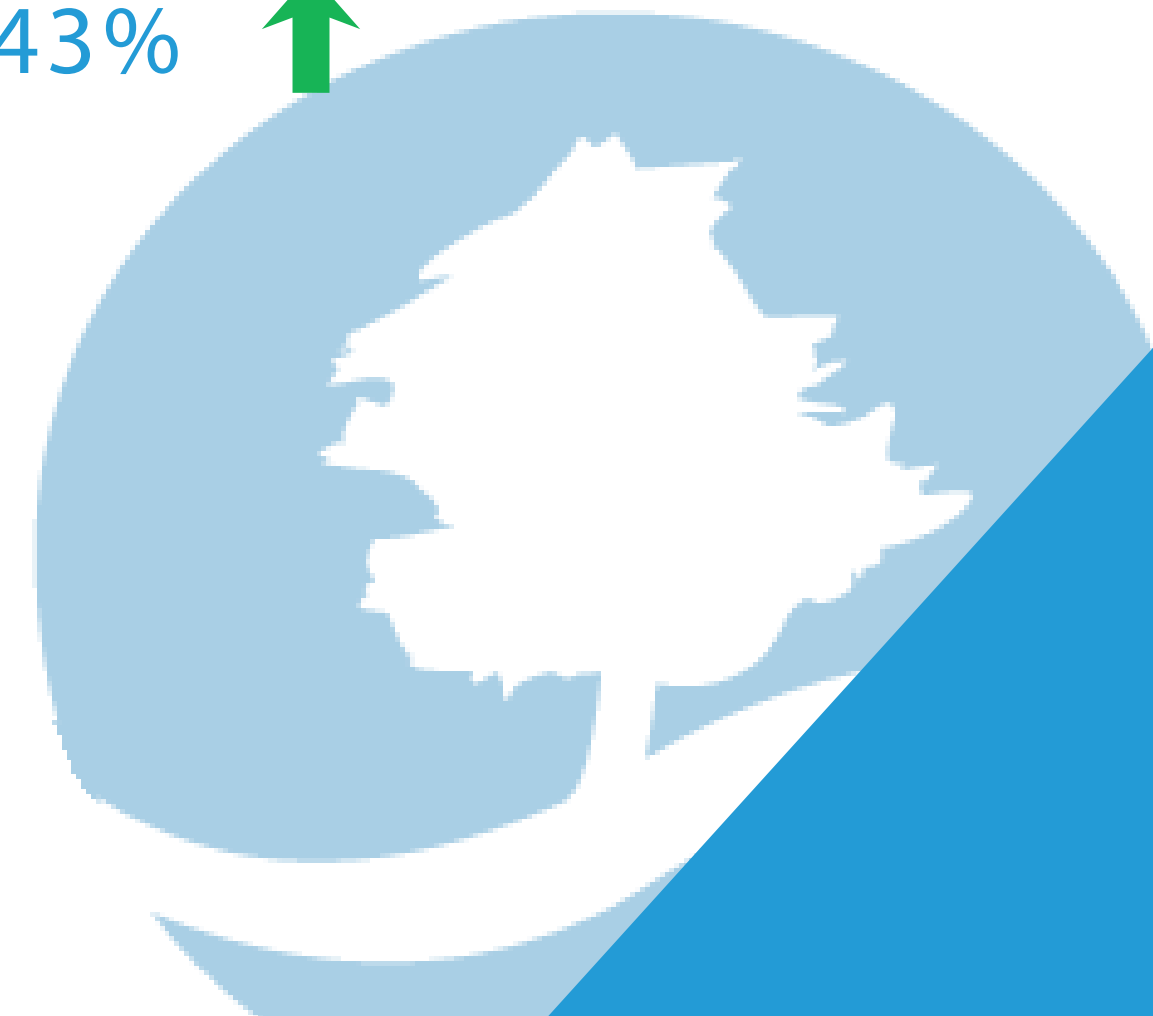
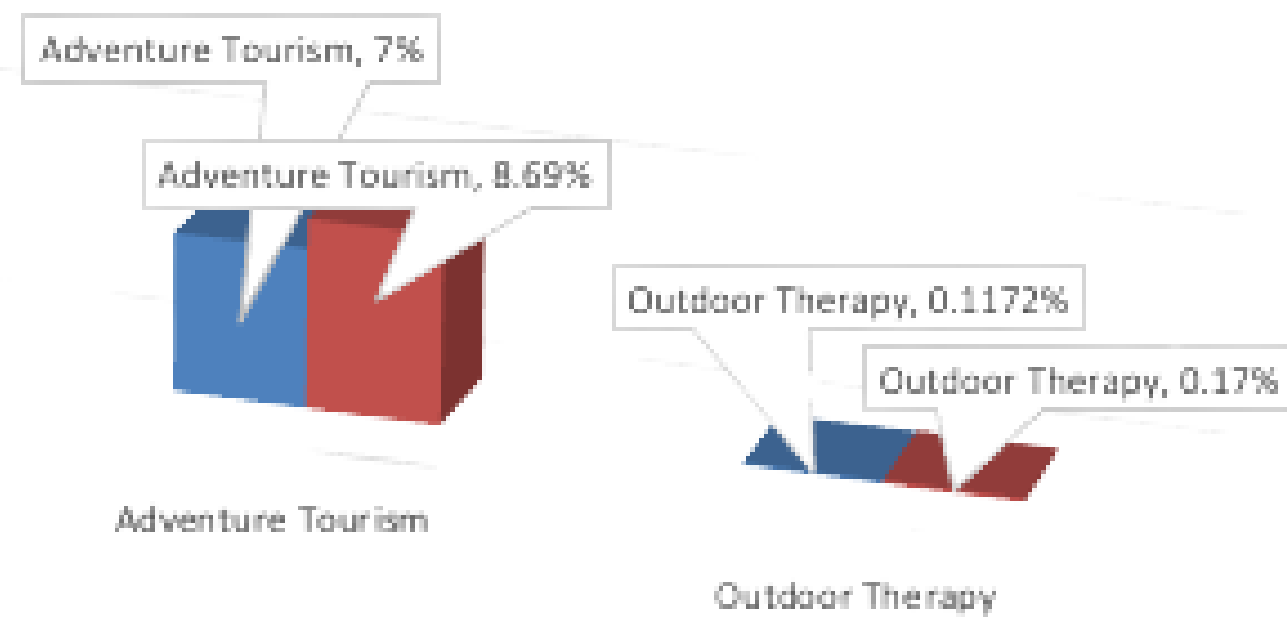
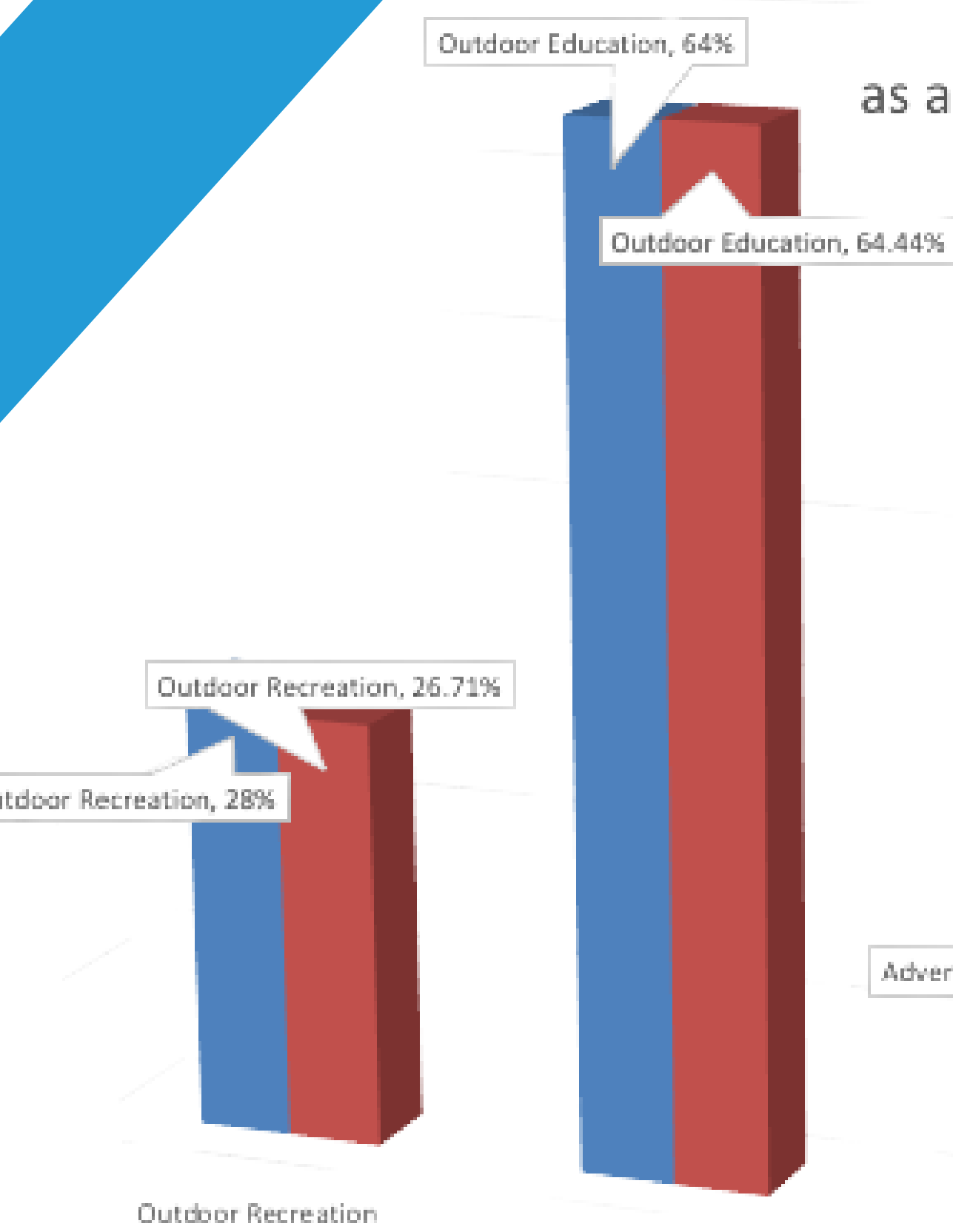
-1%



17%



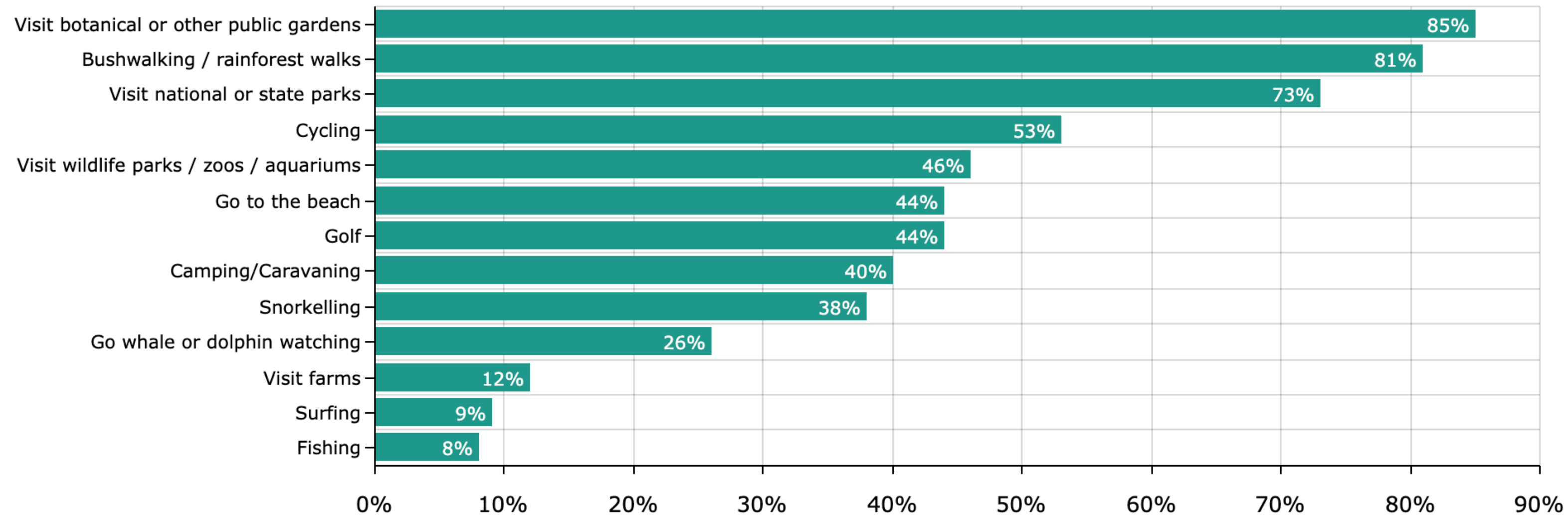
43%



# AUSTRADE

## Nature-based activities

Growth in demand for activities, 2014-2023



<https://www.austrade.gov.au/en/news-and-analysis/news/the-rise-of-nature-based-tourism-in-australia>

WHY?





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