

<h2>Advocacy Action Plan</h2>

As part of the Scottish Universities Sport (SUS) overall strategy and thus the Executive Committee Action Plan 2009/2010 an action point has been inserted to produce an advocacy action plan.

The plan will provide a clear agenda on which to lobby meaning advocacy becomes more effective in promoting SUS and the sector.

Shona Roche and Stephen Stewart have begun work on this. Below is the first *draft* of a SUS advocacy action plan. Executive members should read the action plan and provide comments.

SUS Executive is asked to:

Item

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| ➤ Comment on the action plan |
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SUS Advocacy Action Plan

SUS recognises the importance of advocacy in order to:

- Raise external awareness of the organisation
- Encourage support and understanding of the objectives or the organisation
- Increase participation in sport and physical activity programme across universities in Scotland
- Have a unified voice for sector on future of sport and physical activity in Scotland portraying clear simple messages.
- Encourage partnership working to increase recognition of and investment in the sector.

Advocacy Strategies

The following strategies have been applied to Scottish Universities Sport and are detailed in the Action Plan

- Political advocacy
- External Group advocacy
- Media advocacy
- Professional mobilisation
- University mobilisation
- Advocacy from within

Area	Action	Outcome	KPI (inc. figures)	Status	Individual Responsible
Political	Build relationships with key policy makers	Identify, contact and communicate with key policy makers	Communication flowing		FA & Exec
	Identify a political champion	Identify individual	Champion appointed – 1 st April 2010		FA
	Circulate SUS Strategy	Send via email and place on website	Strategy available online	Strategy available online	JS
	Involve politicians in launches, conference openings, positive publicity	Send invitations to attend events	Politicians/ Government representatives attend SUS events such as seminar & conference		JS, SF
	Develop generic high impact presentations/fact sheets	Annual report, strategy, audit fact sheet	Reports produced and available online	Annual Report and strategy online. 2008/09 audit fact sheet in production	JS

Area	Action	Outcome	KPI (inc. figures)	Status	Individual Responsible
External Groups	Build relationships with key groups / people	Identify, contact and communicate with key groups / people	Communication flowing		FA & JS
	Circulate SUS Strategy	Send via email and place on website	Strategy available online	Strategy available online	JS
	Involve relevant people in launches, conference openings, positive publicity	Send invitations to attend events	Group representatives attend SUS events such as seminar & conference		JS, SF
	Develop generic high impact presentations/fact sheets	Annual report, strategy, audit fact sheet	Reports produced and available online	Annual Report and strategy online. 2008/09 audit fact sheet in production	JS

Area	Action	Outcome	KPI (inc. figures)	Status	Individual Responsible
Media	Identify develop & strengthen links with media contacts	Create contact list, Develop ongoing positive relationships.	Media contact list up to date. Ongoing communication with media. Positive media support.		JS
	Endorse and develop Marketing Group	Identify as priority on Action Plan, support with staff time and appropriate financial resource	Marketing Action Plan objectives met – ongoing	Marketing group meets regularly and is meeting its targets	GR
	Identify and use high profile media champions	Engage with potential champions	Champion identified and appointed – 1 st April 2010		GR
	Develop message consistency ‘sound bites’	Identify and agree sound bites	Sound bites agreed (1 st March 2010) and dispersed to relevant channels (ongoing)		GR
	Conduct research to gain data to support media stories	Extract from audit and relevant reports	Audit report produced – March 2010	Audit report currently in production	JS
	Identify human interest angles	Encourage university presidents and department staff to send regular stories to SUS and national press	Regular stories from a range of universities on SUS website, facebook, twitter, newsletter as well in local and national press– ongoing	Some universities regularly send stories to SUS	Presidents and Directors supported by SUS staff
	Seek & present photo opportunities and promote SUS and individual universities	Encourage university presidents and sports departments to send regular stories to SUS and national press.	Regular stories from a range of universities on SUS website, facebook, twitter, newsletter as well in local and national press– ongoing	Some universities regularly send stories to SUS	Presidents and Directors supported by SUS staff

Area	Action	Outcome	KPI (inc. figures)	Status	Individual Responsible
Professional	Lead & development of national & regional SUS networks – to mobilise advocacy Conduct targeted workforce development & training	Organise regional and national conferences, seminars and training days	Conference, Seminar and training days held and numbers increased in line with Action Plans - ongoing	Seminar held Dec 2009. Training days planned for 2010. Conference to be held in Aberdeen June 2010.	JS
	Strengthen links with professional allies	Forge strong relationships with organisations such as BUCS, SFC, sport scotland, PAHA, NGB's, SSA, jogscotland, BASES,	Regular open communication and attendance of events – ongoing		FA, JS, SF & Exec
	Encourage & support the workforce to be advocates for SUS	Sports Union and Department staff are aware of SUS and actively promoting SUS in their university.	Increased attendance at events and raining days as well as increased interest in joining SUS committees - ongoing		Exec

Area	Action	Outcome	KPI (inc. figures)	Status	Individual Responsible
University	Prioritise SUS in Departmental and AU strategic plans	Departmental and union strategic plans developed which include SUS objectives	Appropriate Strategic Plans in place		Presidents and Directors
	Mobilise participants in programmes and encourage & support community members as advocates	Opportunities to participate available to all students and staff	Increased participation rate in sport and physical activity at university		All
	Recognise & reward successful individuals and programmes	Institutional and SUS award schemes across the sector	Awards presented - annually		All

Area	Action	Outcome	KPI (inc. figures)	Status	Individual Responsible
Within	Disseminate information on what is required for each position in order to recruit enthusiastic and capable colleagues to sit on SUS committees	Capable committees in place to carry out the work of SUS at a high level	Committee positions filled appropriately		JS
	Advocate up	Gain support of key influencers	Key influencers are aware of SUS's objectives		FA
	Internal promotion through newsletters, e-news, email, flyers	High quality information produced and disseminated regularly	E-newsletter produced fortnightly, news, facebook and twitter updated regularly. SUSPAC newsletter and flyers produced quarterly		SUS Staff