Our Vision

Enhanced health outcomes for all Australians through knowledge, training and safe participation in sport, exercise and physical activity

To act as Australia’s peak multidisciplinary authority for sports medicine, sports science and physical activity

Our Mission

Peak Body of Choice

“SMA is the peak body of choice for sports medicine, sports science and physical activity”

Consistently Delivering Quality

“SMA consistently delivers the highest quality services and training programs”

The Authority on Sports Medicine

“SMA is the authority on sports medicine, sports science and physical activity within the Region”

Members First

- Develop our range of multidisciplinary Professional Development and Educational member events
- Increase member value and engagement across our range of services (MVP, structure)
- Build our influence and advocacy to drive the public conversation

Peak Performance

- Expand and develop our revenue streams
- Deliver consistently high quality member services
- Increase our operating margin by improving our internal processes

Future Fitness

- Integrate our systems and financial resources to enable future growth
- Build our brand and reputation: excellence and expertise
- Grow our strategic partnerships and collaborations to increase our impact and influence

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Sports Medicine Australia Strategy Map

- 10% net surplus by FY24
- Grow our revenue: 26% per year by FY24
- Deliver consistent returns: 10% net surplus by FY24
- Grow paid membership: 22.5% per year by FY24

INTEGRITY  COLLABORATION  ACCOUNTABILITY  RESPECT  EXCELLENCE