

# SPORTS MEDICINE AUSTRALIA STRATEGY MAP

## 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

MEMBER  
PERSPECTIVE

### 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"

FINANCIAL  
AMBITION

Grow paid membership:

**22.5% per year  
by FY24**

Deliver consistent returns:

**10% net surplus  
by FY24**

Grow our revenue:

**26% per year  
by FY24**

INTERNAL  
PERSPECTIVE

### 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

LEARNING  
& GROWTH

**We harness the capabilities of our State Councils, Membership Groups, and SMA community**

**We foster a learning culture, and actively develop ourselves and our team**

**We take on a "Builder" mindset and always look to grow our capacity and impact**

OUR  
VALUES



INTEGRITY



COLLABORATION



ACCOUNTABILITY



RESPECT



EXCELLENCE