



2024-2027 STRATEGY

VISION

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

MISSION

To be Australia's leading multidisciplinary authority for sports medicine, sports science and physical activity

MEMBERS FIRST

COMMERCIAL MINDFULNESS

ACTIVE LEADERS

MEMBER PERSPECTIVE

SMA is the primary association for all sports medicine and exercise professionals.

SMA provides an exceptional experience every time.

SMA drives the industry to optimise performance, health and safety in sport.

OUR GOALS

90% Membership satisfaction/NPS 50+

>5% Operating Margin

Net Membership growth is positive in all categories

OUR PRIORITIES

Increase the range, accessibility, relevance and value of PD for all member categories

Leverage our assets to deliver relevant and quality member services

Lead and advocate for the industry on matters of importance in sport in our region

Connect our members to support career growth

Streamline our processes to enhance the customer journey and optimise efforts

Leverage our multidisciplinary nature to set us apart

Tailor services and grow value for each category throughout their membership

Sustain our relationship with course participants and grow lifetime value

Identify and invest in new products, services, technology, and profile-building activities

LEARNING AND GROWTH

We listen to the needs of our members

We are commercially mindful in our actions

We take considered risks

OUR BEHAVIOURS

Be bold

Consider what's possible

Think commercially

Hasten slowly

Adapt and learn