OUR PURPOSE is to empower sport to do more {for the world} with less {footprint}.

VISION: to lead the sport community’s engagement with the circular economy.

We live by the MISSION of leading, educating, and inspiring our sport community members to learn, share, and act for a more sustainable & regenerative Australasia.

STRATEGIC PLAN: 2019-2022
TO BE THE PEAK BODY OF SPORT & ENVIRONMENTAL SUSTAINABILITY ACTION

1. TO GROW A THRIVING MEMBERSHIP
   - increase membership to 100 members
   - maintain an annual rate of 95% member retention
   - optimise membership benefits reflective of needs

2. TO FOSTER IMPACTFUL PARTNERSHIPS
   - secure multi-year partnerships focused on aligned outcomes
   - attract geographically & sector diverse partnerships
   - establish a member supporting partner advisory council

3. TO ENGAGE THE GLOBAL MOVEMENT
   - enact relevant climate commitments
   - support community focussed climate action
   - champion movement through community

TO BE A SOCIAL ENTERPRISE WITH FISCAL STABILITY AND EXPONENTIAL IMPACT

LEAD. SHARE. LEARN. ACT.

YEAR 1
- Conduct an inaugural membership & partnership survey
- Acquire twelve (12) new members and three (3) partners representing a community cross-section
- Adopt a new operational & financial model; explore and initiate charity and DGR status
- Host #SEASummit & member events
- Design and deliver a strategic partnership plan and community engagement plan

YEAR 2
- Review membership & partnership offering, based on membership & partnership survey results
- Acquire twenty-five (25) new members, retain at least 95% of the membership
- Maintain at least a three (3) partner stable, negotiating multi-year renewal
- Launch accreditation program
- Host #SEASummit & member events

YEAR 3
- Launch newly optimised and needs driven membership & partnership offering
- Acquire thirty-three (33) new members; retain at least 95% of the membership
- Explore structure options for international remit
- Host #SEASummit & member events
- Deliver the inaugural SEA ‘signature’ community engagement event

TO PROTECT THE HOME OF SPORT FOR FUTURE GENERATIONS

#NOPLANETNOPLAY®  #SEA_THECHANGE