

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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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

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.

