

THE AUSTRALIAN ASSOCIATION FOR EXERCISE AND SPORTS SCIENCE PTY LTD

TRADING AS

EXERCISE & SPORTS SCIENCE AUSTRALIA

Strategic Plan 2010-2012

updated Nov 2009



ESSA
EXERCISE & SPORTS SCIENCE AUSTRALIA

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Vision

Enhancing the health and performance of all Australians through the support of exercise and sport science professionals.

Mission

As the peak professional body for exercise and sport science in Australia, ESSA provides national leadership and advocacy on key issues and supports its members and the community through fostering excellence in professional practice, education and training and research.



VALUES

The association's values:

1. Excellence
2. Service to members
3. Ethical practice
4. Collaboration
5. Leadership

STRATEGIC PURPOSE

The intent of the ESSA strategic plan 2010-2012 is to provide a clear direction and unity of purpose for everyone involved in the management of the association and the provision of service for our members.

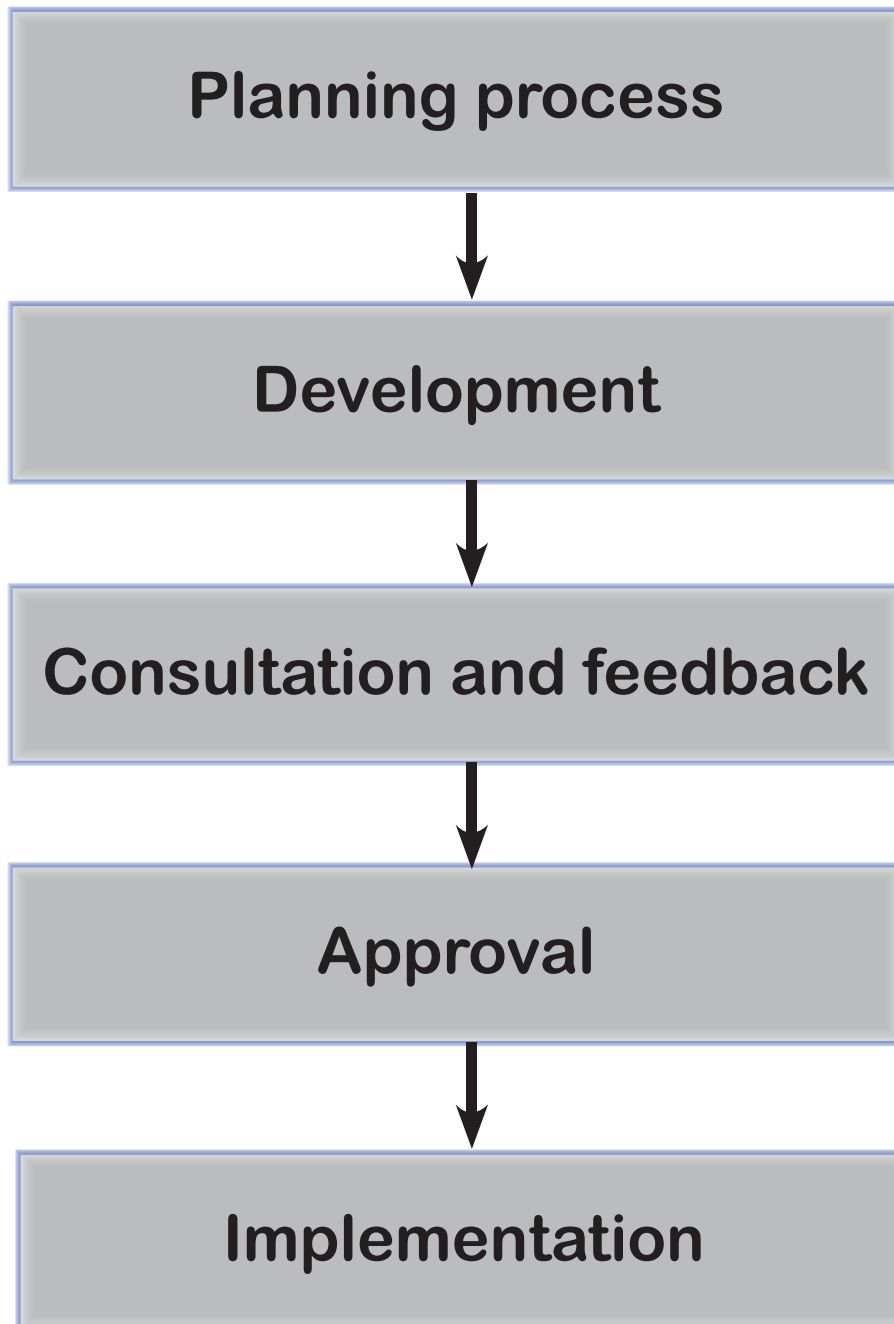
The 2010-2012 ESSA strategic plan is designed to:

- Provide guidance and direction to the national board and state chapters so that they can plan and arrange their work to contribute to the achievement of our 7 strategic goals.
- Inform the process of developing annual budgets and allocating resources to strategic programs and projects.
- Provide a framework to measure the success in delivering the objectives of the strategic plan by reporting on key performance outcomes Communicate to our members, allied health & medical professions and government what we plan to achieve over the next 3 years.

This version of the strategic plan is designed to be a comprehensive 'working document'. As such, it contains all the major programs and actions identified by the ESSA national board and state chapters as being important to the future of the association over the next 3 years.



STRATEGIC PROCESS



Strategic Goal One - To grow the association

Strategies

- Review the knowledge, skills and attributes of the exercise science membership category to meet government and community health initiative needs, employment opportunities and the capabilities of universities to deliver the required outcomes;
- Increase the services and benefits available to members;
- Increase the awareness of the association, its services and programs;
- Increase membership;
- Improve member retention rates;
- Increase total revenue for the association as well as diversifying the revenue streams;
- Increase the number of salaried staff that support the running of the association;
- Engage the sport science community more effectively;
- To provide member services that enhance and support the work of members.



Strategic Goal Two - To provide leadership in exercise and sports science

Strategies

- Increase the recognition of ESSA as the lead organisation in exercise and sport science in Australia;
- Secure representation on key State/Territory/Federal committees/working groups that involve health, exercise and sport in Australia;
- Improve our relationships with health groups, national and international allied associations;
- Provide leadership in the role of exercise in the prevention and treatment of chronic disease;
- Provide advice/assistance to health related associations in the production of guidelines documents and fact sheets on how to cope/live with the condition;
- Providing leadership in sport science.

Strategic Goal Three - To promote excellence in exercise and sports science by supporting research and practice

Strategies

- Facilitate the delivery of high quality and professional learning opportunities for members;
- Establish resources to support continuous learning;
- Maximise the accessibility of continuing education opportunities to remote and rural members;
- Establish and support a mentoring program for new exercise physiologists;
- Support members to be educated on emerging trends and issues;
- Provide a quality accreditation program;
- Provide leadership and advice to support the highest in ethical standards for research and practice in exercise and sports science;
- Develop a process to collect evidence based data to demonstrate the value of the profession;
- Develop evidence based position statements and clinical practice guidelines;
- Provide opportunities to disseminate (research conference).



Strategic Goal Four- To promote members and the association

Strategies

- Increase the recognition and awareness of our professions;
- To make recommendations to government on initiatives designed to improve health through increased physical activity;
- Increase communication of exercise and sport science information;
- Undertake brand development;
- Actively seek media and promotion opportunities;
- Establish a marketing and communication plan;
- Increase public awareness of ESSA and the benefits of exercise scientist, accredited exercise physiologist and sports scientist;
- Increase work opportunities (fields of employment) for ESSA members.

Strategic Goal Five- Working with members and aligned associations to improve the health of Australians

Strategies

- To establish Exercise is Medicine™ online;
- To contribute to government initiatives;
- To provide continuing education opportunities for aligned associations;
- Establish alliances with other associations to promote multidisciplinary approach to management of chronic disease for optimal outcome, which in turn increase cross referral.



Strategic Goal Six- To provide a quality assurance framework for accreditation of individuals and academic units

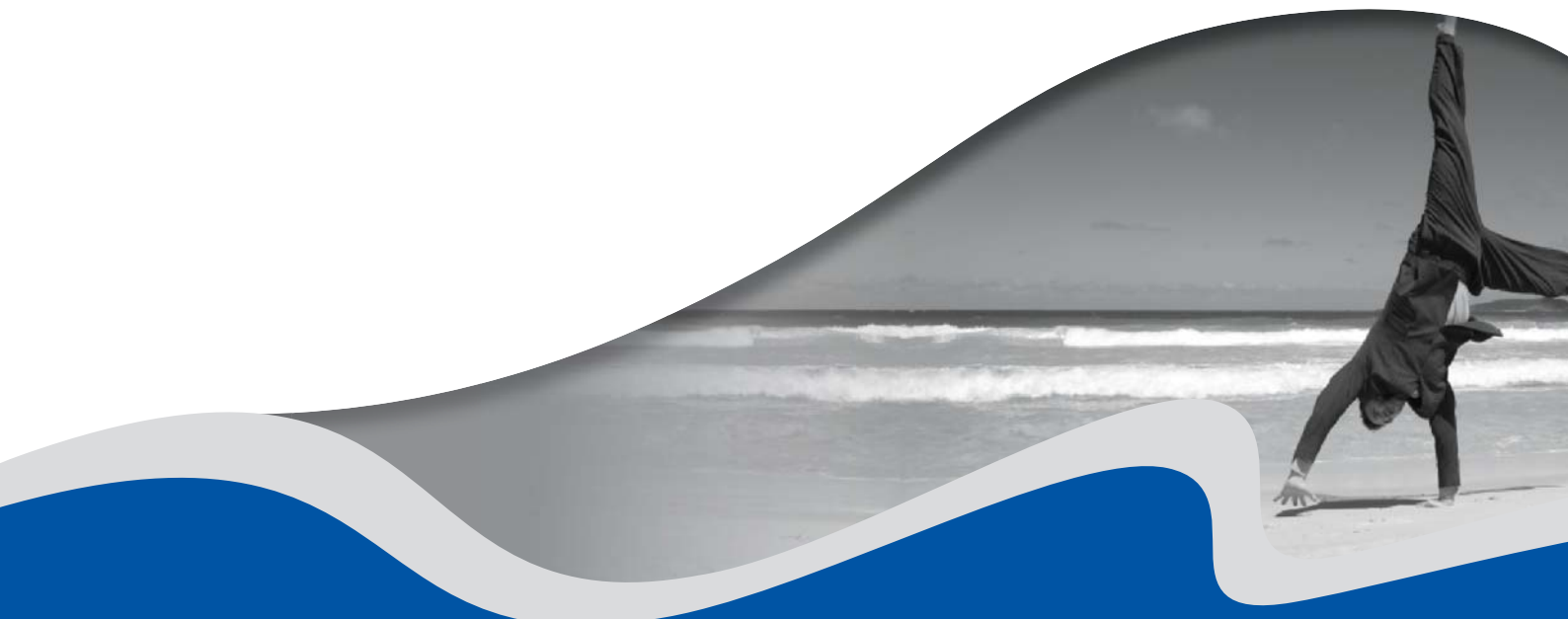
Strategies

- **Support universities to deliver quality programs in exercise and sport science through the sharing of information in relation to:**
 - **Coursework;**
 - **Student practicum and supervision of student practice, including clinical and non-clinical practice;**
 - **Continuing education;**
 - **Research and conferences;**
 - **All categories of membership and accreditation, including academic membership;**
 - **Academics obtaining accreditation as practitioners;**
- **Assist universities with undergraduate and graduate curricula to undertake accreditation of their program;**
- **Provide a quality university accreditation program;**
- **Provide a quality individual accreditation program;**
- **Regularly review and improve where necessary for both accreditation and re-accreditation systems and processes;**
- **Develop framework, evaluation criteria etc for industry providing practicum placement for students seeking accreditation.**

Strategic Goal Seven- To work efficiently in a unified association

Strategies

- Ensure the national office has the support and resources to effectively meet the goals contained within the strategic plan;
- Optimise the effectiveness of board sub-committees (incl state chapters) to achieve the strategic objectives of ESSA;
- Optimise the effectiveness of operational and governance structures to achieve the strategic objectives of ESSA;
- Establish and/or review policies and procedures where required;
- Review and implement changes where necessary to optimise the associations self-regulation processes;
- Enhance the financial viability of the organisation;
- Enhance the associations risk management strategies and structure;
- Ensure strategic planning.



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